

ANNUAL REPORT

April 1 March 31
2003 - 2004

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MISSION

The Miramichi Regional Hospital Foundation's mandate is to raise funds for the purchase of equipment; erection, extension, or alteration of buildings; and provision of health care for patients.

GOALS

To provide local quality health care services to Miramichi area residents in hopes of eliminating timely appointments and travel to outside regions to have medical tests performed.

BOARD OF DIRECTORS & STAFF

David Cadogan, *Chairperson*
Steve Myles, *Vice Chairperson*
Dave Lobban, *Treasurer*
Ann Creamer
Shirley Donovan, *Campaign Co-Chair*
Jack Estey
Vicky Henderson
Robert Holmes
Dr. Linda Hudson
Lillian LeBreton
Brian MacRae
Francis Malley
Doug Prebble
Bill Rushworth
Roger "Butch" Wedge

Stan Knowles, *Miramichi Regional Health Authority Board Chairperson*
Jim Wolstenholme, *Miramichi Regional Health Authority President & CEO*

Phyllis Mossman, *Auxiliary President*
Sylvia Wilson, *Campaign Co-Chair*

Joanne Sellars, *Managing Director*

CHAIRPERSON'S MESSAGE

Hearing the wish "May you live in interesting times," referred to as an ancient Chinese curse is a surprise at first. People who live in a constant series of crises on the Miramichi develop an appreciation for that ancient civilization's thinking.

It seems someone is always disputing the Miramichi's existence. Miramichiers seem to have to fight like wolverines just to preserve our existence and hold our ground much less get ahead.

Fortunately, the constant struggle seems to make Miramichiers strong enough, energetic enough and united enough for the task. When we don't have any outside threat to combat, we fight among ourselves. As someone told me at the Progress Club on Friday, the Save Our Hospital issue made us act like the city we are supposed to be.

I emailed friends in other parts of the province on June 10 joking that the Miramichi Campus of the NB Community College is adding a program in public demonstration organization and execution to be headed up by professor Bill Fraser. Two people from Woodstock want to sign up already.

My personal opinion is that we must now concentrate our efforts on ensuring that some of the administrative services to be centralized, be centralized here. There is no reason the payroll for all the hospitals in the province couldn't be done here.

It is also my personal belief that Michael Tanker Malley and Rose May Poirier have done the right thing by holding their ground and not bolting their party on rumours. The foundation has had wonderful support from all of our MLA's, government and opposition, from the beginning of our campaign.

I commend Tanker for trying to talk to his constituents under the most difficult of circumstances.

I commend the Miramichi demonstrators for a textbook democratic demonstration – vigorous, loud and non-violent.

Health care reform is not, by definition, a bad thing. Productivity improvements are a necessity of modern life, especially in a field where costs escalate at double and more the rate of other inflation.

We need to keep up the pressure to ensure our share of new services like more senior citizen home beds, more services to promote health, and more local delivery of things as simple as immunization shots for travelers.

In some cases, it is true, people have to travel to hospitals for the level of care they need. In many other cases, a service can come to a local hospital for a day or two a week or a month. How is money actually saved when 100 people instead of one travel 40 miles?

Health services are a huge economic generator that also provides a core of great citizens and badly needed new blood in our community. We need our elected representatives to remind government that one of the very big elements in a healthy population is prosperity. Poverty is devastating to health and healthy habits.

We need equivalent care giving jobs for any of our citizens displaced by reform.

In the immediate term, we need approval for the program support for the satellite nuclear medicine equipment Miramichiers and corporations regional and national have supplied the money to buy.

The campaign to protect and preserve Miramichi health care delivery must continue.

Well, a proper chairperson would have to reign in a speaker who got so far from the topic before the meeting.

I must beg your forgiveness in advance. It has been an "interesting" year, this is my farewell to some great people and I don't have a column in which to vent anymore.

The topic of this meeting is the fiscal year that ended March 31, 2004. It was a wonderfully successful year.

The co-chairs of the million dollar plus campaign, Sylvia Wilson and Shirley Donovan and former co-chair Carolyn MacKnight deserve our hearty congratulations and thanks for leading us all to the successful conclusion of that campaign.

Six years ago, Bill Rushworth, Jack Estey, Francis Malley and I all drew long straws on the first foundation board. Our constitution limits membership to two three-year terms. In order to stagger the terms so the entire board didn't leave at the same time, we drew straws for first terms of one, two and three years.

Six years seems a lot shorter looking back from now than it did looking forward from then.

Bill, Jack, Francis and I are the last of the original members. Bill and Jack and Francis have been tireless members.

Bill traveled more kilometers than any other member and ensured that support from the Baie Ste. Anne area has been as strong as anywhere in the region. He has also always been a strong moral guide ensuring that we not only did the right thing but that it should be obvious that we did.

Jack provided the kind of financial and executive wisdom and guidance any board in the country would feel blessed to have. He and his wife Lucy have been among the Miramichi's chief benefactors for longer than most people live. They celebrated their 60th wedding anniversary a couple of weekends ago. Lucy can still fit into her wedding dress and Jack can still fit into the RCAF uniform he wore for their wedding.

Francis has been most responsible for our style in everything from the beautiful, tasteful and functional recognition wall to the office to the most recent two, very successful, annual foundation galas. He never accepted a penny for his professional design services so the board insisted on acknowledging his contribution on the recognition wall.

I'm sure they will all agree with me, six years is enough. Time to suck new blood.

As nominating committee chair Francis will report, we have some exciting new blood to propose for election.

Special thanks.

As I leave, I'd like to express special thanks to some continuing board members who have been especially active. Foundation vice-chair Steve Myles does so much we have had to try to ease his burden so he can have time to develop his idea for a planned giving program.

It's been a delight to work with Anne Creamer. This year she assumed supervision of the endowment funds passed on to us by the Friends of the Miramichi Hospital and initiated by the Hutchison Trust. She continues to chair the Club 1000 committee for donors who give \$1,000 each year for a minimum of five years.

Anne is the most direct (diplomatic word for blunt) person I've ever had the pleasure of working with. She delivers straight from the shoulder with the happy talent to make us all laugh while we take our medicine.

She and treasurer David Lobban make a killer team. David has organized our financial reports so we know where every penny came from, where it is and where its donor specified that it go. Parliament should be so lucky. The auditor general would love David and Anne.

Nothing could be so reassuring to the chair of this board than to know every penny is accounted for so clearly even the chair understands.

Our warm and wonderful member from the lively and generous Neguac area, Lillian LeBreton, drove many a dark, cold mile to and from winter board meetings. One of the great privileges of serving on this board has been to get to know Lillian better and have the benefit of her kind and practical, financially sound advice.

Doug Prebble who, as Rotarian, has for years been a major worker for the foundation, has taken on the challenging task of launching the Mad, Mad, Mad Miramichi Fun(d) Road Rally as the new incarnation of the traditional Rotary Fund Run.

I don't know where Dr. Linda Hudson finds the time and energy to serve. It isn't unusual to have her in and out of meetings as patients require her attention but she is always the one whose homework is meticulously done. She keeps us true to our own rules.

Vicky Henderson missed a few board and committee meetings. She had an excellent excuse. She had a beautiful new baby.

When he joined us, neither we nor new member Butch Wedge had any idea how useful his political experience, determination and connections would be so soon.

We're also fortunate to have Robert Holmes, our pharmaceutical world connection, when the long hours and staffing challenges of a modern pharmacy permit, like Stan Knowles, he seems to be able to get all the hours of work he wants.

I don't know where to start and stop in praising the efforts of managing director Joanne Sellars. I'll have to go easy, she's up for wage review.

On top of the normal office duties, she aggressively pursues new sources of funds and works hard on every committee like the golf tournament, rally and gala. She operates the Grand-A-Pay Lottery that generates over \$30,000 per year for the foundation from hospital staff.

To the chair of the foundation, she is a tremendous source of peace of mind. She anticipates challenges and gives the chair and the board time to deal with issues well before they become crises.

She is typically Acadian in her emotions. The generosity of Miramichiers regularly brings tears to her eyes. Mine too, come to think of it. The rumours of savage slashing of local medical services had her weeping and warlike at the same time. She is a wonderful ambassador for the foundation and the hospital.

I also want to thank Stan Knowles, chair of the hospital board, for my term as chair. He was one of the original foundation board members and has an excellent understanding and appreciation of the needs and potentials of the two boards. His steady, pragmatic guidance has been invaluable.

Ex-CEO Jim Wolstenholme and present CEO Gary Foley have also been very helpful and supportive. Communication in a corporation with hundreds of employees and a budget in the tens of millions is a huge challenge. The good will and dedicated effort we've had from Jim and Gary has been a treasure.

Past chairs Leon Bremner and Bill Tozer and all the members with whom I served were can-do and did-do people. It is a holiday cruise to chair a group in which every member wisely discharges his or her accepted responsibilities with competence and sensitivity. It has been a joy to work with these people for six years.

Finally, none of it matters an iota without the support of the hospital staff and the Miramichi public. We're only the gatekeepers for people with an unsurpassed gift for care giving and a truly inspiring love for and generosity to their fellow citizens and the beautiful Miramichi region.

I consider myself truly blessed to have had the opportunity to see the heart of the Miramichi people so close and so clear.

On the river!

*David Cadogan
Chairperson*

MIRAMICHI
REGIONAL
HEALTH
AUTHORITY

On behalf of the Miramichi Regional Health Authority, I would like to thank the Miramichi Regional Hospital Foundation for their generous financial support in the last year. Their donation of \$85,000 allowed the health authority to purchase new cardiac rehabilitation equipment and two telemetry monitors to enhance the care of patients with heart disease. They also purchased a required bladder scanner.

I congratulate the Foundation on successfully completing their \$1 million campaign. It is a mark of true community spirit that the three phases of this campaign were accomplished in less than four years. As a result of this campaign, patients in our region no longer have to travel long distances to receive MRI or bone densitometry procedures. The final phase of the program dedicated to nuclear medicine is identified as a much-needed diagnostic test in our region. We are hopeful government will fund this important program.

I would also like to thank the Foundation's community partners for their dedication in raising funds to purchase necessary medical equipment. The Miramichi Kinsmen and Newcastle Lions Club were successful in raising \$103,500 to purchase a bone densitometer and the Miramichi Regional Hospital Auxiliary for raising \$56,500 to purchase a gastroscope and colon scope.

Over the last year, we improved our already strong working relationship by adopting a clear process to approve requests for funding. As a result our communication is strengthened and we look forward to a continued strong partnership with the Foundation and supporting them in their efforts to enhance patient care through the purchase of necessary medical equipment. Together with the Foundation and the continued support of the community, we will be able to provide specialized care in our region.

*Stan Knowles,
Board Chairperson
Miramichi Regional Health Authority*

HISTORY & ACCOMPLISHMENTS

The Miramichi Regional Hospital Foundation Board of Directors, comprised of voluntary members representing the Miramichi Community, was established in 1998; the Miramichi Regional Health Authority Board Chairperson and President & CEO serve as ex-officio members.

- Bone Densitometry
Unit

In February 2004, a new local medical service enabling Miramichi patients to experience the benefits of quicker diagnosis and decreased travel and appointment wait times to an estimated 4000 patients annually, was proudly announced. The Bone Densitometry Unit at Miramichi Hospital, at a cost of \$103,000 funded by the Miramichi Kinsmen Club and Newcastle Lions Club, in partnership with the Miramichi Regional Hospital Foundation, is an essential tool in Osteoporosis management.

- \$1 Million
Campaign

The success of obtaining the long awaited Bone Densitometry Unit at Miramichi Hospital completes phase two of the Miramichi Regional Hospital Foundation's \$1 Million Campaign, phase one was accomplished with the completion of the MRI Docking Facility.

The Magnetic Resonance Imaging (MRI), a mobile unit that services the Miramichi Region 25% of the time, shared with Chaleur and Campbellton Hospitals, is realizing an ever-expanding role in assisting doctors to assess and monitor patients.

Bone Densitometry, a form of diagnostic imaging, utilizes a low radiation instrument specifically designed to measure the bone mineral content in a patient's axial skeleton. Providing the service of Bone Densitometry helps to identify those individuals in our region that are most at risk of developing osteoporosis.

Prevention by early detection and treatment are the most practical defence strategies.

The Campaign Team will now focus on the final \$1 million campaign phase, obtaining government approval for Nuclear Medicine equipment.

The Campaign has reached its four-year \$1 Million goal. The support and assistance of the community, service clubs and various organizations throughout Miramichi have been remarkable.

- *Outpatient Cardiac Rehabilitation and Secondary Prevention*

The Outpatients Cardiac Rehabilitation and Secondary Prevention Program, designed to positively influence an individual's lifestyle behaviour, is aimed at reducing both the incidence of cardiovascular events and the likelihood of readmission to hospital. The Miramichi Regional Hospital Foundation provided \$50,500 to fund the monitoring equipment for this new initiative.

The Outpatient Cardiac Rehabilitation and Secondary Prevention Program will include medical evaluation, ongoing client and family education, psychosocial support, counselling and behavioural modification, and a prescribed exercise program for the client with cardiovascular disease.

- *Bladder Scanner and Telemetry Monitors*

The Bladder Scanner and two Telemetry Monitors, totalling a cost of \$35,000 provided by an individual donor, will assist patients and seniors of our region to have access to updated and modernized equipment.

- *Scopes*

The Miramichi Regional Hospital Auxiliary has demonstrated continuous support to the Miramichi Regional Hospital Foundation over the years. In October 2002, the Miramichi Regional Hospital Auxiliary committed to provide funds to purchase one scope per year for the next four years; they have since contributed funding of \$26,300 for a Gastroscope and \$30,200 for a Colon scope at Miramichi Hospital.

The Miramichi Community continually demonstrates its commitment in strengthening the local health care of our region by supporting the Miramichi Regional Hospital Foundation in its efforts, and for this we are extremely grateful.

All monies raised for the Miramichi Regional Hospital Foundation remain local.

PROJECTS & ACTIVITIES

- *Internal*

The Miramichi Regional Hospital Foundation hosts an *Annual Gala & Charity Auction*, held in partnership with Rodd Miramichi River a Rodd Signature Hotel, offering an evening of fine dining, entertainment, a guest speaker and charity auction.

Memorial Donations in memory of a loved one can be made at local funeral homes and at the Miramichi Regional Hospital Foundation office. Local Funeral Homes are extremely cooperative in their efforts to assist in collecting Memorial Donations on behalf of the Miramichi Regional Hospital Foundation.

The *Donor Recognition Wall*, a freestanding 16' x 20' stained glass structure, is located in the hospital lobby. Individuals and organizations can have their name permanently featured on the wall by reaching the established criteria. All donations are cumulative.

Businesses and individuals can become a *Club 1000* member by donating \$1,000 (tax deductible) annually and are featured on the Donor Recognition Wall. Members receive a plaque to display in their home or place of business, and annual renewals receive a seal to place on their plaque indicating ongoing support. The Miramichi Regional Hospital Foundation Club 1000 currently has 39 members and is continually active in their recruitment efforts.

The Miramichi Regional Hospital Foundation maintains a Memorial Donations *Book of Honour*, a tribute to the donor community listing names in Memory of, In Honour of, Individual, Business and Organization Donations, and In Kind Services.

PROJECTS & ACTIVITIES

The Miramichi Regional Health Authority employees provide strong support to the Miramichi Regional Hospital Foundation by participating in the *Payroll Deduction Program*, the *Grand A Pay Lottery*, and various other activities.

The Miramichi Regional Hospital Foundation is excited to introduce a new project to the Miramichi Community. Plans are underway in organizing the first annual *Mad Mad Miramichi Fun(d) Road Rally*, a fun, safe, non-speeding and non-drinking event designed to challenge participants' skills leading them to a final destination of food, music, celebrations and prizes, scheduled for August 8, 2004.

■ Community Based

The *Chatham and Newcastle Rotary Clubs Annual Fund Run Project* assisted campaign efforts by contributing funds raised to the MRI Docking Facility, and more recently towards Nuclear Medicine Equipment at Miramichi Hospital. The 11th Annual and final Rotary Fund Run was held on August 9, 2003. The Miramichi Rotary Clubs have given the Fund Run Project to the Miramichi Regional Hospital Foundation, which in turn was replaced with the *Mad Mad Miramichi Fun(d) Road Rally*.

The Miramichi Regional Hospital Foundation appreciates the outstanding support that the Miramichi Rotary Clubs have provided over the years.

The *Miramichi Cares Charity Golf Classic* donated all proceeds raised to the Miramichi Regional Hospital Foundation's Bone Densitometry Project. The golf tournament, a Miramichi Kinsmen Club Project, hosted a full day of golfing at Miramichi Golf & Country Club and dining at the Newcastle Lions Club. The 7th Annual Miramichi Cares Charity Golf Classic is scheduled for September 17, 2004. Now that the Bone Densitometry Project is complete, funds raised at the Miramichi Cares Charity Golf Classic will continue to be donated to the Miramichi Regional Hospital Foundation in support of purchasing necessary equipment at Miramichi Hospital.

The *Annual Progress Club Breakfast* is hosted by the Progress Club of Miramichi with a \$100,000 commitment to purchase an ultrasound fetal assessment monitor for the Obstetrics Unit at Miramichi Regional Health Authority.

Information sessions, raffles, concerts, sport pools, cookbooks and bake sales are a few examples of individual community based projects dedicated to assist the Miramichi Regional Hospital Foundation reach its very worthwhile goals.

OBJECTIVES

The three-phase campaign to improve diagnostic imaging equipment at Miramichi Hospital has accomplished its first two phases with the completion of the MRI Docking Facility and Bone Densitometry Unit.

- *Nuclear Medicine
Equipment*

Nuclear Medicine Equipment, valued at approximately \$500,000 and the final \$1 million campaign phase, assists in detection and monitoring of cancer and heart patients.

Nuclear Medicine is a safe and painless imaging technique that uses small amounts of radioactive material detected by a gamma camera to examine specific organs or parts of the body.

Although the Miramichi Regional Health Authority has not received formal approval to purchase Nuclear Medicine equipment, the Miramichi Regional Hospital Foundation looks forward to completing its final phase of the Campaign by acquiring this important piece of diagnostic imaging equipment at Miramichi Hospital.

- *General*

The Miramichi Regional Hospital Foundation looks forward to continuing a positive working relationship with the Miramichi Regional Health Authority to ensure that Miramichi Hospital remains a growing facility while providing local quality health care services to Miramichi patients.

RECOGNITION WALL

■ Individual Levels

Friend - \$1,000 - \$4,999:

- Sally Creaghan
- Margaret Prebble
- Dr. Jerry Wilson
- Lillian Copp
- Dr. Stephen and Carolyn Bent
- Dr. Anthony Tan
- Leon and Carolyn Bremner
- Albert and Joyce Atkins
- Dr. Sanjay, Anjula, and Neha Siddhartha
- Dr. Basil Blanchard and Cathy Healy
- Francois and Dorina Thebeau
- Brent & June Tozer
- Joseph Cook
- Rainelda Walsh
- Dr. Suresh and Rambha Pershad
- Hon. Norbert Theriault
- Len and Edna Robertson
- Jean Ullock
- Robert Jacobson by Irene Jacobson Mendels
- Bill and Dorita Rushworth
- Dr. Donald Lobban
- Phyllis Allison and Joyce Potter
- Manderville Family Reunion Committee

In memory of

- Jennie Bremner
- Dr. Creaghan
- Rachael Adams
- Jeff Matchett
- Joseph and Rose Savoy
- Carmel MacKnight
- Doris MacEachern
- Dr. Willard MacKay
- Lois Ellen Wasson
- Ben Chavarie
- Tom Gulliver

RECOGNITION WALL

■ Individual Levels

Partner - \$5,000 - \$9,999:

- Nicholas & Ann Creamer
- Shirley & Mike Coster, Cathy, Jon, Sue and Mike Jr.
- Dr. Willard & Marian MacKay
- Janet Curry
- Frank and Julie McKenna & Family
- Francis Malley & Cheryl Brown
- Miller & Joyce Esson
- Frank & Lorraine Jefferies

In memory of

- Elizabeth Graham
- Frank Lanteigne
- Romeo J. Connell
- Robert & Melvin Jacobson

Associate - \$10,000 - \$24,999:

- Lucy & Jack Estey

In memory of

- Brian McFarlane
- Dr. Frank and Irene Wilson
- Joseph W. Walsh, Margaret Walsh Hay & Stewart Graham

Humanitarian - \$25,000 - \$99,999:

In memory of

- Jack Esson

Founder \$100,000 +:

- Ernest Hutchison

RECOGNITION WALL

▪ Business / Organization Levels

Friend - \$5,000 - \$9,999:

- Miramichi River Cruisers
- Beaubear Credit Union
- M.F. Esson & Son Ltd.
- Caisse Populaire de Néguaç
- Region 7 Hospital Corporation Employees
- Northumberland Square Merchants Association
- Staff of Extra Mural Program at Region 7
- UPM Kymmene-Miramichi Inc.
- CIBC Bank – Miramichi
- Co-operators
- Zellers Inc.

Partner - \$10,000 - \$24,999:

- Medical Staff
- Miramichi Hospital Nurses Alumni
- Miramichi Hospital Club
- Kinsmen Club of Miramichi
- Agricultural Society No. 122
- Royal Bank
- Bank of Nova Scotia
- Rodd Miramichi River A Rodd Signature Hotel
- Aliant Telecom
- Shoppers Drug Mart – Miramichi Associates –
Andre Hachey / David Skidd
- McCain Foundation
- BMO Bank of Montreal
- The Sir James Dunn Foundation

Associate - \$25,000 - \$99,999:

- Ronald McDonald Children's Charities of Canada
- Miramichi Valley Firefighters Association
- Highland Society of New Brunswick at Miramichi
- Canadian Progress Club, Miramichi Chapter
- Citizens and Businesses of Health Region 7
- Miramichi Cares Charity Golf Classic
- Imperial Tobacco Canada

Humanitarian - \$100,000 - \$499,999

- Miramichi Regional Hospital Auxiliary

Founder - \$500,000 +:

- Rotary Clubs of Chatham and Newcastle
- Friends of the Miramichi Hospital

CLUB 1000

▪ Members

Bremner Farms
Dr. Hans Weber
Miramichi Regional Hospital Auxiliary
Dr. JS MacMillan Professional Corporation
Life Line Project – Miramichi Senior Citizens Home
Wilson MacIntosh
Drs. Carl and Linda Hudson
Dr. Bill and Arlene Martin
Weyerhaeuser
Subway
Dickison Pharmasave
Bruce and Lewis Dickson
Barbara and Les Froment
Northumberland Dairy Co-op
Miramichi Leader
Caisse Populaire de Baie Sainte-Anne
Raymond O'Neill and Son Fisheries Ltd.
Korea Veterans Association
Laurie and Kathy Patterson
McDonald's Restaurant
David and Norma Crawford
Le Groupe Berger
Legion Branch #38 Rogersville
Tabusintac Senior Citizens Group
Legion Branch # 03 Chatham
Legion Branch #49 Blackville
Dr. Marc and Annette Shaw
Joseph Cook
ICT Group Inc.
Chevaliers de Colomb de Lagaceville Conseil 1864
Dr. Rex and Corrine Edward
Dr. David and Christine Lanoue
Camille and Dawn Haddad
Dr. Vijay and Louise Sharma
Dr. Conrad Doiron
ShadComm Ltd.
Dr. Lynn A. Glazier-Goldie
Legion Branch #10 Miramichi
The Cadogan Family

APPRECIATION

The Miramichi Regional Hospital Foundation extends a sincere Thank You to all donors, volunteers, and the community. Your kind expression assists us in ensuring that top quality local health care services are provided at Miramichi Hospital for you, your family, friends, and neighbours for many years to come.



Miramichi Regional Hospital Foundation
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Telephone (506) 627 - 7555 Fax (506) 623 - 3145
Email: mrhfoundation@health.nb.ca
Web: www.region7.health.nb.ca/foundation/

Donations can be made on-line with an immediate electronic receipt sent to the donor's email address.

FINANCIAL
STATEMENTS

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