




## Contribution Summary 1982 – 2011

2010 Benefactors	Amount	Program/Department	Amount
		Audiology	\$ 20,000
Patient Programs	\$33,000	Auxiliary Patient Comfort Programs	\$875,160
		Burn Unit	\$128,000
		Dentistry	\$ 50,000
		Diagnostic Imaging/ Nuclear Medicine	\$150,000
		Emergency Health Services	\$189,330
Equipment	\$112,145	Family Medicine/ Palliative Care	\$218,890
		Health and Aging	\$ 30,000
		Nephrology Services	\$ 39,710
		NB Heart Center	\$357,000
		Neonatal Unit	\$389,400
		Neuroscience/ Neurosurgery	\$ 66,500
		Ophthalmology	\$130,000
PET/CT 5th year of 5 year commitment	\$50,000	Pastoral Care	\$250,000
		Paediatrics	\$140,000
		PET/CT Campaign	\$250,000
		Physiotherapy	\$ 70,000
		Radiation Oncology	\$292,400
		Rehabilitation Medicine	\$179,360
Organ & Tissue Donor Education	\$12,000	Respiratory Therapy	\$ 37,000
		Surgical Services/ Operating Room	\$749,450
		Women and Children's Health	\$ 18,000
<b>Totals</b>	<b>\$207,145</b>		<b>\$4,579,200</b>

## FINANCIAL REVIEW

The financial statements shown here are condensed versions of the Audited financial statements produced by our auditors Deloitte. Copies of the full statement are available upon request.

### Balance Sheet at December 31, 2010

	2009	2010
<b>ASSETS</b>		
Current Assets		
Cash	-3,601	143,200
Accounts Receivable & Accrued Interest	43,355	47,210
Prepaid Expenses	1,200	2,017
Inventory	115,408	112,017
<b>Sub-Total</b>	<b>156,662</b>	<b>305,380</b>
Fixed Assets		
Investments	171,190	0
Capital Assets (Net)	38,756	44,694
<b>Total</b>	<b>366,908</b>	<b>350,074</b>
<b>LIABILITIES &amp; EQUITY</b>		
Liabilities		
Accounts Payable & Accrued Liabilities	159,543	54,836
Deferred Revenue	0	0
<b>Sub-Total</b>	<b>159,543</b>	<b>54,836</b>
Equity		
Opening Balance	287,116	287,116
Retained Earnings	-99,610	-11,737
Contributed Surplus	19,859	19,859
<b>Sub-Total</b>	<b>207,365</b>	<b>295,238</b>
<b>Total</b>	<b>366,908</b>	<b>350,074</b>

### Statement of Revenue and Expenses

	2009	2010
<b>REVENUES</b>		
SERVICE OPERATIONS REVENUES	1,551,724	1,631,136
AUXILIARY REVENUES	72,044	46,873
<b>TOTAL REVENUES</b>	<b>1,623,768</b>	<b>1,678,009</b>
<b>INCOME FROM REVENUES</b>	<b>527,711</b>	<b>557,836</b>
<b>EXPENSE</b>		
Service Operations Expense	290,062	309,004
General Fund Administration Expense	65,126	68,897
Directors Expense	9,895	8,079
<b>Total expense</b>	<b>365,083</b>	<b>385,980</b>
Funds Available	162,628	171,856
<b>Funding Projects</b>		
Patient Projects	14,161	21,908
Equipment Funding	313,474	51,331
Donations and Awards	12,211	10,744
<b>Total</b>	<b>339,846</b>	<b>83,983</b>
<b>Surplus</b>	<b>(177,218)</b>	<b>87,873</b>



Saint John Regional  
Hospital Auxiliary Inc.

Caring  
to make a  
Difference

# Annual Report/Newsletter

## President's Message

### "Partners in Caring"

Every year I am amazed at how great the need is at the Saint John Regional Hospital to ensure the best care possible is provided to its patients. From highly sophisticated surgical equipment to simple toys and books for children, the need for funding is ever present and critically important. I often wonder what would happen if an organization like the Auxiliary did not exist. Luckily, thanks to the many members and volunteers of the Auxiliary, that is not the case.

Each year the efforts of the Auxiliary contribute significantly toward the standard of care offered at the Saint John Regional Hospital. Whether it is baby layettes for newborns of needy moms, transportation for patients requiring financial assistance to come to the hospital for their appointments, gifts for patients without family at Christmas or financial contributions toward a new PET CT scanner, the contributions are significant and meaningful and in some form or another impact the lives of the people that live in our region.

As we all know there are many worthy causes in our community that warrant support and consideration. It is for this reason that financial support for organizations like the Auxiliary is sometimes a challenge. With this in mind particular focus will be placed on creatively identifying ways to raise money in 2011. Some examples of this include the recent opening of Trinkets and Treasures in addition to the Auxiliary's

Gift Shop which has been very successful to date, renewed focus on volunteers to keep our costs down, implementing e-commerce as a means to increase uniform sales, increased marketing to better our brand and awareness in the community and placing specific focus on a fundraising initiative late in 2011 in addition to our upcoming People of Influence Luncheon. Efforts related to this very important fundraiser that will take place on June 1st at the Delta are underway. This year's special guest speaker is the Honourable Graydon



Natasha Doucet  
President  
2010 - 2012

Nicholas, Lieutenant Governor of New Brunswick. As in previous years we anticipate a very enjoyable event and I look forward to seeing you there.

I want to thank all of my fellow Auxiliary Board members for their efforts in 2010 and for making my first year serving as President so memorable and enjoyable. I know I speak for all board members when saying we

look forward to 2011 as we continue to partner with the hospital to enhance patient care to the Saint John Regional Hospital community. I also want to take a moment to say a special thank you to both Lisa Keenan and Larry Cosman who are leaving the Board this year after many years of service. Your contribution is significant and will be remembered. Finally, I want to extend a special welcome to our new Board members.

Here is to a prosperous and healthy 2011!

## Executive Director's Message

I begin this 2010 year-end business review by riding on the coattail of our President's Message... "Partners in Caring". On the business side we adopted this theme into our day-to-day operations, providing new programs that recognize the importance of our customer base, building our customer service focus, and improving the customer experience through upgrades to our facilities and a fresh marketing and communications agenda.

I believe it important at this time to acknowledge the generous donations made to the Auxiliary by Jan Boulos and Rene Godin of Interiors by Rene towards the renovations of our hair salon.

The operational results for 2010 saw a slight improvement to our financial position. Revenue of \$1,678,009 provided \$171,856 to disperse to Auxiliary funded projects. Of which \$87,873 was retained for future projects.

In 2011, we will regularly assess our results and make changes where necessary. We will continue to improve on our new 'because of you' marketing theme... building customer loyalty. Already in 2011, we can see improvements to the operations of our Hair Salon and Gift Shops. With a full year of operating our newest addition, Trinkets & Treasures, we expect to see a significant improvement to our bottom-line.

Improving retail and fundraising performance is our goal in 2011. Employee customer focused training, building our volunteer base, completion of our e-commerce site, and containing operating costs will be our focus.

Finally, I extend appreciation to all our staff and volunteers. Looking ahead to 2011, I am confident that through our hard work, dedication and joint efforts, we will face and overcome whatever challenges lie ahead and continue to make a difference for patients, visitors and staff at our hospital.

Mike Brannen,  
Executive Director



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### Vision Statement

To be a partner with the Saint John Regional Hospital in the delivery of healthcare.

### Mission Statement

Enhance patient care within the Saint John Regional Hospital Community through volunteer activities, fundraising events and service operations.

### Values

We value People working together to make a difference, while upholding our Traditions and embracing Innovation for the future.

### How We Work Together

Responsive, caring and adaptive behaviour  
Effective membership involvement  
Engaged community  
"Continuous improvement" culture  
Values-based leadership

## Board Activities

The following reports are presented on behalf of all committee members by their respective Chairpersons.

The **Archives Committee** focuses mainly on sorting information gathered over many years and finding appropriate means and places to store this valued information. In 2010, the committee reviewed the information stored with the New Brunswick Museum and that which is still stored at the Auxiliary office. The committee composed of Rosalie Acker, Dianne Ormandy and Sue Palmer continues to 'pare down' and screen the many items to determine their future Archival value. During the year two valued members of the committee Jan Boulos, and Theresa Casey were unable to participate as they would have liked due to illness.

The **Administration Committee**, under the Chair of Dianne Ormandy, met three times during the year. The first goal was to review and revise, if required, all policy and procedure documents. Committee Chairs were requested to review their committee documents and submit changes to the Administration Committee which is revising the documents for approval by the Board of Directors. Once the revised documents are approved, all Policy and Procedure binders will be updated.

The second goal for the year was to review the Auxiliary Bylaws. This work has begun and revisions are in the process of identification and development. The revision work is expected to continue into 2012.

The focus of the **Marketing and Communications Committee** for 2010, under the Chair of Martha Geary, has been on proceeding with the Marketing plan established by the Wright Agency – 'Because of You'. The theme for this plan focused on those who make our gifts to the hospital possible as well as those departments and programs who have been the recipients of our gifts. In September we reviewed the activity plan and went ahead with the production of an updated brochure and developed questions for an 'Auxiliary

Awareness Quiz'. As well, we reviewed plans to modernize the names of our businesses and support signage within the hospital. In November we reviewed the budget for 2011, and reviewed and revised the final version of the quiz. A newsletter was planned for December, but due to technical difficulties, did not get sent out until Jan.

At year-end the committee members were working on a new donation card for the Oncology Garden, and reviewing the Committee's Policies and Procedures as part of the Auxiliary's plans to have all committees review their mandates. In 2011, we will be working with Volunteer Services to increase awareness of Auxiliary Award programs at Career expos and local high schools.

The Executive, Strategic Planning, and Finance Committees continued to meet as required during the year to monitor and control the Auxiliary's activities. The Fund Raising Committee was responsible for organizing another very successful People of Influence Luncheon and will be bringing the Honourable Graydon Nicholas, Lieutenant Governor of New Brunswick to the 2011 luncheon on June 1<sup>st</sup>. The 2010 luncheon raised \$10,712 in support of Organ and Tissue Donor Education. The 2011 luncheon once again will support this much needed program.

## The Helping Part of Healing: Auxilians Are Golden

For almost three decades, the Auxiliary has been helping patients and their families cope with the stressful experience of hospitalization. In fact, in 2010 alone, Auxilians provided 20,486 hours of volunteer services worth an estimated \$33,000 through our **Patient Programs Committee**.

Many families benefit from the Auxiliary's support of the Residential Care Unit, The Care Clown Program, Oncology Coffee Cart, Geriatrics, Christmas Gift Program, Ambulatory Clinic, Lifeline Subsidies, Social Work Transportation Funds, Labour and Delivery and Neonatal Departments. In 2010, the Auxiliary supplied Biker Hats for Camp Goodtime, knitted items for Oncology, newspapers and magazines for Hostel and Extended Care Units, Tracheostomy Covers

for Neurosurgery and Teaching Aids for Breast Feeding Clinics on Obstetrics.

As well, for the 12th straight year members of the Auxiliary put together Christmas gift packages for patients who were hospital bound over the Christmas season. On the 23rd of December gift packages were delivered to 50 patients. A great big thanks to Heather O'Toole, Anne Burpee, Laureen Jarrett, Marjorie Milner and Dianne Ormandy.

## Auxiliary Awards Program

2010 was another successful year for the Auxiliary Awards Program. Under the Chair of Natasha Doucet, the committee received applications from many worthy candidates. All of our winners exemplified the attributes that the Auxiliary Awards have come to represent – volunteerism, excellence, aptitude, academic achievement and dedication to the field of healthcare.

As in previous years, the Auxiliary awarded \$10,000 in total divided between seven successful applicants – four Auxiliary Awards to individuals pursuing a post secondary education in a health care field and three Student Volunteer Awards to individuals pursuing a post secondary education and in recognition of their volunteer service at the Saint John Regional Hospital.

The 2010 Auxiliary Award recipients were as follows:

### Volunteer Awards:

- Peggy Bulmer Award – Rosalinda Kan
- Teresa Casey Award – Si Wook Kim
- Dr. Deborah Mitton Award – Jack Li

### Auxiliary Awards:

- Saghar Sadeghi
- Michelle Kawatra
- Matthew Beckett
- Melody Jones

I wish future members of the Awards Committee the same level of satisfaction that I enjoyed and wish all of our award recipients past, present and future much success!

## Volunteer Recognition

Many of the Auxiliary's activities are based upon the efforts of the membership. At the end of 2010, the active membership of the Saint John Regional Hospital Auxiliary was 558.

Under the direction of Chair Lynn Kearns, the **Membership Committee** of Jill Jennings, Mary Losier-Roderick, Judy MacLeod and the Denominational Chairs meet on a quarterly basis.

The ninth annual **Memorial Service** was held on November 22, 2010 in the beautiful Multi-Faith Chapel of the Saint John Regional Hospital. Thirty-four deceased Auxilians were remembered at the service. Janet Holtzman recorded their names in the Memorial Book, which was blessed by Dr. James Butler. Verna Urquhart led the Auxiliary Prayer. Florence Fry, Marcia Godsoe and Thelma Tays read Scripture. Natasha Doucet read the Memorial Roll as Judy MacLeod lit a candle representing each deceased Member. Mary Ann Ketchum, Life Member and Past President, presented "Memories". Elizabeth Cormier accompanied by Claire Driscoll led in the singing of hymns.

After the Memorial Service, Natasha Doucet, President of the Saint John Regional Hospital Auxiliary, presided over the Fall General Meeting.

At a special gathering for the **retirement of Dr. James Butler, Director of Spiritual and Religious Care**, members Marjorie Milner, Judy Macleod, Lynn Kearns and our Executive Director Mike Brannen thanked Dr. Butler for all his years of working with the auxiliary. A donation was made to the Saint John Regional Hospital in Dr. Butler's name as a token of the Auxiliary's appreciation

A successful **Membership Tea**, attended by 110 Members, was held on February 10, 2011 at St. Mark's United Church. The tables were beautifully decorated under the guidance of Mary Losier-Roderick. Natasha Doucet, President of the Saint John Regional Hospital Auxiliary, Margaret Melanson, Executive Director of Horizon Health Network, and Elizabeth Cormier, Regional Director of Volunteers & Auxiliaries for Horizon Health Network delivered greetings. Lynn Kearns, Patient Programs Members thanked the Auxilians for all their beautiful knitting contributions and encouraged them to continue. She stated that the knitting hours for the year are 20,846. She also talked about the colours of "Tops for Tots" and the right wool to use, requested more men's toques and a new call for throws/lap robes. Judy demonstrated the right and wrong way to knit "Tops for Tots". Lynn Kearns reminded the members that keeping tabs on hours volunteered is very important. The guest speaker, Margaret Dole, spoke on her experience as a SJRH Auxiliary Scholarship recipient. A delicious Tea was served and enjoyed by all and many prizes were passed out.

**Life Memberships** will be presented to Helen Cobham and Ruth Hansord at the April 2011 AGM. Marion Hunter will receive the CAHA Life Membership at their annual meeting in Edmonton in May of 2011.

## Volunteer Resources and Auxiliary Relations

### 2010 – A year in Review ,

*Elizabeth Cormier*

In my role as the Regional Director of Volunteers, Auxiliaries and Alumnae for Horizon Health Network, I have had the pleasure of getting to know all the Auxiliaries and becoming familiar with the work they do and the support they give to our facilities. It has been a wonderful year! We have managed to accomplish a lot with our volunteer programs and with our auxiliaries in Horizon Health Network.

We have established a comprehensive Palliative Care Volunteer Training program based on Best Practices of the National Hospice Palliative Care Association. Two training sessions have been completed in Saint John and Fredericton for over 60 new Palliative Care Volunteers.

In the Fall I had the privilege to facilitate an operational and strategic planning session for the New Brunswick Association of Healthcare Auxiliaries. This helped them formulate a 5 year strategic plan for member involvement, education and board development.

Volunteer Resources has also standardized the Volunteer Training and Orientation Program for all volunteers in all facilities within Horizon Health Network. This includes a uniform application form, Code of Conduct Agreement, screening process, and Policies for the Department.

On April 7<sup>th</sup> 2011 I was honoured to make a presentation to the Board of Directors and Senior Executive members of Horizon about all the good work that has been done in the past three years. Collectively the Auxiliaries in Horizon have contributed \$3,243,288 towards better healthcare for our communities. As individual Auxiliary members each of you has contributed a tremendous gift and we appreciate your commitment to enhanced patient care.

We are mindful that the Auxiliary's partnership is vital to the sustainability of our future healthcare goals. The Saint John Regional Hospital Auxiliary has provided countless gifts of time and comfort to our patients. The Senior Executive Management Team of Horizon Health Network values and thanks you for your many donations of equipment, time and caring. Together our partnership strengthens our ability to offer the best possible healthcare to the community.

## 2010 Board of Directors

*President*

Natasha Doucet

*Vice President*

Mary Losier Roderick

*Past President*

Lisa Keenan

*Secretary*

Lynn Kearns

*Treasurer*

Jan O'Connor-George

*Assistant Treasurer*

Katie Rogers

*Archivist*

Rosalie Acker

Sarah Abraham

Anne Burpee

Larry Cosman

Martha Geary

Jill Jennings

Lynn Kearns

Judy MacLeod

Marjorie Milner

Dianne Ormandy

Sue Palmer

## Denomination Chairs

*Anglican*

Agnes Addison

*Baptist*

Verna Urquhart

*Catholic*

Teresa Casey

*Douglas Avenue Christian*

Elsie Reid

*Presbyterian*

Helen Humphreys

*United*

Marcia Godsoe

