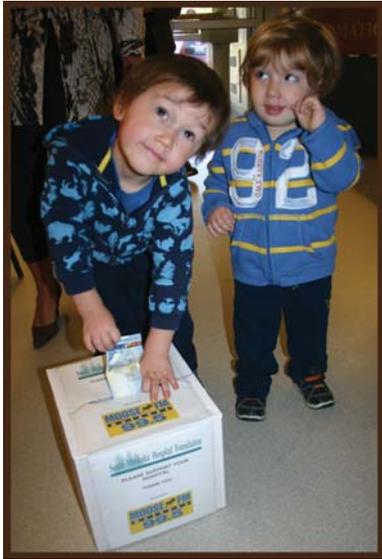


South Muskoka Hospital Foundation

Every year, many Moose FM Staff work long hours to pull together all the details for the Thanksgiving Friday Moose FM Radiothon. The Foundation would like to thank the owners of the Haliburton Broadcasting Group, Christopher Grossman & Kimberley Ward and acknowledge the following Moose FM staff members:

Mike Fry
Wendy Gray
Ryan Griffiths
Andrea Kitchen
Kate Randall
John Wright.

Radiothon helps bring gratitude to Thanksgiving season



You are never too young to support your hospital according to Tucker Kolyin-Beals, age 3 and his brother Jaden, age 2, who were both born at the South Muskoka Memorial Hospital site.

It wasn't just the leaves that were showcasing their colours this past Thanksgiving. The people of South Muskoka once again showed their colours – in full glory on Thanksgiving Friday - when they flocked to participate in the 12-hour Moose FM Radiothon to benefit their community hospital. Those colours painted brushstrokes of generosity and caring as people called into the radio station or stopped by the hospital to tell their stories and make donations.

At this, the fourth year of the Moose FM Radiothon, people took to the airwaves and shared their stories of how they or their loved ones had received expert care, compassionately delivered by medical personnel at the South Muskoka Memorial Hospital site. Medical staff told people how critical modern medical equipment was to speedy and accurate diagnoses and

how dramatic the effects can be on saving lives and increasing patient care and comfort.

“Every Thanksgiving,” says executive director Colin Miller of the South Muskoka Hospital Foundation, “we are overcome with the community spirit that emerges so freely during the Moose FM Radiothon. We receive letters and donations year-round from grateful patients, which is part of the reason I find my job so rewarding. But this event evokes an incredible 12-hour surge of appreciative patients and families. We are grateful to the community and to the Moose FM, who work so hard to bring everything together on this day.”

This year's Moose FM Radiothon brought in donations just under \$45,000, bringing the total raised through this event over the four years up to more than \$171,000.



Moose FM staffers John Wright and Kate Randall evoked many chuckles and guffaws as they requested donations at the popular Liquor & Beer Store location in Bracebridge.

Memorial Garden brings joy and healing



Seated: Elsie & Henry Hillman. Standing: Anne Veitch & son Gerard Veitch.

You don't even have to drive into the hospital laneway to notice that there's been a change at the front of the hospital's main entrance. Flowerbeds, brick pathways, a pergola, granite fountain and outdoor furniture have sprouted up gradually over the past year in the circular curbed island that once only held grass. The Hillman family, seasonal residents on Lake Muskoka, donated the development of this area in memory of family friend and long-time gardener Glen Veitch.

“We admire the Veitch family so much,” says Elsie Hillman, “and Glen was our very favourite, so it seemed appropriate to create something that everyone will enjoy in memory of Glen.” Henry Hillman adds that they saw a need to create a pleasant, stress-reducing environment for patients and their families. “We hope it will be an uplifting place for patients to regain their health while also providing comfort for their family and friends as well,” says Henry.

The garden has already been well used and appreciated by patients over the summer, notes Colin Miller, Executive Director of the South Muskoka Hospital Foundation. “Gifts made ‘in memory’ are a great way to give tribute to a loved one while benefiting others. It's a legacy that donors find rewarding and patients enjoy very much.”

Season's change brings new faces to board

Interesting info tidbits about Muskoka Algonquin Healthcare:

Did you know...?

Emergency visits every year are 44,502...

That's an average of 122 patients every day.



*George Edwards
South Muskoka Hospital
Foundation Board Chair*

As the season changes, so have some of the faces on the board of directors of the South Muskoka Hospital Foundation. Taking the reins as the new chair is George Edwards, who has served as a director on the board for the past three years. George replaces J. Douglas Lamb. Doug will be staying on as a board member to support George in his new role.

George is no stranger to South Muskoka or the hospital. He was actually born at South Muskoka Memorial Hospital and grew up in Bala. Over the years, a number of George's family members and friends have required the use of the hospital and, as a result, he has had first hand experience with the excellent and compassionate care provided by the staff at our hospital.

"Here in South Muskoka, we are fortunate to have a hospital that is well-equipped and well-staffed with a team of nurses and physicians that are both

professional and dedicated to providing world-class health care," says George.

George's priority over his three-year term is to move rapidly forward in continuing to purchase up-to-date and much needed medical equipment for the hospital.

"Today's reality is simple. Our hospital requires state-of-the art equipment in order for our doctors to provide the proper diagnosis, treatment and follow up care to patients in need. Having the right equipment means that we can attract better physicians who can then deliver higher quality health care. When we give these professionals the tools they need, it makes for a better experience for our hospital's patients and of course, that improves our ability to raise funds. My work over the next three years will be to focus on our current needs and then begin work on creating an endowment to support future generations in South Muskoka."

Continuing with the board's efforts to operate a foundation that is both effective and efficient is also a top priority for George. "We need to ensure that we hit our targets and that more of each dollar raised goes directly towards the purchase of capital equipment."

Also joining the board as directors are Theresa Morley of Gravenhurst and Ron Austin of Bracebridge.



Did you know...?

38,900 pairs of surgical gloves are used each year...

That's an average of 106 pairs per day.

Turning Tables – Urology acquires new equipment

It brings an entirely new meaning to the word "table". Purchasing a new urology imaging table and updating ultrasound equipment has been the thrust of fundraising efforts at the Foundation this fall. The urology table outperforms its name and provides complex and multiple functions. It is most simply described as a surgical bed with a built-in diagnostic imaging capacity.

The need to replace the existing table became increasingly important when it aged beyond its useful lifespan and required more frequent repairs. The need was upgraded to urgent last year when that table's imaging system failed and was finally

deemed non-repairable.

Given that urology procedures represent approximately 40 percent of the surgeries at South Muskoka, this vital piece of medical equipment was deemed crucial to upholding local access to healthcare services. The new table reduces surgical times (for example, from up to an hour for a stent to less than 10 minutes) having a huge impact on staffing and patient wait times. Dr. Drohomyrecky, a familiar face at South Muskoka for 22 plus years, performs many of the procedures on this table.

Like the CT scanner, the Foundation deemed the community's need to be

too great to wait to fundraise for the entire amount for the table prior to adding this valuable equipment to the hospital. The new table was installed in late September and cost \$500,000.



The new urology table is installed in a special room off the main operating area.

A lasting legacy for South Muskoka

Colin Miller, Executive Director, South Muskoka Hospital Foundation

A powerful way to create a legacy is to consider a donation to the hospital from your estate. Over the years, these estate gifts have truly made a difference to the healthcare we offer to our community of South Muskoka.

From a small, specific bequest to some who leave their entire estate, these sorts of donations have added up to \$6 million during the history of the Foundation over the last quarter of a century. This year alone, the Foundation has received estate gifts totalling \$500,000.

The reason these estate gifts are popular for a donor is because they create a lasting legacy that has a profound effect on their community. This legacy can benefit lives of others for generations to come by providing life-saving equipment or other programs and services that significantly improve the



“The reason these estate gifts are popular for a donor is because they create a lasting legacy that has a profound effect on their community.”

quality of life for patients.

Many bequests are comprised of assets that have taken a lifetime to build, so the priority is not only to maximize the benefits to patients but also to ensure the donor's wishes and objectives are fulfilled. A donor must be satisfied with how the asset will be directed and that patient needs are the priority. Donor objectives (such as tax and estate planning, for example) must also be addressed to both the advantage of the donor and the recipients of the estate.

Those considering making a bequest in their will have the advantage of still retaining the capital and preserving their own financial security during their lifetimes.

We are happy to work with donors who are considering legacy gifts to find a solution that best fits their circumstances.

SOUTH MUSKOKA HOSPITAL FOUNDATION BOARD OF DIRECTORS 2011/2012

George Edwards
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Paul Hammond
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Director

Natalie Bubela
Director

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Director

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Director

Theresa Morley
Director

Ron Nicholson
Director

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Director

Special Fundraising Event

The Muskoka Transport Spare Tires raised \$3,200 from the **Bruce Robinson Memorial Golf Tournament** held last May. Presenting a cheque to Colin Miller (2nd from right) are team organizers (from left) Jamie Beardmore, Keith Cross and (right) Kevin Chilvers. During the past 15 years the **Muskoka Transport Spare Tires** team has raised more than \$23,000 for the hospital.



South Muskoka Hospital Foundation

Special Fundraising Events



Smile Cookies are a nation-wide initiative by **Bracebridge Tim Hortons** where the entire proceeds from the sale of these cookies goes toward a local charity. This year, the Foundation was the recipient. Here, all the managers from Tim Hortons gathered to present Colin Miller with a cheque. From left: Kevin Francis, Colin Miller, Maria Gourley, Laura Francis, baby Blaire Francis. Front: Lewis Manuge.

(Photo by Bev McMullen, courtesy of Metroland North Media)

Muskoka Cruise Night is held on Monday nights during the summer months. Over the past several years, this special event has generated more than \$4,000 in donations for the Foundation. Presenting a cheque to Colin Miller is Graham Wykes (at right).



The 2nd Annual **South Muskoka Hospital Foundation Golf Tournament** was held at **Diamond in the Ruff** in early June. From left, Foundation Chair Doug Lamb, Bob Jones, Doug Wilson, Manager of Diamond in the Ruff and Colin Miller.



Port Carling Lions Club president Byron Coker (left) and treasurer Martin Weber (right) present Colin Miller with a cheque. This represents a series of donations by the Lions Club over the past several years in support of *The Picture of Health* campaign for our CT scanner.



Staff at the **Bracebridge Pizza Pizza** held a car wash on the July 1st weekend in support of the Foundation. Presenting their donation is (from left) Adam Crawford, Colin Miller & Paul McLaughlin.

Ensuring our community's healthcare future

Fall 2011

South Muskoka Hospital Foundation

75 Ann Street, Bracebridge ON P1L 2E4

Name _____

Address _____

City _____

Province _____ Postal Code _____

Telephone _____

Email Address _____

All donations will be acknowledged and appropriately receipted.
Registered Charitable No. 11915 7998 RR00011

My (our) cheque is enclosed in the amount of:

- \$25 \$50 \$100 \$250
 \$500 other \$ _____

- Cheque enclosed
 Please charge my VISA
 Please charge my Mastercard
 Please charge my American Express

Cardholder Name _____

Card Number _____

Expiry Date _____

- I/we have made a provision for a bequest in our will
 Please send me information on making a gift in my will
 Please discontinue future mailings



A Message from Natalie Bubela

Chief Executive Officer

Muskoka Algonquin Healthcare

“Every advance in technology at Muskoka Algonquin Healthcare is a tribute to the thousands of people who donate.”

We all share a common desire when it comes to healthcare, and that is for the assurance and peace of mind that outstanding, safe care will be available to help us in our time of need, for ourselves and for our loved ones. When illness or tragedy does strike, sophisticated tools (many of which you have helped the hospital to acquire) enable physicians and providers to diagnose problems swiftly and begin treatment rapidly. Today's

advanced technology does create miracles!

The pride for so many improvements in care belongs to our donor partners. New equipment allows earlier detection and diagnosis, safer surgery, quicker recovery and higher levels of service for people who need care.

We are blessed to have strong community support and are profoundly appreciative of the generous financial support provided by our donors, whose philanthropy contributes greatly and in a very real way, helping to

make MAHC the very special healthcare institution that it is. I would like to personally thank each donor, staff member, physician, volunteer and foundation board member who work so hard to help our foundation reach such a great level of success year after year.

Please help us continue to serve our communities with access to safe, outstanding healthcare for all generations by making a donation for your health.

Graciously yours,

Natalie Bubela



Did you know...?

The average wait time in emergency is 3.6 hours... That beats the provincial target of 4.4 hours by 48 minutes each and every time!

Community feature: Housey's Rapids

The Foundation received a generous \$10,000 donation from the disbanded Housey's Rapids Neighbourhood Club. Every year since the 1980's, the Club sewed and raffled a quilt and donated the proceeds to the hospital.

These long-time hospital supporters started their quilt project in December and would work on it throughout the winter and spring, finally raffling it at a bazaar in July. Since 1987, this quilt raffle has raised

close to \$20,000 for the hospital.

Betty Waters, president of the Club when it disbanded, says the clubhouse property was sold last spring and it was a fast and unanimous decision to donate some of the proceeds to the hospital.

“It's a lovely hospital and we wanted to support it. Besides, we're all going to use it at one time or another,” says Waters.



We are members of



AFP
Association of Fundraising Professionals

Working to ensure your donations are used wisely

- You Give to Charity •
- We Give You Accountability •

To read our Donor Bill of Rights
Visit: www.afptoronto.org

South Muskoka Hospital Foundation Mission Statement

To provide charitable financial support to South Muskoka Memorial Hospital site for capital projects, equipment and new technology as well as staff education to enhance patient care.

To support the improvement of healthcare in South Muskoka for permanent and seasonal residents.

Check out our website at
www.southmuskokahospitalfoundation.ca

Our Privacy Statement

South Muskoka Hospital Foundation appreciates your generous financial support. We recognize your right to privacy and we pledge to protect it. The information you have provided to us will be used to process your donation(s) and to provide you with acknowledgement and an appropriate receipt.

From time to time, we may use your contact information to keep you informed of other activities, events and/or fundraising opportunities in support of the Foundation.

We are also pleased to send you our biannual newsletter.

The South Muskoka Hospital Foundation does not trade or sell donor lists. If at anytime you do not wish to be listed in our recognition programs or to receive our newsletter, please contact us at (705) 645-4404 ext 3193 or smh.foundation@mahc.ca.

For more information about your privacy, please visit our website at www.southmuskokahospitalfoundation.ca and click on 'About Us' then 'Accountable To You.'


South Muskoka Hospital Foundation
75 Ann Street, Bracebridge ON P1L 2E4



www.southmuskokahospitalfoundation.ca