

# PARTNERS

OF THE SAANICH PENINSULA HOSPITAL FOUNDATION



## *CT Scanners* and the Fascinating People Who Use Them

Next time you go to Emergency with the question “what is wrong with me?” the answer may be available just as soon as your CT scan results are complete. Just as there have been improvements in computer equipment such as cellular phones, home computers and televisions, so there have been vast improvements in CT scanners.

The CT scanner, or the “X-ray Computed Tomography” machine, was invented by Godfrey Hounsfield from England and Allan Cormack from South Africa. They were jointly awarded the Nobel Prize for Physiology or Medicine in 1979, and Godfrey was knighted in 1981.

Prior to the development of new CT scanners, it was faster to do an ultrasound examination, but no more. As soon as a scan is done, any one of 15 radiologists can quickly analyze the images online. The radiologists who provide service at the Saanich Peninsula Hospital form part of a circle of specialists who share the work for the city of Victoria. Teamwork has become the key to prompt treatment.

Dr. John Mathieson, Head of Medical Imaging for Island Health, came to Vancouver Island in 1995 after many

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## **Goodbye and Hello**

After 12 years of service to the Saanich Peninsula Hospital, John Tidman decided to retire from the Board of the Foundation. John brought a wealth of construction expertise to projects such as the Emergency Room redevelopment, the creation of the Palliative Care Unit and our biggest project to date, the new Operating Rooms. John could always be counted on to bring his unique sense of humour into our meetings, along with his business acumen. We will miss his jokes about lawyers at the Board table, but we're happy to report that he has agreed to sit on the Construction Committee for the new PARR project, which will get underway in January.

Also retiring this year is Dr. Pat Walsh. A Board Member since 2002, Pat was engaged and caring, providing a doctor's point of view in all issues brought to the Board table. His quiet manner belied a passion for the Saanich Peninsula Hospital and his thoughtful approach always resulted in a richer discussion yielding better decisions.

While these two Board Members are hard to replace, we are very pleased to let you know that Matt Peulen has joined the Board of the Foundation. Matt, who grew up in Port Alberni, manages the Viscount Aero Centre at the Victoria International Airport, along with a property development company. He is also our youngest Board Member and brings a great combination of youth and experience to the Board table. He has been actively involved in fundraisers for the Sidney by the Sea Rotary Club and organized the "Purple Day Plane Pull" for the Epilepsy and Parkinson Foundation.



## **Christmas is coming...**

...and it seems the new CT Scanner won't be far behind it. To date we have received very, very generous donations amounting to almost \$900,000! We are reaching our goal faster than ever before, and we have each and every one of you to thank for it.

May this be your best holiday season ever!



# *National Aboriginal Day*

**Saanich Peninsula Hospital's Extended Care Unit** celebrated National Aboriginal Day on June 21st, 2013.

The Recreation/Activity Department organized activities for residents. That week, singers/drummers from Tsawout, a local community, performed in the Chapel. One of the recreation staff made bannock and then about 12 residents and staff made felt wall hangings with Aboriginal symbols.

Families of residents and staff brought in some personal belongings that represent First Nation culture and a beautiful display case was arranged as well as a large notice board of pictures, dream catchers and blankets.

This was the first year SPH ECU celebrated National Aboriginal Day. Staff and residents are now planning next year's activities.

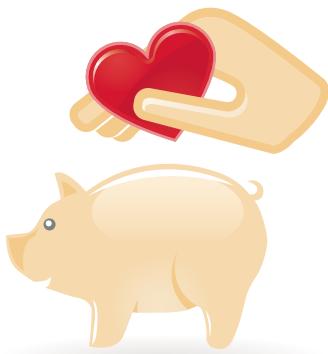
*Jane Fox RN, BScN  
Aboriginal Liaison Nurse, SPH*



*Marlane Caplett and her husband Don Williams, both from Pauquachin, First Nation community.*



# Measuring Financial Efficiency



“I make regular donations to the Saanich Peninsula Hospital Foundation, how can I be sure that my money is being well spent?” This comment is made frequently to many, including our volunteer writer Barbara Harwood.

Barbara is very complimentary to staff members Karen and Lesley and the Foundation volunteers. She says, “the Saanich Peninsula Hospital Foundation is fortunate to have them [Karen and Lesley]. Along with their team of dedicated volunteers they raise funds for equipment and major projects as required.”

Thank you Barbara. Recently though, we’ve been thinking we should “do some of the math” and share it with you (at the risk of overloading you with numbers!).

Website Charity Navigator rates the financial performance of charities in the United States. It calls itself “Your Guide to Intelligent Giving” and is a well-respected American source of charitable information. We thought that if we took some of their metrics and applied them to our results, we could show you how Charity Navigator might rate us.

Charity Navigator bases their evaluations on the financial information in each charity’s tax returns. In our case, that would be the T3010 form that we submit each year to the Canada Revenue Agency. We’ll look at four of the performance areas, or metrics they examine.

## Performance Metric 1: Program Expenses

As Charity Navigator puts it, “charities exist to provide programs and services, and charities fulfill the expectations of givers when they allocate most of their budgets to providing programs.” In our case, we don’t provide the services at the hospital; Island Health does. However, we should still allocate most of our budget to purchase the facilities and equipment in support of that service. So how have we done? See Table 1 - Program Expenses.

On this measure, our rank would be between 6.8 and 8.6 out of 10, depending on the year. According to Charity Navigator, “Our data shows that 7 out of 10 charities we’ve evaluated spend at least 75% of their budget on the programs and services they exist to provide. And 9 out of 10 spend at least 65%.”

You might notice that in 2012 and 2013, the Foundation spent more than it received in revenue. This is because not all projects are completed in the year during which funds were raised (planning for new facilities takes time!). That is also why some years, like 2011, are lower. The funds raised for a

*continued on page 6...*

**Table 1 - Program Expenses**

Year end	Revenue	Expenses	Grants to the hospital	Grants as a % of expenses	CN Rank (out of 10)
2013-03-31	\$3,576,196	\$3,696,166	\$3,193,800	86%	8.6
2012-03-31	\$2,441,286	\$2,719,517	\$2,256,859	83%	8.3
2011-03-31	\$3,082,500	\$1,399,571	\$958,395	68%	6.8

**Table 2 - Administrative Expenses**

Year end	Total Expenses	Admin Expenses	Admin as a % of expenses	CN Rank (out of 10)
2013-03-31	\$3,696,166	\$187,041	5%	10
2012-03-31	\$2,719,517	\$178,967	7%	10
2011-03-31	\$1,399,571	\$164,901	12%	7.5

**Table 3 - Fundraising Expenses**

Year end	Total Expenses	Fundraising Expenses	Fundraising as a % of expenses	CN Rank (out of 10)
2013-03-31	\$3,696,166	\$274,821	7%	10
2012-03-31	\$2,719,517	\$246,278	9%	10
2011-03-31	\$1,399,571	\$246,154	18%	5

**Table 4 - Fundraising Efficiency**

Year end	Fundraising Expenses (a)	Total Contributions (b)	Efficiency (a/b)	CN Rank (out of 10)
2013-03-31	\$274,821	\$3,034,765	\$0.09	10
2012-03-31	\$246,278	\$1,918,284	\$0.13	7.5
2011-03-31	\$246,154	\$2,688,101	\$0.09	10

*...continued from page 4*

particular project are held in a segregated fund until projects are completed or equipment purchased. Because of reserves, the Foundation is never in a deficit position.

## **Performance Metric 2: Administrative Expenses**

Charity Navigator recognizes that “effective charities must recruit, develop and retain talented people. At the same time, they must ensure that administrative expenses remain reasonable and in line with the organization’s total functional expenses.” Again, how have we done? See Table 2 - Administrative Expenses.

Charity Navigator would rank us somewhere between 7.5 and 10 (out of 10) in their rankings for charities like us, which they call “fundraising organizations”. Their definition: “These charities serve as fundraising vehicles for other community-based charities [such as Island Health], and appropriately demonstrate smaller overhead spending.”

## **Performance Metric 3: Fundraising Expenses**

Once again Charity Navigator weighs in with its opinion: “Charities spend money to raise money, but they do not exist to raise money. Charities should ensure that fundraising expenses stay in line with the charity’s total functional expenses.” Our results are in: See Table 3 - Fundraising Expenses.

You might notice that our rank changes significantly, depending on total expenses (the largest part of which is purchases for

SPH). Even though the absolute numbers are similar, any delay in project spending can affect the percentages.

## **Performance Metric 4: Fundraising Efficiency**

According to Charity Navigator, “Financially effective charities must in part be efficient fundraisers, spending less to raise more. We calculate a charity’s fundraising efficiency by determining how much it spends to raise \$1 in charitable contributions.” Our performance is in: See Table 4 - Fundraising Efficiency.

Charity Navigator looks at other aspects of financial health, including revenue growth, and working capital (which we haven’t done here due to space constraints). However, based on all of the metrics Charity Navigator uses, the Saanich Peninsula Hospital Foundation would earn a four-star rating, which is their highest rating. For more information, please check out our performance on the CRA website: <http://bit.ly/186GQ2R>.

### **Newsletter e-version**

If you wish your newsletter to arrive via email instead of printed matter, please email either Karen or Lesley at [Karen.Morgan@viha.ca](mailto:Karen.Morgan@viha.ca), or [Lesley.Webb@viha.ca](mailto:Lesley.Webb@viha.ca). We would love to decrease your paper, but still give you the opportunity to view a great newsletter online.



# *Art, Grief & Spirituality:*

## **The Miracle of Wood in Our Chapel**

Outside the windows of San Pen Hospital's chapel the branches of oak trees move slowly in the afternoon breeze. Inside the chapel, wood from around Vancouver Island has found a home in the form of an altar, a prayer table and a decorative addition to the back of the chapel piano. In a unique collaboration between Chaplain Norah Fisher, local artist Don Bastian and the Foundation, the pieces provide a unique expression of art through wood. Funds were provided for this project by a donor who left a bequest specifically dedicated to the furnishing of the chapel.

Chaplain Norah Fisher loves to run her hands over the intricate design of the altar, made from alder as well as wild cherry and walnut from the Keating/Willis Point area. Because religious symbols cannot be left out on display, this dual-purpose storage unit/altar is a beautiful and functional way to accommodate the needs of both Chaplain Fisher and the visiting clergy who minister to patient and resident spiritual needs. The altar's top is embedded with a maple sun disc—since maple can take a bit of wear and tear—as is the leaf and vine carved on the altar's front. Chaplain Fisher says that one of the hospital's blind patients told her she loved to stroke the carvings. "I don't

need it to see it to feel its beauty," she recalls the resident telling her. For Mr. Bastian, the altar represents hope, life, a kinship with the earth and the beauty of nature just outside the chapel's windows.

Music is integral to the chapel's function and recently the donated piano was decorated with a backing of ascending kelp, carved out of alder. "I find that music really touches everyone," says Chaplain Fisher and is especially so for people with dementia. Several residents play beautifully and now, the piano looks beautiful from all sides. The group agreed on the concept for the piano quickly, but "the drawings and layout for the piece took some mental gymnastics, as the soundboard of the piano needed to be unimpaired," says Bastian. "I also needed to know that if someone grabbed onto the kelp to move the piano around the chapel that it was stable and would withstand some handling."

The final piece greets visitors at the chapel's entrance: a hall stand for prayer brochures carved from local white walnut, again from Willis Point.



Now the chapel, home to Catholic, Anglican, Baptist, Congregationalist services as well as a Thursday morning hymn sing, radiates an even greater sense of peace, aided by an artist's vision of what a simple piece of wood can add to the chapel's mission.

■ by Virginia Watson-Rouslin

*continued from page 1...*

years at St. Paul's Hospital in Vancouver. In a recent interview, Dr. Mathieson explained, in layman's terms, the value of CT scanners in today's surgeries and diagnoses. In the 1970's a person going in to Emergency complaining of severe abdominal pain would undergo surgery. In about 20% of cases there was no need for that surgery, but surgeons had little choice. X-rays only showed one dimensional photographs, often hiding one organ behind another.

Today, the CT scanner is a vital tool, resulting in less than 1% inaccurate surgery. The modern scanner reveals three dimensional images and those images can be rotated to all angles. Over the years, the resolution of scanners has improved tremendously, now showing structures down to one eighth of a cubic millimetre of tissue, and scanners are so fast, it takes only a few seconds. As Dr. Mathieson put it, "it takes less time to do its work than it does for the patient to get on to the bed."

The amount of radiation used by CT scanners has been a concern. In the past 3 years, a completely different method of creating the images from CT data has been made possible by the much faster computers that are now available. This allows CTs to be done now with a fraction of the radiation of older equipment, and the dose is the same or less as the background radiation we all get just by living on the earth.

One example of the new CT scanners' improved ability to assist in diagnosis is gout. Uric acid crystals accumulate in the joints, particularly the big toe, causing that

toe to be deformed and creating excessive pain. X-rays were of limited value, since it took 10 years for the disease's damage to show. The new CT scanners reveal the uric acid crystals at a much earlier stage.

You might wonder what will happen to our old machine. When a new machine is delivered to the Saanich Peninsula Hospital, our existing scanner will find a new home. Dr. Mathieson explained the process as follows: "When you buy a new car, you are given credit for the age and the condition of your trade-in vehicle. The old CT scanner will provide us with credit for its condition and it will then be offered to another hospital, which may be in a third world country." Dr. Mathieson has worked in Rwanda and he would love to see a CT scanner there.

Dr. Mathieson is confident that the staff at the Saanich Peninsula Hospital are already very capable of handling a new scanner. He also is confident that the new scanner will have a great benefit for the community. For example, the new scanner will show accurate pictures of the coronary arteries, which could prevent having to transfer heart patients to the cardiac centre at the Royal Jubilee Hospital.

Exciting times for the Saanich Peninsula Hospital. ■ *by Barbara Harwood*

# Donor NEWS



Army, Navy and Airforce Veterans in Canada #302 provided one of the first donations to our 2013 CT Scanner campaign with their donation of \$4,000. This donation comes from the proceeds of their meat draws. We are the lucky recipients of this popular event and appreciate their generosity for choosing Saanich Peninsula Hospital as one of “their” charities.

More recently, the Central Saanich Lions Club presented SPH Foundation President Gordon Benn with a cheque for \$50,000, which represents a lot of hard work in the local community by this great group of men (and their equally hard-working spouses). Members of the club requested that the funds be used for the purchase of the new CT Scanner, giving that campaign a huge boost!

Thrifty Foods has donated a total of \$2,535.00 from their recent “Pumpkins for Charity” campaign. For every pumpkin sold, Thrifty Foods donated \$1.00. Thanks goes to Thrifty Foods as well as the many pumpkin carvers in the community who made this contribution to the CT Scanner campaign a success.



The Royal Bank in Sidney recently donated \$10,000 to the Foundation for a new ECG machine. This is a vital piece of equipment that provides our hospital with the latest in diagnostic equipment. Presented to Karen Morgan is a cheque from Shelley Eaves, Community Development Officer at Royal Bank in Sidney.



Torque Masters Car Club of Sidney held their annual auto extravaganza on August 25th. This year they raised \$430.00 for the Al Slater memorial fund, one of their members who recently passed away. These contributions will be used in the Palliative Care Unit. The Club has partnered with the SPHF in the past to put on car shows on hospital grounds and raise money for the hospital.

The Central Saanich Lawn Bowl Club held their Charity Lawn Bowling Tournament again this year and raised a total of \$1,600.00 for the hospital. Many thanks!

# Donor NEWS



The Victoria Radio Control Model Society air show held their annual event in August. As usual, it featured a display of small model aircraft. This year their donation to the hospital was \$12,203.57, which is an amazing result for this small, dedicated group. We are very grateful to receive this generous gift to the CT Campaign.

The Williamson household is a busy place during this time of the year with the creation of mini pumpkins that are sold through their store, Firbank Farms, on Island View Road. Mckenzie visited us with a number of them to decorate the ECU unit residents' dining room.



own volunteer writer Barbara Harwood saw other possibilities. As she says, "I bought a couple of miniature pumpkins from Firbank Farms to show staff at Silver

Threads, and they were so delighted that they asked for 14 of these attractive little items for a Thanksgiving dinner for 128 at the Saanich Silver Threads.

Each table looked very festive and the idea behind the pumpkins was kept a secret from the dinner guests until just before closing, when they were asked to look under their coffee cup saucer. If the saucer had a red paper square stuck to it, the centerpiece was theirs. I wish you could have heard the shouts of delight from the winners. Many of the attendees live alone and look forward to not only the dinner but also to the entertainment. Some are severely disabled and they enjoy the evening, knowing that they are welcomed and respected." Many thanks to the Williamson family!



Country Park Village on Central Saanich Road is a great place to enjoy life! The residents of this "village" have fun, look after each other and play golf. This year the hospital was the recipient of the proceeds from their golf tournament. Pictured here are Fay Chisholm and Wayne Helgason with their donation of \$360.00.

Another regular golf tournament is organized and hosted by generous staff and management of Firm Management Corporation of Central Saanich. The tournament was held in Sept. and raised over \$11,000 for palliative care at SPH.



The Peninsula Singers sang to sold-out audiences in the Charlie White Theatre this spring. It wasn't just a tour-de-force performance, it was a great fundraiser. Karen Morgan was presented with their latest donation of \$1,000 by Louise Jovanovic. Their Christmas Series "Christmas Time is Here" is scheduled for December 6, 7, & 8.



George and Lillian Coldwell are passionate about their organization "Heart Health". Every year this group holds an annual Heart Walk. This year the Saanich Peninsula Hospital Foundation was the recipient of the proceeds of this walk. The \$3,500 which was contributed will be used for heart-related equipment.

*A big thank you!*

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**PARTNERS**

is produced on a quarterly basis by the Saanich Peninsula Hospital Foundation.

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