



SMHf

South Muskoka
Hospital *foundation*

2023 ANNUAL REPORT

Our Community Is Our Foundation

[HEALTHMUSKOKA.CA/DONATE](https://healthmuskoka.ca/donate)





A MESSAGE

A message from SMHF Chair, Dan Brooks, and Foundation Executive Director, Leah Walker.

Our South Muskoka Hospital is your first point of care if you or a member of your family has a medical emergency while at your Muskoka home. We are continually striving to meet the evolving and ongoing needs of our growing community, including our permanent and seasonal residents, our cottagers, and the many tourists who visit Muskoka every year. Everyone deserves a first-rate, full-service community hospital.

The South Muskoka Hospital Foundation strives to ensure our hospital is equipped with the latest available technical and diagnostic services. This year, we will raise over \$3.5 million to support the improvement of patient care in South Muskoka. Our donors will help fund new tools and technology, facility renovations and redevelopment, and staff education, recruitment and wellbeing.

In our roles as Chair and Executive Director of the Foundation, we are continuously inspired by the generosity and resiliency of our community. South Muskoka Hospital is a high-quality hospital providing excellent care, a fact that is reinforced by the highest accreditation rating possible, with exemplary standing.

The unwavering support of our community is imperative for our success. We have exceptionally dedicated, talented, and committed doctors, nurses, technicians, and support staff. Our hospital provides a full suite of services including regular, planned procedures, and complex emergency surgeries. Knowing our community is supporting and standing behind them motivates, encourages, and empowers our Foundation and front-line teams alike. We are eternally grateful for our donors, who step up to ensure we can all access the care we need, when we need it.

*Dan Brooks, Chair & Leah Walker, Executive Dir.
South Muskoka Hospital Foundation*

FOUNDATION BOARD

The South Muskoka Hospital Foundation is governed by a voluntary board of directors from our community.



DAN J. BROOKS • Chair

Dan, born and raised in Bracebridge, has extensive experience in automotive parts manufacturing overseeing global operations. He has also held executive positions in post-secondary education in both academics and administration. He holds a Masters degree in Operations Management from Kettering University and is a Certified Human Resource Leader. Dan is also a musician and enjoys working as Musical Director at Port Carling United Church. He and his wife Cynthia have two daughters, both of whom reside in the Ottawa region with their families.



KEVIN SMITH • Vice-Chair

Kevin, raised in Northern Ontario, gained community appreciation through family business. He attended Cambrian College and earned a Business Administration Diploma. After 13 years at Home Depot, he became the youngest General Manager. In 2008, he became a Canadian Tire franchisee owner and settled in Muskoka. Kevin is a Board Member with the South Muskoka Hospital Foundation and serves as Vice Chair. He supports the hospital and its staff through volunteering, fundraising, and advocacy. Kevin enjoys motorcycling, snowmobiling, hunting, and fishing.



DAVID SMITH • Treasurer

David Smith, a real estate broker with over 30 years of experience, has been involved in the development of the popular golf course and waterfront community on Bigwin Island in Lake of Bays. He focuses on adding value to clients' services by addressing planning, renovation, and construction issues. David's project management experience and access to professionals, contractors, and local authorities are invaluable. He has served on the Board of South Muskoka Hospital Foundation for nine years and is currently the Treasurer.



ARNIE COULSON • Director

Arnie, a fifth-generation Muskokan, is a co-owner and founding member of the Muskoka Rock Company and Owner of Coulson Brothers Scow Service and its subsidiary companies. He brings valuable local business and community knowledge to the SMHF Board of Directors. Coulson Brothers Scow Service, a family-owned business in Muskoka lakes since 1969, has grown from a modest operation to one of the region's largest. Arnie is married since 1996 and has two children, Holly and Kyler. He has been a private pilot for nearly 30 years and enjoys family time and R&R at their Quebec fly-in fishing camp.



CHERYL HARRISON • Ex-Officio Director, MAHC President and CEO

Cheryl Harrison is a proud registered nurse, with a Master's degree in Health Policy, Evaluation & Management, and has worked in hospitals her entire career. Her clinical and leadership experience has been largely in medium size, rural community hospitals in Ontario. Cheryl and her husband live in Severn Bridge, where they enjoy family time with their three daughters and three delightful grandchildren. Cheryl is grateful to work with the team and alongside the community to continue delivering quality health care to area residents and those from beyond the region.



CINDY YELLE • Director

Cindy is the head of Corporate Development for a Real Estate Investment Trust with significant North American holdings. She was the previous CEO of the Canadian Olympic Foundation and was a leading professional in health-based philanthropy. Cindy served as Senior Vice President at SickKids Foundation and as President and CEO of the Toronto Rehabilitation Institute Foundation-UHN. She is a former athlete, member of the 1984 Canadian Olympic swim team, and an NCAA champion. Cindy is married with two grown children and divides her time between Toronto and the Moon River, Bala.



GLENN GREAVETTE • Director

Glenn has had the pleasure of living and raising his family in Bracebridge. Over the years they've had access to amazing healthcare provided by South Muskoka Memorial Hospital. He believes the hospital is vital to the region's future wellbeing and is honored to be part of the South Muskoka Hospital Foundation board. With over 20 years of experience as the President of Greavette Chevrolet Buick Cadillac GMC Ltd. and Subaru of Muskoka, Glenn brings a wealth of business knowledge to the board.



JODIE EVANS • Director

Jodie is honored to have the opportunity to serve on the Board of Directors for the South Muskoka Hospital Foundation. She was born and raised in Muskoka and had the pleasure of working for Muskoka Algonquin Healthcare at the South Muskoka location for 23 years as a Respiratory Therapist. During that time she saw the importance of what the Foundation could do to keep hospital equipment state of the art, therefore attracting staff and physicians. She looks forward to carrying on the great work being done by the Foundation.



DR. KEITH CROSS • Director

Keith is a family practitioner who has worked in Bracebridge since graduating from the University of Toronto. He enjoys comprehensive care and has worked in family practice, ER, obstetrics, and long term care. Since retiring from family practice, he has continued working in leadership with the Cottage Country Family Health Team and the Muskoka and Area Ontario Health Team. Keith is excited that the community is acquiring a new hospital and is actively helping with the redevelopment process.



LESLIE WILFORD • Director

Leslie Wilford lives on Birch Island, on Lake Muskoka with her husband, 3 cats and an Aussie Shepard. She officially moved to Bracebridge in 2007, but has been a part of Muskoka for her entire life with family cottages in Huntsville and Gravenhurst. She previously worked at Muskoka Brewery for over 13 years as Partner Support/Executive Assistant/People Co-ordinator before retiring in 2023. Leslie finds it truly refreshing being a part of such a close knit and caring community and appreciates the opportunity to give back through her service as Board Director for the South Muskoka Hospital Foundation.



PAUL HAMMOND • Director

Paul, a 51-year-old trucking company founder, has a long history of business and community involvement. He served as Chairman of the Ontario Trucking Association and received numerous awards for Muskoka Transport. Paul was appointed to the Ontario Judicial Council and was a volunteer firefighter for 18 years. His company received numerous awards from the local Chamber of Commerce. Paul is a strong supporter of the Muskoka community and currently chairs the Humanitarian Committee of Bracebridge Rotary Club. He has served on the South Muskoka Hospital Foundation since 2005, co-chairing campaigns like The Picture of Health and Get Better Campaign.



ROBINSON CLARK • Director

After completing his Bachelor of Commerce Cooperative Degree with a strength in finance and an international focus from Dalhousie University and Copenhagen Business School, Robinson started his career in finance. Robinson has held positions in Investment Banking and was a Partner and Vice President, Institutional Equity Sales at brokerage houses in Toronto. Robinson moved to Muskoka permanently in 2012 and is active in the community serving on the South Muskoka Hospital Foundation Board and in Rotary. Robinson lives just outside Bracebridge with his wife, two daughters and dog.



YOUR LEGACY; THEIR FUTURE.

SUPPORTING YOUR HOSPITAL IS AN INVESTMENT IN PEOPLE, IN THE FUTURE AND IN LIFE.

Planned giving is planning for the future. When you leave a gift in your will or name the hospital as a beneficiary for a life insurance policy, retirement plan or other investment, you are helping to ensure quality care for generations to come.

The South Muskoka Hospital Foundation (SMHF) relies on planned giving donations for a quarter of its annual funding for the hospital. These funds purchase urgently needed, lifesaving equipment which is not paid for through government funding. As you plan for your future, consider joining SMHF's Legacy Society and leaving a gift in your will. It costs you nothing during your lifetime, can be changed or revoked as needed, and allows you to have a lasting impact beyond your lifetime.

It's a very simple, yet powerful way to provide long-lasting future support for local health care. Take care of generations to come and leave your mark on the future.

"Through the years, the South Muskoka Hospital has cared for the people I love... cared for my wife, my children and my children's children," said a SMHF Legacy Society Member. "I want to make an impact on a place that has been very important to me."



The SMHF gratefully recognizes those who want to create a legacy of health care beyond their lifetime and proudly displays member names on the Legacy Society Donor Wall located in the main lobby of the hospital.

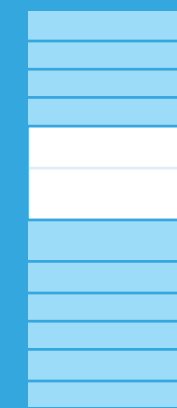
"Leaving a legacy gift is a deeply personal and significant decision," says SMHF Executive Director Leah Walker, "We greatly value our Legacy Society members for their thoughtful planning, and are proud to recognize them today for their commitment to the future."

BY THE NUMBERS

Last year our donors helped equip our surgical teams with new endoscopes, a new anaesthesia machine, and laparoscopic instruments for the operating room, among other important hospital equipment.



22,008 — TOTAL NUMBER OF EMERGENCY VISITS FOR 2022-23 FISCAL YEAR



25% of the total annual visits to our Emergency Room occur within **JULY** and **AUGUST** alone.



111 BIRTHS



770 DIABETES VISITS



3,773 SURGERIES AND ENDOSCOPIES



42,000 LABORATORY TESTING PROCEDURES



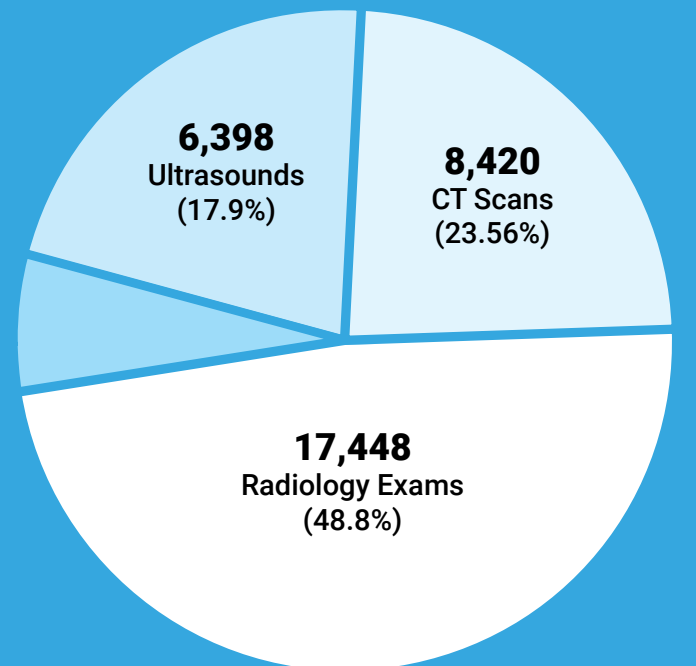
35,736 DIAGNOSTIC IMAGINGS PERFORMED:

3,470 Mammograms (9.7%)

6,398 Ultrasounds (17.9%)

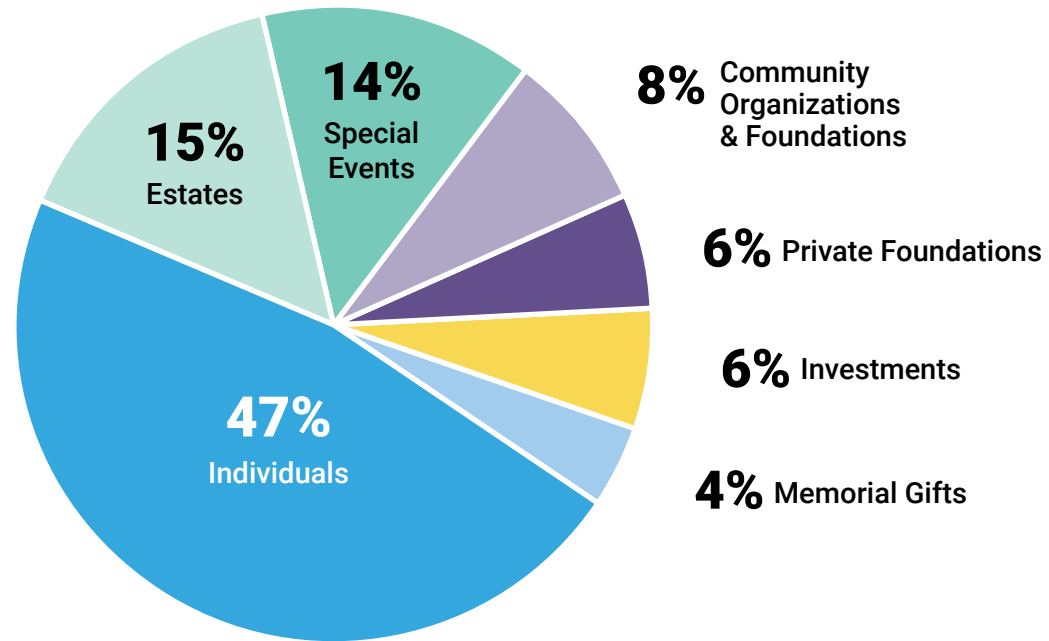
8,420 CT Scans (23.56%)

17,448 Radiology Exams (48.8%)



YOUR GENEROSITY MATTERS

IN 2022 WE RAISED **\$2,089,544** THANKS TO:



THE FOUNDATION GAVE MUSKOKA ALGONQUIN HEALTHCARE **\$2,716,152** FOR:

- NEW / REPLACEMENT EQUIPMENT
- RENOVATIONS
- STAFF EDUCATION
- PHYSICIAN AND STAFF RECRUITMENT
- STAFF WELLBEING AND RETENTION

FINANCIAL STATEMENTS

Download the Foundation's most recent audited financial statements:



CONSIDER A GIFT OF SECURITIES

LOOKING FOR ALTERNATIVE WAYS TO GIVE?

A gift of securities can make a meaningful impact on healthcare in Muskoka while providing tax benefits for you. A gift of publicly traded securities can provide you with an improved capacity to make a meaningful difference at the hospital.

Your best tax advantage for a gift of stock is a direct donation, as the federal government has eliminated the capital gains tax payable on the appreciated value. You or your estate will receive a tax credit to lower the income tax payable.

You can also donate the cash proceeds from the sale of publicly traded stocks, but you'll have to pay tax on any capital gains so your net tax savings won't be as high.

For example, under the new taxation rules, if a donor donates stock that originally was purchased for \$400 and now has a fair market value of \$1,000, the donor will receive a tax receipt from South Muskoka Hospital Foundation for \$1,000 and will not have to pay any tax on the gain.

	SELL AND THEN DONATE	DONATE SECURITIES DIRECTLY
Original Cost of Securities	\$5,000	\$5,000
Current Market Value	\$25,000	\$25,000
Capital Gain	\$20,000	\$20,000
Tax on Capital Gains <i>(Assuming marginal tax rate of 46%)</i>	\$4,600	\$0.00 NO CAPITAL GAINS TAX
Donation Amount	\$20,400	\$25,000 SMHF RECEIVES LARGER GIFT



Patient Story
**JENNIFER CLAVEAU
 AND IAN NORTH**

“They called me the “Miracle Man” because I had three heart attacks within two hours and survived. But they saved my life—all three times. They are the miracle, not me.”

For two years we lived on a beautiful country property outside of Bracebridge. I was short of breath one night walking back from the chicken coop and the next morning my wife Jennifer insisted we head into town to the hospital. While I was getting ready, it happened again. This time, I collapsed on the bed, not able to breathe.

I was terrified. I remember the paramedics getting me down the stairs and then not much else until I woke in the hospital eight days later. So I'll let Jennifer continue with my story...

After the ambulance left with Ian, I quickly made arrangements for the animals and drove to the Emergency Department at South Muskoka Memorial Hospital. When I arrived, the news was the worst a spouse could ever hear. The staff told me Ian was in critical condition: in cardiac arrest from the blockage of blood clots obstructing the flow from the lungs to his heart—a massive double-lung pulmonary embolism. **I could actually hear the sound of the monitor flatlining and I watched as the medical team kept my husband alive.** I can only describe it as a “choreographed dance” where, as they worked, team members flowed around each other, doing everything they could to save Ian’s life. I was deeply impressed with what I saw, how calm the team stayed and how everyone responded to direction yet knew exactly what to do.

Over the next two hours, they restarted his heart and saved his life three times, earning him the title of “Miracle Man.” One of those times he was in cardiac arrest for 15 minutes—yet

the staff kept him alive. At the same time, they also looked after me. They were forthcoming about everything that was happening while holding my hand and treating me with such kindness and compassion. Finally, Ian was stable enough to be transported to another hospital that specialized in multi-organ failure.

When Ian came back to the South Muskoka hospital to recover, once again we witnessed the same excellent care from the staff. He had to learn to walk again and even how to operate a phone. I don’t know how we would have got through the initial crisis and the recovery afterward without the dedication and compassion of the hospital staff. They gave us the gift of time. It could so easily have gone the other way. When we needed them, they were there for us.”

We wanted to show our gratitude. When I learned that all the equipment is funded by donations, I knew I had to help staff to do what they had done for Ian and save the lives of other patients. I’m a visual artist and we did a fundraiser to purchase a crash cart—for heart attacks. It costs \$5,400 and I thought we could (maybe) raise \$1,000 toward a crash cart. We raised \$5,600 and covered the cost of an entirely new crash cart!

There are many other pieces of vital equipment needed at the South Muskoka Hospital, and it will only happen if donors show their support.

We encourage the community to help make the next miracle happen and support however they can.

Jennifer Claveau and Ian North



Donor Story
**STEPHEN & KATHY
 MOULTON**



“It’s important to us to not only help purchase the equipment, but to ensure the people using the equipment know we are here for them too, we wouldn’t have the great care we do without them.”

Recently, we announced one of the largest ever annual donation pledges to the South Muskoka Hospital Foundation, thanks to the incredible generosity of Stephen & Kathy Moulton.

Stephen and Kathy have been long-time Muskoka cottagers and are now permanent residents in our community. With this annual donation,

the Foundation has plans to purchase urgently needed equipment and invest further resources in staff education and well being.

In recognition of their munificent gift, the waiting room at the South Muskoka Memorial Hospital has been named the Stephen and Kathy Moulton Emergency Department Waiting Area.

We are very proud to recognize the Moultons’ annual donation with the naming of the Emergency Room waiting area in their honour. Recurring gifts such as theirs are vital to our long-term planning and make it possible for us to invest confidently in equipment, training, and resources as required. When donors make an ongoing commitment to the hospital, as Stephen and Kathy have, it allows us to better serve our patients and our community.

As with the gifts of all our generous donors, donations like these empower us to save lives, enhance community health, and make a lasting impact on the patients who come through our doors, and their families.

Leah Walker

Executive Director
 South Muskoka Hospital
 Foundation



Staff and
 Student Stories
SMHF AWARDS

The South Muskoka Hospital Foundation was pleased to support staff and student education with three awards this year. Two graduating high school students entering a health sciences field, and our Manager of Emergency Services and Patient Flow Rebecca Liebau (bottom) who is attaining her Masters in Nursing degree. These awards are proudly funded by generous donors in our community and help promote staff recruitment and retention.

Business Partner Story

ARNIE COULSON OF COULSON BROS.



Arnie, why do you support the South Muskoka Hospital Foundation?

"I wanted to give back to the community, and to the hospital, that has supported my family, businesses, and our staff for over three generations."

Many people still don't realize that the South Muskoka Hospital Foundation receives no funding from the Government of Ontario to purchase new or replacement equipment. To ensure our hospital remains at the cutting edge of healthcare services and delivery, the hospital depends on the generosity of donors. The South Muskoka Hospital Foundation encourages our community to invest in the highest standard of healthcare, everything from lifesaving equipment to healthcare education and urgent renovations and repairs. Having grown our businesses, and raised our families here in Muskoka, I feel that having such a great facility staffed by dedicated, compassionate professionals is truly a privilege.

As a business operator, our staff relies on the hospital for their own physical health and the wellbeing of their families - this is of the utmost importance to us.

Arnie Coulson

Donor Story

ROBINSON CLARK

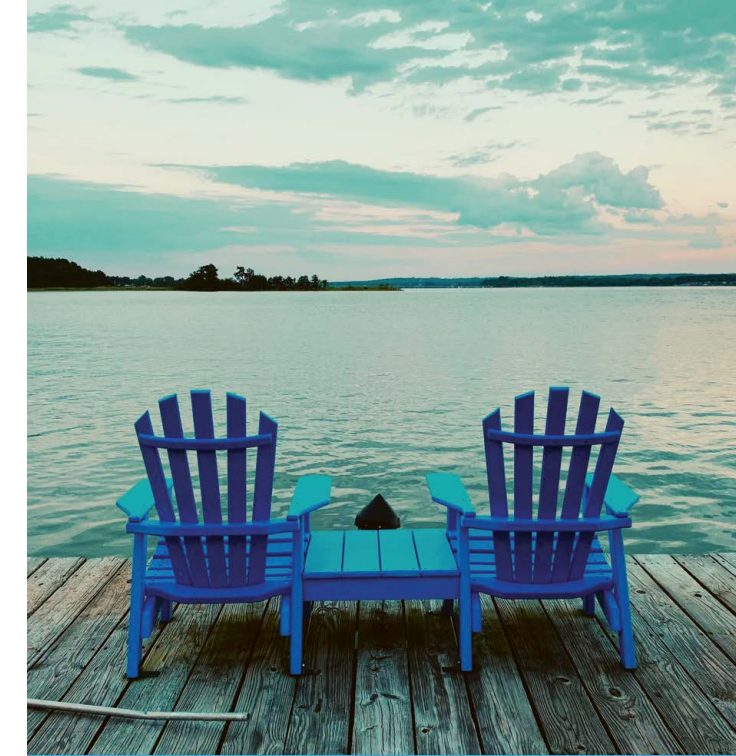
A fully staffed, well-resourced hospital is essential to any community. Unfortunately, we're all probably going to require the services of our local hospital at one time or another, whether for emergency care, diagnostic services, or other treatments. By rallying behind the hospital, we strengthen our collective health and well-being; and beyond personal fulfillment, there are many tangible tax and estate planning benefits associated with philanthropy. With the largest-ever intergenerational transfer of wealth underway, it's important we take the torch from the hands of our parents and grandparents and carry their good work forward.

Robinson Clark



BUSINESS PARTNER PROGRAM

Our Business Partners are local corporate leaders who value quality health care close to home for their employees, customers, family and friends.



Friends on the Muskoka Lakes

MATCHING GIFT FUND

Double Your Donation Double Your Impact.

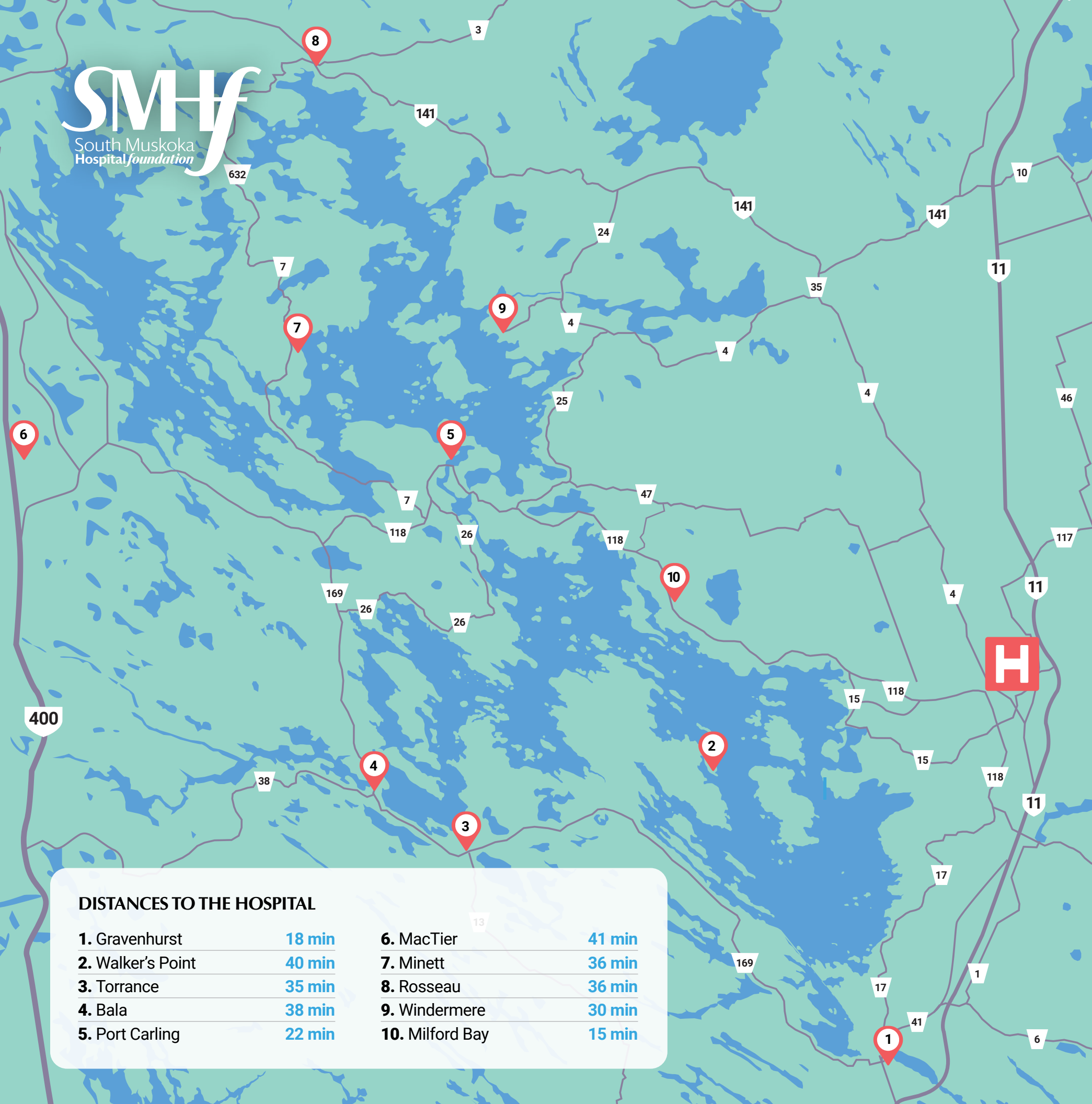
WWW.HEALTHMUSKOKA.CA/DONATE

Inspired by the local cottagers and seasonal residents of Muskoka, all donations will be matched up to a total of

\$100,000.00

BY THE FRIENDS ON THE MUSKOKA LAKES





DISTANCES TO THE HOSPITAL			
1. Gravenhurst	18 min	6. MacTier	41 min
2. Walker's Point	40 min	7. Minett	36 min
3. Torrance	35 min	8. Rosseau	36 min
4. Bala	38 min	9. Windermere	30 min
5. Port Carling	22 min	10. Milford Bay	15 min

SOME OF OUR CURRENT NEEDS.

Can You Help?

When an emergency happens at your Muskoka home, we're your first point of care. Please be here for us so we can be here for you.

Lap Chole Instruments	\$75,000
2 Urology Lenses	\$22,800
Obstetrics Defibrillator & Crash Cart	\$21,100
Breast Imaging System	\$60,000
Vital Signs Monitor Echo	\$4,500
Bladder Scanner	\$18,000
Wheelchairs	\$28,000
Blanket Warmer	\$8,900
Portable Ultrasound Machine	\$60,000
2 Halo Bassinets	\$13,200
Ultrasound Reprocessing Unit	\$28,000
Cautery Device	\$66,000
ESR Automated Machine	\$7,200
Ontario Telehealth Network System	\$12,500
Neptune Waste Management System	\$26,500
Infant Security System	\$200,000
Telehealth Conferencing Technology	\$25,000
Endoscope Fleet	\$140,600
Ureteroscope	\$22,800
Cardiac Monitor	\$7,000
Urology Table	\$90,000

TO SEE MORE OF OUR EQUIPMENT NEEDS VISIT:

www.healthmuskoka.ca/currentneeds
 (705) 645-4404 ext 3193 • leah.walker@mahc.ca



WAYS TO GIVE

**TO DONATE: CALL OR VISIT US ONLINE TODAY
(705) 645-4404 x 3193 • www.healthmuskoka.ca**

One-time & Monthly Giving

Make a one-time gift or become a monthly donor online, by mail, phone, or in person at the Foundation office. You can give monthly in any amount of your choosing, and you may adjust or cancel your donation at any time. As a monthly donor, you will receive one consolidated tax receipt following the end of each calendar year for your total year's contribution.

Tribute & Memorial Giving

Honour a family member or friend, mark a special occasion, remember a loved one, or thank a hospital staff member for exceptional care with a tribute gift. If you wish, South Muskoka Hospital Foundation will convey your warm wishes by mail to the person(s) you choose.

Planned Giving

Planned giving is the process of designating charitable gifts that enable the donor to realize their philanthropic goals while maximizing tax and other financial objectives. Some of the more popular gift planning options include Bequests, Gift Annuities, Residual Interest Gifts, Charitable Remainder Trusts and Gifts of Life Insurance.

Gift of Securities

The federal budget tabled May 2, 2006, eliminated the capital gains tax on donations of publicly listed securities to charities. Therefore, you will not pay any income tax on the capital gain that is triggered by your donation to the South Muskoka Hospital Foundation. For example, if a donor donates stock that was originally purchased for \$400 and now has a fair market value of \$1,000, the donor will receive a tax receipt from South Muskoka Hospital Foundation for \$1,000 and will not have to pay any tax on the gain.

www.HEALTHMUSKOKA.CA/DONATE

