

2014 - 2015 ANNUAL REPORT

HOSPICE NORTHWEST

October 5, 2015



Presented at the Annual General Meeting, Hospice Northwest

HOSPICE NORTHWEST  
63 CARRIE STREET  
THUNDER BAY, ONTARIO  
[WWW.HOSPICENORTHWEST.CA](http://WWW.HOSPICENORTHWEST.CA)

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**AGENDA**  
**For the Annual General Meeting 2014/2015**  
**Monday, October 5, 2015**  
**7:00 pm – 8:00 pm**  
**Hospice Northwest Office**

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1. Introductions and opening remarks from Board Chair, Kathy Kortes-Miller
2. Approval of AGM Minutes of October 20, 2014
3. Approval of Audited Financial Statements for Year Ending March 31, 2015, presented by Bruno Valente, Auditor
4. Appointment of the Auditor for fiscal 2015/2016
5. Board Chair Report, presented by Kathy Kortes-Miller
6. Nominating Committee Report: presented by Cathy Alex
7. Report from Regional Representative, Myrna Letourneau
8. Highlights of 2014/2015 Annual Report
9. New Business





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## **MINUTES OF THE ANNUAL GENERAL MEETING 2013/2014**

**Monday, October 20, 2014  
7:00 pm – 8:30 pm  
Hospice Northwest Office**

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**Present:** Board Members: Cathy Alex, Robin Cano, Tesa Fiddler, Myrna Letourneau, Jill Marcella, Kathy Kortess-Miller, Katherine Poulin, Ron Woit, Shane Strickland, Barb Philp Staff: Joan Williams, Kathleen Buso, Terri Kannegiesser Guests: Bruno Valente, Judith Monteith-Farrell, Hilary Mettam Volunteers: Laura Gresch, Terri McKirdy, Peter Strawson, Maria Bilyk

**Regrets:** Marianne Larson, Paul Morralee

- 1. Introductions and opening remarks from Board Chair, Kathy Kortess-Miller**
- 2. Speaker: Hilary Mettam, End of Life Care Network Lead, on the North West LHIN's Regional Palliative Care**
- 3. Questions ~ Refreshment Break ~**
- 4. Approval of AGM Minutes of October 7, 2013**

**Motion:** Approval of AGM Minutes of October 7, 2013

**Moved by:** Cathy Alex

**Seconded by:** Jill Marcella

- 5. Approval of Audited Financial Statements for Year Ending March 31, 2014, presented by Bruno Valente, Auditor**

**Motion:** Approval of Audited Financial Statements for Year Ending March 31, 2014, presented by Bruno Valente, Auditor

**Moved by:** Katherine Poulin

**Seconded by:** Robin Cano

Ron Woit offered a suggestion that the auditor include a schedule in future financial statements that identifies fundraising revenues, separated out from general donations. This schedule would be used as an internal financial management tool to track the growth of fundraising endeavors.

**6. Appointment of the Auditor for fiscal 2014/2015**

**Motion:** that Bruno Valente be appointed as auditor for 2014/15

**Moved by:** Ron Woit

**Seconded by:** Cathy Alex

**7. Nominating Committee Report:** prepared by Marianne Larson,  
presented by Cathy Alex.

Outgoing board members were thanked and incoming members were welcomed.

**8. Presentations of 2013-2014 Annual Reports:**

- a) Executive Director
- b) Regional Representative
- c) Volunteer Coordinator
- d) Communications Coordinator

**9. New Business: No new business was discussed.**

**10. Adjournment at 8:50 PM**

# **HOSPICE NORTHWEST FINANCIAL STATEMENTS TABLE OF CONTENTS**

**MARCH 31, 2015**

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# D. Bruno Valente

Chartered Accountant

Chartered Professional Accountant

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## INDEPENDENT AUDITOR'S REPORT

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To the Members of Hospice Northwest

I have audited the accompanying financial statements of Hospice Northwest which comprise of the statement of financial position as at March 31, 2015 and the statement of operations, statement of changes in net assets and statement of cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

### Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not for profit organizations, and for such Internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

### Auditor's Responsibility

My responsibility is to express an opinion on these financial statements based on my audit. Except as explained in the following paragraph I conducted my audit in accordance with Canadian generally accepted auditing standards. Those standards require that I comply with ethical requirements and plan and perform an audit to obtain reasonable assurance whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

### Basis for Qualified Opinion

In common with many non-profit organizations, Hospice Northwest derives revenue from donations and fundraising, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, my verification of these revenues was limited to the amounts recorded in the records of the organization and I was not able to determine whether any adjustments might be necessary to revenue, excess of revenue over expenses, assets, and net assets.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for a qualified audit opinion.

### Qualified Opinion

In my opinion, except for the effect of adjustments, if any, as described in the preceding paragraph, the financial statements present fairly, in all material respects, the financial position of Hospice Northwest as at March 31, 2015 and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not for profit organizations.



Thunder Bay, Ontario  
June 29, 2015

Chartered Accountant  
Chartered Professional Accountant  
Licensed Public Accountant

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395 Fort William Road Thunder Bay, Ontario P7B 2Z5 Telephone (807) 345-9464 Fax (807) 344-9604 bvalente@shaw.ca

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**HOSPICE NORTHWEST****STATEMENT OF FINANCIAL POSITION**

As at March 31

2015

2014

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	<b>Lottery Trust</b>	<b>General</b>	<b>Total</b>	<b>Total</b>
<b>ASSETS</b>				
Current				
Cash	\$	\$ 55,155	\$ 55,155	\$ 39,965
Short term Investments		31,390	31,390	30,510
Accounts receivable (Note 1)	544	30,715	31,259	38,948
Inventories (Note 2)		9,438	9,438	9,176
Prepaid expenses (Note 3)	625	5,021	5,646	6,433
Due from general fund	7,024		7,024	7,024
	<hr/>			
	\$ 8,193	\$ 131,719	\$ 139,912	\$ 132,056

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**LIABILITIES**

Current				
Bank overdraft	\$ 1,070	\$ -	\$ 1,070	\$ -
Accounts payable and accrued liabilities (Note 4)	-	18,326	18,326	24,793
Deferred contributions (Note 5)	-	18,400	18,400	11,400
Due to lottery trust fund	-	7,024	7,024	7,024
	<hr/>			
	1,070	43,750	44,820	43,217

**NET ASSETS**

Restricted	7,123	31,234	38,357	44,081
Unrestricted	-	56,735	56,735	44,758
	<hr/>			
	7,123	87,969	95,092	88,839
	<hr/>			
	\$ 8,193	\$ 131,719	\$ 139,912	\$ 132,056

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**Approved on behalf of the Board of Directors**  
\_\_\_\_\_  
Director  
\_\_\_\_\_  
Director

The accompanying summary of significant accounting policies and notes are an integral part of these financial statements.



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**HOSPICE NORTHWEST****STATEMENT OF OPERATIONS**

<b>Year ended March 31</b>	<b>2015</b>	<b>2014</b>
<b>Revenues</b>		
Grant, North West Local Health Integration Network	\$ 198,731	\$ 201,731
Grant, United Way	32,685	34,645
Grant, Northern Ontario Heritage Fund	27,383	29,974
Donations, United Way- Donor designated	1,526	1,613
Donations, John Andrews Foundation	-	1,250
Donations, General	70,586	54,736
Lottery income	5,738	6,815
Fundraising and miscellaneous revenue	31,204	28,851
Interest income	142	136
Lakehead University	2,437	2,176
City of Thunder Bay	3,670	3,055
Ontario Trillium Foundation	13,800	4,380
Youth Employment Services	4,312	2,296
Rent — End of Life Care Network	2,903	3,123
Thunder Bay Foundation	8,100	-
	<hr/>	<hr/>
	403,217	374,781
<b>Expenditures</b>		
Board meetings and development	3,962	713
Fundraising	11,719	15,760
Insurance	4,062	2,982
Memberships, books and subscriptions	1,307	2,113
Office equipment	1,758	3,509
Office supplies	13,078	12,688
Postage	1,232	1,969
Professional development- Staff	1,698	1,518
Professional development- Volunteer	12,614	4,436
Professional fees	6,200	6,200
Purchased services	8,853	13,454
Public awareness and program costs	24,975	31,319
Rent and utilities	19,783	18,000
Telephone	2,975	2,355
Travel	17,481	15,970
Ontario Trillium Foundation	15,594	8,419
Wages and employee benefits	249,673	233,680
	<hr/>	<hr/>
	396,964	375,085
<b>Excess (deficiency) of revenues over expenditures</b>	<hr/>	<hr/>
	\$ 6,253	\$ (304)

The accompanying summary of significant accounting policies and notes are an integral part of these financial statements.

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**HOSPICE NORTHWEST****STATEMENT OF CHANGES IN NET ASSETS**

<b>Year ended March 31</b>				<b>2015</b>	<b>2014</b>
	Reserve for Working Capital	Restricted Lottery trust (Schedule B)	General (Schedule A)	Excluding reserve for working capital Total	Excluding reserve for working capital Total
Balance, beginning of year	\$ 31,234	\$ 12,847	\$ 44,758	\$ 57,605	\$ 57,909
Excess of revenue over (under) expenditures for the year		(5,724)	11,977	6,253	(304)
<b>Balance, end of year</b>	<b>\$ 31,234</b>	<b>\$ 7,123</b>	<b>\$ 56,735</b>	<b>\$ 63,858</b>	<b>\$ 57,605</b>

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The accompanying summary of significant accounting policies and notes are an integral part of these financial statements.

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**HOSPICE NORTHWEST****STATEMENT OF CASH FLOWS**

<b>Year ended March 31</b>	<b>2015</b>	<b>2014</b>
<b>Operating activities</b>		
Excess (deficiency) of revenues over (under) expenditures	\$ 6,253	\$ (304)
(Increase) decrease in accounts receivable	7,689	(21,179)
(Increase) in inventories	(263)	(3,009)
(Increase) decrease in prepaid expenses	787	(2,061)
Increase (decrease) in accounts payable and accrued liabilities	(6,466)	8,370
Increase in deferred contributions	7,000	2,820
	<hr/>	
<b>Net cash increase (decrease) during the year</b>	15,000	(15,363)
<b>Cash position, beginning of year</b>	70,475	85,838
	<hr/>	
<b>Cash position, end of year</b>	\$ 85,475	\$ 70,475
<hr/>		
<b>Represented by</b>		
Cash	\$ 55,155	\$ 34,845
Cash - Lottery	(1,070)	5,120
Short term investments	31,390	30,510
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	\$ 85,475	\$ 70,475

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The accompanying summary of significant accounting policies and notes are an integral part of these financial statements

**SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES****Year ended March 31, 2015**

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**Nature and purpose**

Hospice Northwest is a registered charity with the objective to encourage and support the development of palliative care volunteer programs in communities of the District of Thunder Bay.

**Basis of accounting**

These financial statements are prepared in accordance with Canadian accounting standards for not-for-profit organizations.

These financial statements were prepared using the accrual basis of accounting. The accrual basis recognizes revenues as they become available and measurable; expenditures are recognized as they are incurred and measurable as a result of receipts of goods or services and the creation of a legal obligation to pay.

**Revenue Recognition**

The organization follows the deferral method of accounting for contributions. Contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is assured.

Investment income is recognized as revenue when earned.

**Deferred contributions**

Deferred contributions result from certain revenues being allocated to match expenditures to be incurred in future years. As at March 31, 2015, \$18,400 has been deferred in the accounts of the organization. As at March 31, 2014 \$11,400 has been deferred in the accounts of the organization.

**Inventory**

Inventory pertaining to fundraising is valued at the lower of cost and net realizable value. Cost is determined on an average invoice price basis.

**Capital Assets**

Capital assets consist primarily of office equipment, computer equipment and leasehold renovations. Capital expenditures are expensed in the year incurred. In fiscal 2015, \$1,758 was expensed to office equipment. In fiscal 2014, \$3,509 was expensed to office equipment.

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## HOSPICE NORTHWEST

### SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Year ended March 31, 2015

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#### Financial Instruments

The Association classifies its financial instruments into one of the following categories based on the purpose for which the asset was acquired. The Association's accounting policy for each category is as follows:

##### *Held for trading*

Financial instruments classified as assets or liabilities held-for-trading are reported at fair value at each balance sheet date, and any change in fair value is recognize in net surplus (deficiency) in the period during which the change occurs.

Transaction costs are expensed when incurred.

Cash has been classified as held-for-trading.

##### *Loans, receivables, and other liabilities*

Financial instruments classified as loans and receivables, held-to-maturity investments and other financial liabilities are carried at amortized cost using the effective interest method. Interest income or expense is included in net surplus (deficiency) over the expected life of the instrument. Transaction costs are expensed when incurred.

Accounts receivable has been classified as loans and receivables.

Accounts payable and other liabilities have been classified as other financial liabilities.

#### Donations of Voluntary Travel

The organization incurs travel expenses by volunteers totaling \$15,607 in fiscal year 2015 (2014- \$13,237).

In fiscal year 2015 \$15,607 (2014- \$13,237) was donated by the volunteers and recorded in donations general.

#### Leases

All leases are classified as operating. Rental payments are expensed as incurred.

#### Cash Equivalents

Cash and cash equivalents consist of cash on hand, bank accounts, and term deposits.



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**HOSPICE NORTHWEST****SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES****Year ended March 31, 2015**

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**Use of Estimates**

The preparation of these financial statements in conformity with Canadian accounting standards for not-for-profit organization requires management to make estimates and assumptions that affect the reported amount of assets and liabilities, the disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reported period.

Accounts receivable are stated after evaluation as to their collectability and an appropriate allowance for doubtful accounts is provided where considered necessary.

Provisions are made for slow moving and obsolete inventory.

Accounts payable and accruals are estimated based on historical charges for unbilled goods and services at year end.

These estimates and assumptions are reviewed periodically and, as adjustments become necessary they are reported in earnings in the years in which they become known.

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**HOSPICE NORTHWEST****NOTES TO FINANCIAL STATEMENTS****Year ended March 31, 2015**

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**1. Accounts receivable**

	<b>2015</b>	<b>2014</b>
Interest receivable	\$ 3	\$ 7
United Way of Thunder Bay	7,500	9,015
Harmonized sales taxes receivable	17,823	12,244
Lakehead University	2,437	2,176
Harmonized sales taxes receivable - lottery	544	340
Northern Ontario Heritage Fund		15,166
Youth Employment Services	2,952	
	<hr/>	<hr/>
	\$ 31,259	\$ 38,948

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**2. Inventories**

	<b>2015</b>	<b>2014</b>
Ornaments	\$ 6,880	\$ 6,433
Books	2,558	2,743
	<hr/>	<hr/>
	\$ 9,438	\$ 9,176

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**3. Prepaid expenses**

	<b>2015</b>	<b>2014</b>
Insurance	\$ 2,578	\$ 2,773
Memberships	780	1,269
Workshops	-	424
Rent	1,663	1,500
Lottery expenses	625	363
Prepaid data management fee	-	104
	<hr/>	<hr/>
	\$ 5,646	\$ 6,433

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**HOSPICE NORTHWEST****NOTES TO FINANCIAL STATEMENTS****Year ended March 31, 2015**

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**4. Accounts payable and accrued liabilities**

	2015	2014
Trade	\$ 10,600	\$ 13,554
Payroll and withholding taxes	7,726	11,239
	<u>\$ 18,326</u>	<u>\$ 24,793</u>

**5. Deferred contributions**

	2015	2014
Hike for Hospice	\$ 9,950	\$ 5,800
Thunder Bay Community Foundation		5,600
John Andrews Foundation	1,250	
Ontario Trillium Foundation	7,200	
	<u>\$ 18,400</u>	<u>\$ 11,400</u>

**6. Statement of financial position - Lottery**

	2015	2014
<b>Assets</b>		
Cash	\$	\$ 5,120
Accounts receivable	544	340
Prepaid expenses	625	363
Due from general fund	7,024	7,024
	<u>\$ 8,193</u>	<u>\$ 12,847</u>
<b>Liabilities</b>		
Bank overdraft	\$ 1,070	\$
<b>Net Assets</b>	<u>7,123</u>	<u>12,847</u>
	<u>\$ 8,193</u>	<u>\$ 12,847</u>

**NOTES TO FINANCIAL STATEMENTS****Year ended March 31, 2015**

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**7. Capital disclosure**

The Organization considers its capital to be the balance retained in net assets, which is generally the difference between its assets and its liabilities as reported on its balance sheet.

The Organization's objectives when managing capital are to safeguard its ability to continue as a going concern so that it can continue to provide delivery of its services to the members. Management maintains its capital by ensuring contributions and fundraising are adequate to cover operating costs of the Organization, and actively monitoring operational results.

**8. Net assets**

As is common in organizations of this type, funding is typically granted for specific purposes to be expended within certain periods. Failure to expend the funds as agreed upon could result in demand for repayment by funding agencies. The net assets contains amounts which are subject to review by the funding agencies subsequent to the year-end and thus may be repayable at a later date. Repayments made will be booked in the year of repayment and not applied retroactively. During the year 2015, no money was returned (2014, \$Nil) to the North West Local Health Integration Network.

**9. Endowment**

In the fiscal year ending March 31, 2011 the Board of Directors approved an Endowment payment of \$10,000 (maximum allowable investment is \$20,000) to be invested with the Thunder Bay Foundation. An additional \$1,000 was donated to the Endowment by way of specific donations. Under the terms of the agreement the amount invested was matched by the Thunder Bay Foundation.

These funds are not returned to the organization but are invested in perpetuity.

**10. Restricted amounts**

Program dollars totaling \$198,731 from the North West Local Health Integration Network, \$32,685 from the United Way, \$3,670 from the City of Thunder Bay and \$21,000 from the Ontario Trillium Foundation are restricted to the terms of the agreements with those agencies and are to be expended only on approved program costs.

**11. Economic dependence**

The organization is economically dependent upon North West Local Health Integration Network and the United Way of Thunder Bay for the majority of its funding.

**NOTES TO FINANCIAL STATEMENTS**

**Year ended March 31, 2015**

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**12. Financial instruments**

Fair Value

The carrying values of cash, accounts receivable and accounts payable approximate their fair value due to their short term nature.

Currency and interest risks

Unless otherwise noted, it is management's opinion that the Organization is not exposed to significant interest or currency risk arising from financial instruments.

Credit risk

Credit risk is the risk of financial loss to the Organization if client, the funder or counter-party to a financial instrument fails to meet its contractual obligations, and arises principally from the Organization's receivables. The Organization does not believe it is subject to any significant concentrations of credit risk related to accounts receivable.



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**HOSPICE NORTHWEST****SCHEDULE A - OPERATIONS GENERAL**

<b>Year ended March 31</b>	<b>2015</b>	<b>2014</b>
<b>Revenues</b>		
Grant, North West Local Health Integration Network	\$ 198,731	\$ 201,731
Grant, United Way	32,685	34,645
Grant, Northern Ontario Heritage Fund	27,383	29,974
Donations, United Way- Donor designated	1,526	1,613
Donations, John Andrews Foundation		1,250
Donations, General	70,586	54,736
Fundraising and miscellaneous revenue	30,999	28,720
Interest income	142	136
Lakehead University	2,437	2,176
City of Thunder Bay	3,670	3,055
Ontario Trillium Fund	13,800	4,380
Youth Employment Services	4,312	2,296
Rent, End of Life Care Network	2,903	3,123
Thunder Bay Foundation	8,100	
	<b>397,274</b>	<b>367,835</b>
<b>Expenditures</b>		
Board meetings and development	3,962	713
Fundraising	7,902	11,371
Insurance	4,062	2,982
Memberships, books and subscriptions	1,307	2,113
Office equipment	1,758	3,509
Office supplies	12,057	13,389
Postage	1,232	1,969
Professional development - Staff	1,698	1,518
Professional development- Volunteer	12,614	4,343
Professional fees	6,200	6,200
Purchased services	8,853	13,454
Public awareness and program costs	24,016	31,319
Rent and utilities	18,121	18,000
Telephone	2,975	2,355
Travel	17,481	15,970
Ontario Trillium Fund	15,594	8,419
Wages and employee benefits	245,465	233,680
	<b>385,297</b>	<b>371,304</b>
<b>Excess (deficiency) of revenues over expenditures</b>	<b>11,977</b>	<b>(3,469)</b>
<b>Balance, beginning of year</b>	<b>44,758</b>	<b>48,227</b>
<b>Balance, end of year</b>	<b>\$ 56,735</b>	<b>\$ 44,758</b>

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**HOSPICE NORTHWEST****SCHEDULE B - OPERATIONS OF LOTTERY TRUST**

<b>Year ended March 31</b>	<b>2015</b>	<b>2014</b>
<hr/>		
<b>Revenues</b>		
Lottery revenue received	<u>\$ 5,738</u>	<u>\$ 6,815</u>
 <b>Lottery Expenditures</b>		
Administrative and management fees	2,252	2,113
Licenses	430	411
Ticket costs	1,135	1,066
	<hr/>	<hr/>
	3,817	3,590
	<hr/>	<hr/>
 <b>Net Lottery Proceeds</b>	1,921	3,225
Harmonized sales tax rebate	205	131
	<hr/>	<hr/>
 <b>Net amount to cover expenses</b>	<hr/> 2,126	<hr/> 3,356
 <b>General Expenditures</b>		
Bank charges	-	2
Grief Group Consultants	728	-
Harmonized sales tax paid	293	188
Rent office	1,662	-
Public awareness	959	-
Wages and employee benefits	4,208	-
	<hr/>	<hr/>
	7,850	190
	<hr/>	<hr/>
 Excess (deficiency) of revenues over expenditures	(5,724)	3,166
Balance, beginning of year	12,847	9,681
	<hr/>	<hr/>
 Balance, end of year	\$ 7,123	\$ 12,847

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## HOSPICE NORTHWEST ANNUAL REPORT FROM THE CHAIR

This annual report marks the conclusion of my 3 year term as chair of the board of directors of Hospice Northwest. It has been an absolute privilege to work with such an innovative and hardworking organization dedicated to improving how people die. I extend much gratitude to Executive Director Joan Williams and the wonderful staff for their continued time, energy and commitment to growing our organization and serving our community.

This continues to be an exciting and challenging time to be a member of the board of directors of Hospice Northwest as our organization grows and adapts to the changing landscape of palliative and end of life care delivery both within Northwestern Ontario and within Canada. I continue to be grateful to work with an organization providing an essential service to our community alongside a board clearly passionate and dedicated to its' mission and vision. We are facing demanding times ahead with a limited budget and an increased need for our services. As a board we will need to continue to be progressive and diligent in our thinking and efforts to best situate Hospice Northwest in the future.

Our fellow board member Ron Voit has completed his tenure. We have benefitted from Ron's critical thinking and focus on detail. Thank you for your work with us and enjoy your future sailing adventures. Thank you to Cathy Alex for agreeing to serve for an additional year. We appreciate your attention to detail and continued diligence moving the work of our board forward. A warm welcome to David Clara, thank you for committing to our board and we look forward to working with you.

The board forges ahead with the important and challenging work of positioning Hospice Northwest as a leader in providing compassionate companionship at the end of life to individuals and their families in the region of Northwestern Ontario. We will need to continue to actively support the staff in developing and actualizing our fundraising and marketing goals in the face of fiscal challenges. We will have a full slate of board members in executive roles and I look forward to supporting Jill Marcella as chair and Shane Strickland as vice chair in my new role as past chair.

Over the last year board members have actively participated in additional committee or task force work including fundraising and marketing events involved in the promotion and growth of our organization such as the Hike for Hospice, Billboard Rescue, LHIN governance meetings, Die-alogues and welcoming Ian Bos as he trekked across Canada in support of Hospice Palliative Care. The work of Hospice Northwest has been presented this past year at McMaster University, Hospice Palliative Care Ontario annual conference and in Bristol, England at the International Public Health Palliative Care conference. In all these venues our organization is recognized as a leader in community engagement exemplifying that palliative care is truly everyone's business. It is always a privilege to support and represent Hospice

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Northwest at these times as the board is very appreciative of the commitment and work of the staff and volunteers of our organization.

In summary, the work of the board is challenging as we navigate the changing landscape of palliative and end of life care. We will continue to concentrate on how to both strengthen and sustain our organization as an important piece of our governance. The board values the role HNW plays in our community and the meaningful work it conducts. Thank you to the board, staff and volunteers for making Hospice Northwest a wonderful organization with which to do rewarding work.

Respectfully submitted,

Kathy Kortés-Miller

A handwritten signature in dark ink, appearing to read "Kortés-Miller", with a stylized, cursive script.

Board Chair

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## NOMINATING COMMITTEE REPORT

October 5, 2015

- Cathy Alex has accepted the board's request to serve an additional year
- Ron Woit has completed his tenure on the board
- David Clara has accepted a nomination for his first three year term
- Jill Marcella has accepted the nomination to serve as Chair of the board
- Shane Strickland has accepted the nomination to serve as Vice Chair of the board

**Submitted by Cathy Alex, Chair of Nominating Committee**

### TERMS OF OFFICE FOR THE HOSPICE NORTHWEST BOARD OF DIRECTORS NOMINATED AT THE AGM OCTOBER 5, 2015

<i>Name of Board Member</i>		<i>Years of Service in 2015/16</i>	<i>Terms (2) to Expire</i>
<b>1</b>	Cathy Alex	Additional year at request of board	
<b>2</b>	Robin Cano	3 <sup>rd</sup> year of 1 <sup>st</sup> term	September 2019
<b>3</b>	Tesa Fiddler	3 <sup>rd</sup> year of 1 <sup>st</sup> term	September 2019
<b>4</b>	Myrna Letourneau	3 <sup>rd</sup> year of 1 <sup>st</sup> term	September 2019
<b>5</b>	Jill Marcella	2 <sup>nd</sup> year of 2 <sup>nd</sup> term	September 2017
<b>6</b>	Kathy Kortess-Miller	3 <sup>rd</sup> year of 2 <sup>nd</sup> term	September 2016
<b>7</b>	Barb Philp	2 <sup>nd</sup> year of 1 <sup>st</sup> term	September 2020
<b>8</b>	Katherine Poulin	3 <sup>rd</sup> year of 1 <sup>st</sup> term	September 2019
<b>9</b>	Shane Strickland	2 <sup>nd</sup> year of 1 <sup>st</sup> term	September 2020
<b>10</b>	David Clara	1 <sup>st</sup> year of 1 <sup>st</sup> term	September 2021



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## REPORT FROM THE REGIONAL REPRESENTATIVE

Hospice Northwest Board of Directors, October 5, 2015

Hospice Northwest has a regional presence east of Thunder Bay in the communities of Geraldton, Manitouwadge, Marathon, Nipigon and Terrace Bay/Schreiber. The Palliative Care Program and Services are coordinated either through the local Family Health Team or through the hospital.

Longlac discontinued to be a designated regional site effective June 30, 2015 and its Palliative Care volunteers joined the group in Geraldton. The NorWest Community Centre in Longlac will still manage the applications for PC services for any potential clients and the Longlac volunteers will continue to provide one to one visitations to these clients in that community. It is their intent to take a more active role with the Life Enriching Activities within the LTC facility attached to the Geraldton District Hospital and to attend HNW Palliative Care Committee meetings and inservice opportunities in Geraldton.

Successful Hike for Hospice events were held in Geraldton, Nipigon, and Marathon. Manitouwadge is hoping to participant in its first Hike for Hospice in 2016.

Jaime Keay, Program Coordinator in Nipigon received training in the Grief Recovery Method and preliminary talks are underway to see how other sites in the region can benefit from her expertise by providing in-service sessions on grief and bereavement.

HNW nominated Myrna Letourneau for the June Callwood Award and she was able to attend the 2015 HPCO Conference to received her certificate and pin in recognition of her work in Palliative Care.

Geraldton and Terrace Bay/Schreiber will be participating in the Fall HNW Palliative Care Training program which started at the end of September via Contact North.

Plans are underway to send at least two PC volunteers to the upcoming CERAH Booster Conference in November from most Regional Sites.

The Palliative Care Programs in these various communities are providing a very important service within the Region. One of our common goals is to heighten public awareness about the Programs and Services offered and to partner with other agencies when appropriate to enhance the delivery of these programs and services.

In summary, I would like to thank Joan Williams, Executive Director of HNW and her staff for their support of the Region and also to commend all the Program Coordinators and their Palliative Care volunteers for their dedication in providing comfort and support to those who are at the end-of-life and to their family and friends. Together, we are making a difference!

Respectfully submitted,

Myrna Letourneau, Regional Rep

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## EXECUTIVE DIRECTOR'S ANNUAL REPORT FOR 2014/2015

This narrative report covers the twelve month period since our last AGM, from October 2014 to September 2015. The statistical information, as with the audited financial statements, is specific to the fiscal year ending March 31, 2015.

### Highlights of 2014/15:

Since our Ontario Trillium Foundation funded project in 2012/13, we have been using the Marketing and Fundraising review produced by the Adventure Group to guide our ongoing work to increase the public awareness of our agency and services. Many recommendations have been implemented within our existing resources, such as the Client Communications plan. The plan includes the initial client gift of a bamboo plant and features a photo and brief description of the volunteer who has been assigned. Plaques were designed, created and installed in each of the St. Joseph's Care group (SJCG) facilities where we visit clients, announcing the partnership and acknowledging Hospice Northwest. The transition from a client service oriented data management system to a database which will enhance our capacity for donor communications was a recommendation of the consultant and great care was taken to find a system which was affordable and which could be customized to meet our needs. We selected a system called Sumac and are proceeding to design it for all of our client services data management and reporting needs.

To proceed with recommendations which required additional financial resources, the staff and board once again sought the support of the Ontario Trillium Foundation. A project was proposed in August 2014 to do a Marketing evaluation and plan and to make revisions to our website and marketing materials. Trillium granted us the full amount requested, and the project is currently underway. The Marketing evaluation of our past and current marketing strategies was completed and a plan presented in June 2015, complete with innovative suggestions and concrete recommendations on how to go forward with more effective promotions. A strong recommendation was to take more advantage of inexpensive social media avenues and we have attempted to develop a stronger Facebook and Twitter presence. A secondary goal, compatible with global directions for palliative care, is to expand public awareness of hospice palliative care in general, in order to help create a more compassionate community, with individuals who are willing to have the necessary conversations about end of life issues, and who will take responsibility for their own end of life decisions. This is congruent with our public engagement strategy called *Die-alogues: Conversations on Life and Death*, which encourages open and respectful discussions on end-of-life topics. Specific measurements for this secondary goal have been proposed, such as visits to the website, utilization of the resources offered and achieving desired targets for attendance at the Die-alogues events.

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The revisions to the print brochure have been completed, and the re-writing of the website continues, with the bulk of the work having been completed. The goal is essentially to use more accessible language in order to appeal to the broader general public as well as our clinical partners, to establish a distinct and meaningful identity for Hospice Northwest. The website will also become a compositor of resources which may be useful to potential clients and families, as well as our clinical palliative care partners. A Final Wishes feature will be available for users to fill in a private living document which articulates end of life preferences and collects important information that family members will need to know. The goals we are hoping to achieve will be measured by reduced incidents of identity confusion with SJCG, increased donations revenues and recognition of the HNW volunteer in the obituary notices of our clients.

**Circle of Friends:** With difficulty we made the decision at the end of last year to cancel the Circle of Friends program, due to poor utilization. However we are holding out hope and keeping records of any inquiries that are received about Circle, and may be able to hold an occasional gathering in the next six months, with sufficient interest. The Circle had been our offer to those who were managing chronic illness but not within the last year of life. Barriers to participation include transportation difficulty, medical appointments, and the scheduling of home care services which are not sufficiently flexible to make it possible for a person to commit to attend.

**Human Resources:** Our good fortune has continued this year with the retention of our highly skilled and experienced Volunteer Coordinator and Communications Coordinator. Some turnover did occur with the *Volunteer Services/Admin Assistant* Intern position through NOHFC however. The first intern we hired got a permanent position approximately eight months after hire, and the NOHFC was generous enough to give us another full internship to replace her. We hired again in April 2014 and lost that Intern also to a permanent full time position. We were successful in getting a third NOHFC Intern position for a Data Management Intern, for which we hired in May 2015 to assist in the transition to the Sumac database. That Intern position is in place until May 2016.

Our Hearts and Hope grief support group is coordinated by a dedicated volunteer who was one of the founding members of the group, and has continued in that role for over five years. The group is co-facilitated by this volunteer and a registered social worker who has been in the role for over a year.

**Funding Sources:** The Northwest Local Health Integration Network continues to provide the majority of our funding, though as costs escalate the portion gets smaller, and this year the LHIN funds comprised less than 50% of our budget. The current contract with the LHIN is for the three year period from 2014 to 2017. Funding from the LHIN has been frozen at the same

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level since 2011/12, we are potentially expecting a deficit at the end of this contract period. A special request was submitted in July for increased operational funding for 2016/17. Operational funding is also provided by the United Way of Thunder Bay, who funds the hospice volunteer program in the city of Thunder Bay only. Our funding for 2015 was decreased, since we did not do volunteer training in 2013. Other funding sources are specific to projects, such as the Trillium foundation, though sometimes an existing project is funded by a Foundation, such as the Candlelight Memorial service in 2014 which was funded by the Thunder Bay Community Foundation. Both YES Employment and the Northern Heritage Fund provide wage subsidies but these cover only a percentage of the full salary and benefit costs.

**Regional Palliative Care Plan:** The End of Life Care Network has been disbanded after the many years of work in palliative care planning culminated in 2014 with the adoption and formalization of the Regional Palliative Care Plan and the creation of a Regional Palliative care program. This followed a Ministry of Health directive that all LHIN's in Ontario would plan and implement an integrated palliative care strategy. The plan sets out goals and strategies for improving access to specialists by primary care physicians, lead the development of a standardized approach to palliative and end of life care with common tools, policies and definitions, facilitate integrated care delivery, and identify local and regional service gaps, strengths, and priorities. We are now in the implementation phase of the plan, with Regional Palliative Care Program having been formally endorsed as a LHIN program with St. Joseph's Care Group as the host agency.

**Die-alogues:** As Kathy has mentioned in the Chair report, our Die-alogues series has been very successful to date. After the inaugural public event in May 2014, Kathy developed presented several mini-sessions (called Die-alogues Pop Ups) during breaks at the 2014 palliative care conference held by The Centre for Education and Research on Aging and Health. These innovative and interactive sessions were a big hit at the conference, and Kathy was subsequently invited to present Die-alogues sessions at the provincial HPCO conference in April, and again at the International Conference in England. Our next Die-alogues session will be presented by our incoming Chair, Jill Marcella, at this year's CERAH conference in November.

**Client Services Data:** the data in the report will be explained in the report of the Volunteer Coordinator, Terri Kannegiesser.

Respectfully Submitted



Joan Williams, Executive Director

## HOSPICE NORTHWEST ANNUAL STATISTICS 2014/2015

**April 1 - March 31**

	2010/11	2011/12	2012/13	2013/14	2014/2015
<b>Total New Referrals</b>					
Note: some clients fall into several categories	177	186	209	195	189
New Palliative Referrals	163	159	179	152	149
New Grief and Bereavement Referrals	16	27	30	27	28
Clients Carried Over from Previous Year	155	152	140	166	175
<b>TOTAL CLIENTS</b>	<b>332</b>	<b>338</b>	<b>349</b>	<b>347</b>	<b>364</b>
No. of Deaths/Discontinued	180	198	183	172	129
<b>No. OF CLIENTS/YEAR END</b>	<b>152</b>	<b>140</b>	<b>152</b>	<b>175</b>	<b>235</b>

<b>ORIGIN OF REFERRALS</b>	2010/11	2011/12	2012/13	2013/14	2014/15
Family/Friends/Self	90	95	102	97	93
Physicians	4	3	2	4	2
Nursing Agencies: VON, Comcare, Bayshore, etc.	16	12	10	6	14
Community Care Access Centre	45	46	51	59	66
Long-Term Care	56	63	69	78	70
St. Joseph's Hospital	53	43	49	37	56
TBRHSC/Cancer Centre	27	39	25	22	24
Hospital Nursing Staff/Social Workers (including Regional Hospitals)	24	27	31	24	24
Community Health Centres	10	6	6	8	3
Hospice Northwest Staff/Volunteers	n/a	n/a	n/a	2	2
Other	7	4	4	10	19
<b>Total</b>	<b>332</b>	<b>338</b>	<b>349</b>	<b>347</b>	<b>364</b>

<b>CLIENTS BY PROGRAM</b>	2010/11	2011/12	2012/13	2013/14	2014/15
Regional Program	83	76	88	75	72
Community Client Thunder Bay	78	77	74	76	89
St. Joseph Hospitals (including LPH)	44	38	42	43	58
One-to-One Bereavement	16	30	21	22	26
Grief and Bereavement Support Group	13	12	18	16	10
Long Term Care	72	82	91	101	96
Circle of Friends Support Group	17	16	13	12	11
Hospital Visiting	16	12	9	10	8
<b>Total</b> (Note: some clients fall into several categories)	<b>339</b>	<b>343</b>	<b>356</b>	<b>355</b>	<b>370</b>

<b>LHIN Contractual Requirements</b>					
Performance Target for Individuals Served	260	260	260	265	300
Acceptable Range of Individuals Served	221-299	221-299	221-299	221-299	240-360



## CLIENT DEMOGRAPHICS 2014/2015

Client Information	2010/2011	2011/2012	2012/13	2013/14	2014/15
<b>GENDER: Male</b>	118	119	129	122	137
<b>Female</b>	214	219	220	225	227
<b>AGE: 1 - 20 years</b>	0	0	2	1	1
<b>21 - 40 years</b>	2	5	9	6	8
<b>41 - 55 years</b>	22	28	23	18	25
<b>56 - 65 years</b>	34	48	39	35	39
<b>66 - 75 years</b>	59	53	71	47	52
<b>75 + years</b>	201	201	198	231	231
<b>Not Reported</b>	14	3	7	9	8
	<b>332</b>	<b>338</b>	<b>349</b>	<b>347</b>	<b>364</b>
<b>PALLIATIVE CLIENT DIAGNOSIS:</b>					
<b>Cancer</b>	116 (38%)	112 (37%)	96 (31%)	98 (31.5%)	105
<b>Other (COPD, CHF, ALS, HIV, Alzheimer's)</b>	187 (62%)	153 (51%)	184 (59%)	200 (64%)	211
<b>Unknown</b>	0	35 (12%)	31 (10%)	14 (4.5%)	12
<b>Total Palliative Clients</b>	<b>303</b>	<b>300</b>	<b>311</b>	<b>312</b>	<b>328</b>
<b>Bereavement Clients</b>	<b>29</b> (9% of total clients)	<b>38</b> (11.3% of total clients)	<b>38</b> (11% of total clients)	<b>34</b> (10% of total clients)	<b>36</b> (10% of total clients)
<b>Total Clients</b>	<b>332</b>	<b>338</b>	<b>349</b>	<b>347</b>	<b>364</b>
<b>Circle of Friends Clients</b>	17	16	13	12	11

## HOSPICE NORTHWEST VOLUNTEER SESSIONS 2014/2015

	2010/2011	2011/2012	2012/2013	2013/2014	2014/15
<b>No. of Thunder Bay Volunteers</b>	178	189	201	165	177
<b>No. of Regional Volunteers</b>	81	66	57	63	72
<b>Total No. of HNW Volunteers</b>	<b>259</b>	<b>255</b>	<b>258</b>	<b>228</b>	<b>249</b>
<b>TOTAL VOLUNTEER SESSIONS</b>	<b>8276</b>	<b>8589</b>	<b>9661</b>	<b>8411</b>	<b>11441</b>
<b>Non-Client</b>	87	270	443	1114	479
<b>Total Session Summary</b>	<b>8363</b>	<b>8859</b>	<b>10104</b>	<b>9525</b>	<b>11881</b>
<b>LHIN Contractual Requirements</b>					
<b>Performance Target for No. of Sessions</b>	<b>6700</b>	<b>6800</b>	<b>7000</b>	<b>7850</b>	<b>7850</b>
<b>Acceptable Range of No. of Sessions</b>	<b>6030-7370</b>	<b>6460-7140</b>	<b>6650-7350</b>	<b>7458-8243</b>	<b>7458-8243</b>

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# VOLUNTEER COORDINATOR'S REPORT

October 5, 2015

Submitted by: Terri Kannegiesser

## Recruitment Campaign/Training

Following a year when we did not offer volunteer training, we began 2014/15 with 165 volunteers in Thunder Bay and 25 new recruits ready to start their training in September. In the Region, we began with 63 volunteers and after training, we had 72 on board. Training took place in Trinity Hall at Trinity United Church where we were able to videoconference to Geraldton, Terrace Bay, Manitouwadge and Marathon. The Nipigon Coordinator facilitated training in her community at a later date.

With the technology available through Trinity, we were informed that it would be possible for us to attain a videotaped version of the entire training program. Consequently, volunteers who missed sessions or wanted a refresher on any module, would be able to access the material on the HNW website. It would also be of benefit to the District Coordinators by providing another option for training to volunteers in their respective communities. Unfortunately, the material remains unedited and inaccessible.

## Volunteer Statistics

Retention and Acquisition Statistics for Hospice Northwest Thunder Bay Volunteers								
	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15
Total # of Volunteers	118	145	154	178	189	207	203	187
Volunteers at Start of Year	92	105	119	138	148	168	203	165
New Grads	26	40	35	40	41	39	0	22
Retired	13	26	16	30	21	4	38	10
Total at Year End	105	119	138	148	168	203	165	177
Attrition Rate	14.13%	24.76%	13.45%	21.73%	14.19%	2.38%	18.72%	6.06%
Retention Rate	85.87%	75.24%	86.55%	78.27%	85.81%	97.62%	81.28%	86.7%
Acquisition Rate	28.26%	38.10%	29.41%	28.98%	27.70%	23.21%	0%	13.3%
Calculations of Attrition Rate, Retention Rate and Acquisition Rate were obtained through use of the Customer Retention & Acquisition Rates Calculator, from Vox Customer Experience Solutions ( <a href="http://www.voxinc.com">www.voxinc.com</a> )								

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Twenty-two of the 25 recruits became volunteers this fiscal year. The group is comprised of many people still employed in the workforce, consequently they do not have the flexibility to offer their time as freely as our retired volunteers do. Although we have been able to fill referrals consistently throughout the year without anyone needing to wait for service, our volunteer resources could be tapped in the future as we continue to accommodate the increase in community referrals from the CHF/COPD program, CCAC and VON.

Even though our recruitment was lower than usual in this fiscal year, our attrition rate was also low which contributed to a healthy retention rate of 86.7%. Of the 10 volunteers who left us, 6 moved out of Thunder Bay, 2 died, 1 left for her own health reasons and one left for personal reasons.

### **Volunteer Recognition Program**

This year, Michele Love was the recipient of the City of Thunder Bay's Good Citizen Award and Barbara Morine was the recipient of the Hospice Palliative Care Ontario's June Callwood Award.

### **Volunteer Support Program**

The annual Wine and Cheese social was held on June 26, 2014 in conjunction with an acknowledgement of appreciation to all those who donated recently to Hospice Northwest, including our Hike for Hospice sponsors. Two Volunteer Support Meetings were held in the HNW office following the April 9th presentation of the film "How to Die in Oregon" which included a discussion led by Sheila Noyes of Dying with Dignity Canada.

On October 29, 2014, Colin Perreault facilitated his 3 hour workshop on "Practicing Empathy in Daily Life". Fifteen volunteers participated and were pleased with the content of this workshop. On December 15, 2014, Krystina Edwards, the Health Projects Coordinator at the Alzheimer Society of Thunder Bay presented her work on the "Living with Dementia Art Program". Eight volunteers attended and we have copies of her project now in the HNW office.

### **External Committees**

I continue to be a member of the Caregivers Support Committee and the Northwest Interlink Collaborative.

### **Professional Development**

Volunteers are advised of workshops and conferences that are available for them to attend. For the period April 2014 to March 2015, the volunteers have had the opportunity to participate in:

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CERAH, Introduction of the PPS in the Netherlands – May 27/14  
CERAH, Spiritual Care Education for Front Line Workers – June 18/14  
Palliative Care Education Series – Fluids in Palliative Care – June 26/14  
Alzheimer Society – Focus on Frontotemporal Dementia – Oct. 17/14  
Centre for Health Care Ethics – Ethical Issues in Dementia Care – Oct. 22/14  
CERAH, Northwestern Ontario Palliative Care Conference 2014 – Nov. 12-14/14  
CERAH, Fighting for a Pan-Canadian Palliative Care Strategy – Nov. 12/14  
Centre for Health Care Ethics, When is Medical Intervention Futile – Nov. 19 or 20/14  
CERAH, Palliative Care Lunch & Learn – Peer-Led Debriefing – Nov. 20/14  
CERAH, Palliative Care Lunch & Learn – Supporting a Person with a Developmental Disability in the Community – Dec. 4/14  
CERAH, Supporting the Elderly at Home – Feb. 12/15  
CERAH, Palliative Care Lunch & Learn – Death, Dying and Grieving – Feb. 19/15  
Centre for HealthCare Ethics – Clinical Ethics and Cultural Erosion – March 4 or 5/15  
CERAH, Palliative Care Lunch & Learn – Powers of Attorney – March 19/15

## **Long Term Care**

Clients continue to be supported in Grandview Lodge, Dawson Court, Lakehead Manor, Pinewood Court, Pioneer Ridge, Roseview Manor, Bethammi Nursing Home and Hogarth-Riverview Manor. Referrals for LTC clients have increased in general, but some of these clients have been deemed inappropriate HNW clients after volunteers have been introduced and begun visiting. Some of the LTC staff view our volunteers as a solution for dealing with residents who are exhibiting “challenging behaviours”. Time and effort is invested by the Volunteer Coordinator and volunteer to administer service, only to discover the true reason for the referral. Moving forward, a more comprehensive assessment is being conducted by the Volunteer Coordinator for LTC referrals to avoid this issue.

Generally, it continues to be a challenge maintaining support for LTC clients for a number of reasons, but primarily it is because so many of these folks are living with an advanced dementia. It's very difficult for volunteers to remain engaged and enthusiastic about supporting them over an extended period of time. When this is coupled with volunteers experiencing a sense of isolation due to a lack of support from LTC staff, it is understandable why they struggle with visiting in long-term care. This has led to volunteer dissatisfaction resulting in volunteer resignation or at the least, the volunteer requesting placement with another client in another setting usually before their LTC client dies. This increases the administrative workload for the Volunteer Coordinator and additional confusion for the client and their caregivers. Our volunteers value the opportunity to engage in a meaningful end-of-life relationship with their clients which is not always possible with this particular clientele.

On the flipside however, we have several very dedicated volunteers who visit their clients in LTC and have done so for a number of years. Clearly, the client is not end-of-life as they have likely rallied and stabilized after a recent decline in their health. By this time, often the volunteer has become attached to them and especially to their family members many to whom they are providing respite. This tends to consume valuable volunteer resources as many of these volunteers could be placed with other clients.

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Perhaps it should be considered that we apply an LTC standard of practice that states that a client must have a PPS of 20% or less for a referral to be made to HNW. For volunteers wishing to provide only EOL support, this could potentially be an option for them.

This year, in the spirit of Christmas giving, the craft group from St. Michael and All Angels Anglican Church and Hospice Northwest partnered together on December 19th to present gifts to all of the residents of Roseview Manor. The crafters took great care in hand knitting and crocheting 157 adorable snowmen so that each resident would receive a gift.

### **Public Awareness**

The first step of the Communication Plan (client gift) has been implemented successfully this year. Clients and/or caregivers graciously accept the bamboo plant and seem to be very pleased with it. Step 2 of the Communication Plan (initial letter to client and/or caregiver) will be implemented soon.

### **Memory Box Program**

The memory boxes are being well-utilized in Long-Term Care homes throughout Thunder Bay. The Catholic Women's Leagues remain involved in supplying, decorating and delivering completed boxes to our office for distribution. An article was placed in the June 2014 issue of the Senior's paper acknowledging the incredible work that the craft ladies of St. John's Anglican Church do in preparing these boxes.

### **Hospice Northwest Events**

The 2014 Christmas Luncheon was held on December 16th in the Georgian Room at St. Joseph's Heritage.

The annual Hearts and Hope Candlelight Memorial Service was held in the Solarium at the Slovak Legion on December 9, 2014. The room was filled to capacity and beyond so another venue may need to be considered.

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## COMMUNICATIONS COORDINATOR'S REPORT

Submitted by Kathleen Buso, October 5, 2015

### FUNDRAISING INITIATIVES

Hospice Northwest did very well with fundraising initiatives during the 2014/2015 fiscal year. Almost \$55,000 was raised in net profits through the following fundraising events, third-party fundraisers, and major one-time donations:

Fundraising events for the 2014/15 period:

- May 2014 – **3<sup>rd</sup> Annual Hike for Hospice** raised over \$43,700, with a net profit of over \$40,300
- May 2014 – **United Way Billboard Rescue** - \$5448
- June 2014 – **LCBO Tag Days Event** - \$2067.84
- April 2014 – March 2015 – **Wings of Remembrance Ornament Sale** - a net profit of \$4200
- January 2015 – **Italian Hall Spaghetti Supper Fundraiser** - \$650
- February 2015 – **City of Thunder Bay Dress Down Days** - \$1222
- 2014 – **Trinity United Church, Outreach Partner Donation** - \$551

Fundraising events to date in 2015/16

- May 2015 – **4<sup>th</sup> Annual Hike for Hospice** raised almost \$ 48,000, with an additional \$27,600 worth of prizes, food and services donated. Net profit was \$43,700
- May 2015 – **United Way Billboard Rescue** – total not in at time of AGM
- LCBO Tag Days – we were not successful in our application for this program in 2015. We will re-apply for 2016.

Our future fundraising events will be a continuation of our most successful ventures to date:

1. **Wings of Remembrance Ornament Sale** – this sale continues to be a very well-received fundraising and awareness building initiative and will be continued in the 2015/16 year, with the campaign launched in mid-November 2015. This year, we will continue to offer a selection of 7 ornaments, including the new crystal snowflake, the clear glass angel, butterfly and dove, a pewter medallion, a porcelain heart and a pewter heart. Net proceeds are expected to continue in the \$3500 - \$4000 range.
2. **United Way Billboard Rescue** – staff and board members will continue to participate in this fundraising event held each May
3. **Hike for Hospice** – this yearly event is continuing to grow in number of participants and in the total of funds generated. It has now become Hospice Northwest's signature event. Our first planning meeting is scheduled for mid-October 2015. Hospice Northwest is very grateful to all of our generous sponsors and donors and our enthusiastic Hikers and volunteers.

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4. **City of Thunder Bay's Dress Down Day Program:** An application for the 2016 year has been sent in.
  5. **Italian Hall Spaghetti Supper** – prior to applying to the Italian Hall for 2016, we are investigating other fundraising dinner options
  6. **LCBO Tag Days** – this is another fundraising event which we plan to pursue each year in the summer months. It is also a very valuable information/promotional opportunity, as our volunteers speak with hundreds of people over the course of the two day event.
  7. **Life's Way sales** – sales from Hospice Northwest's book entitled ***Life's Way: Reflections of Hospice Northwest Volunteers in Northwestern Ontario*** will continue throughout 2015/16, with the book being available for sale online, in our office and in various retail locations within Thunder Bay.
  8. **New Website** – Hospice Northwest has begun the development of a new website, which will be launched in November 2015. The website will feature many new resources, including a Memorial Page and a Final Wishes section. With the addition of useful resources and tools, we expect to see increased donations through the website, as visitors show their appreciation and support for our organization.
  9. **Superior Shores Gaming Association** – Hospice Northwest has recently been accepted as a member of the **Superior Shores Gaming Association**, which is the only fully owned and operated charity e-Gaming facility in Ontario. We anticipate being involved in 1-2 bingos/quarter, with profits of approximately \$300/bingo.

### **External Committees**

I continue to be a member of the Lakehead Fundraising Association, which provides a forum for fundraisers in Thunder Bay to communicate more effectively, and to access opportunities for training and skill development. I also participated in the Canadian Hospice Palliative Care Association's 2015 Hike Advisory Committee, which provided feedback to the CHPCA on ways to improve the national Hike for Hospice event. I will remain on this committee for the 2016 Hike.

## **COMMUNICATIONS**

### **Marketing and Promotions**

**Candlelight Memorial Service:** This event has now become an annual one for Hospice Northwest. For the past four years, Hospice Northwest has hosted this non-denominational service as a public event, in partnership with Rev. Deborah Kraft of St. Paul's Anglican Church and Rev. Randy Boyd from Trinity United. The service provides an opportunity for those grieving the loss of a loved one to gather together to share their grief and pay tribute to those who have died. It also provides a chance for the agency to promote our grief and bereavement services to the public. In December 2014, we



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changed the venue from Trinity United Church to the Slovak Legion and saw a substantial increase in participant numbers, with approximately 100 people attending the service. This increase was due to the support of additional community partners and to a successful Thunder Bay Community Foundation grant, which provided funds for paid promotion. We plan to reapply to the Thunder Bay Community Foundation for funds for the 2016 Candlelight Service.

**Marketing and Fundraising Plan:** 2014/15 was a busy year for Hospice Northwest as we continued to work on the recommendations that resulted from the Ad/venture Group Marketing Plan. A new Trillium Grant provided the funds to begin work on the new website.

**Die-alogues: Conversations on Life and Death:** Since our inaugural Die-alogues event in May 2014, Hospice Northwest has hosted several other Die-alogues events.

1. In September 2014, our Hospice Northwest volunteers took part in a Die-alogues at our Volunteer Retreat which was designed to look at the topic of “How Hospice Northwest Volunteers Embrace Mortality in Their Lives”. It provided thought provoking insight from a professional whose role was to help guide peer conversations with HNW volunteers.
2. In November 2014, a Die-alogues Pop-up was presented at the Northwestern Ontario Palliative Care Conference.
3. Two additional Die-alogues workshops were presented by Kathy Kortes-Miller at the Hospice Palliative Care Ontario Conference in Toronto in April 2015.
4. The next community Die-alogues event in Thunder Bay has been tentatively set for February 2016. Hospice Northwest is currently competing in the Tbaytel for Good online contest to generate funds for upcoming Die-alogues.

**Promotions:** We continue to promote the agency through media pieces in various multi-media sources. Some of these are included as appendices in this report.

- A Your Stories article appeared in the November 13, 2014 edition of the Chronicle Journal, focusing on the 100<sup>th</sup> birthday celebration of one of our clients in Bethammi Nursing Home
- In December 2014, the Chronicle Journal photographer dropped by our office to photograph our Wings of Remembrance ornaments
- In May 2015, we received fairly extensive coverage in various media sources for our Hike for Hospice. These included a front page story in the Chronicle Journal, a Your Stories article, as well as mention on several online sources such as the Walleye and TBT News Watch
- We were also featured in a United Way at Work article in October 2014 and again in July 2015
- Radio and television commercials for the 2015 Hike for Hospice
- Various radio and online interviews on a variety of topics, including Ian Bos’ Walk for End of Life Care
- Various videos on Youtube, including a piece on Die-alogues, a Hike for Hospice television commercial, and a Community Connections interview

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Ongoing promotional efforts will continue to include information displays at community events, distribution of brochures, appearances on Community Matters, speaking engagements upon request and paid advertising in the Chronicle Journal, the Source, and local radio and television stations when the budget permits.

## Printed Materials

The ***Hospice Herald***, which is usually produced and distributed four times a year, has been on hiatus since November 2014 but a new edition will be published in October 2015. The newsletter provides an effective form of communication between staff and volunteers in Thunder Bay and the Region. Upcoming meetings and educational events are highlighted, as well as any community programs and news that might be of interest to our volunteers.

***Hospice Horizons***, a newsletter for supporters of Hospice Northwest, was designed and sent out to all those who donated or participated in the Hike for Hospice, along with their charitable receipts. The newsletter was designed to educate our donors on who Hospice Northwest is and encourage them to continue to offer support to the agency in the future.

## Electronic Communication

### FACEBOOK AND TWITTER

Hospice Northwest continues to build our Facebook and Twitter presence, with a current Facebook 'like' count of 427, a total which increased approximately 40% from the previous year. Facebook and Twitter both provide us with a free means of advertising upcoming events and fundraisers such as the Wings of Remembrance Ornaments and the Candlelight Memorial Service, as well as a way for our brand to become more recognizable within the community. A Hike for Hospice Facebook Event Page is also utilized to increase awareness of the annual Hike.

**391 Likes as of March 31, 2015. Currently: 427 Likes as of October 2, 2015**

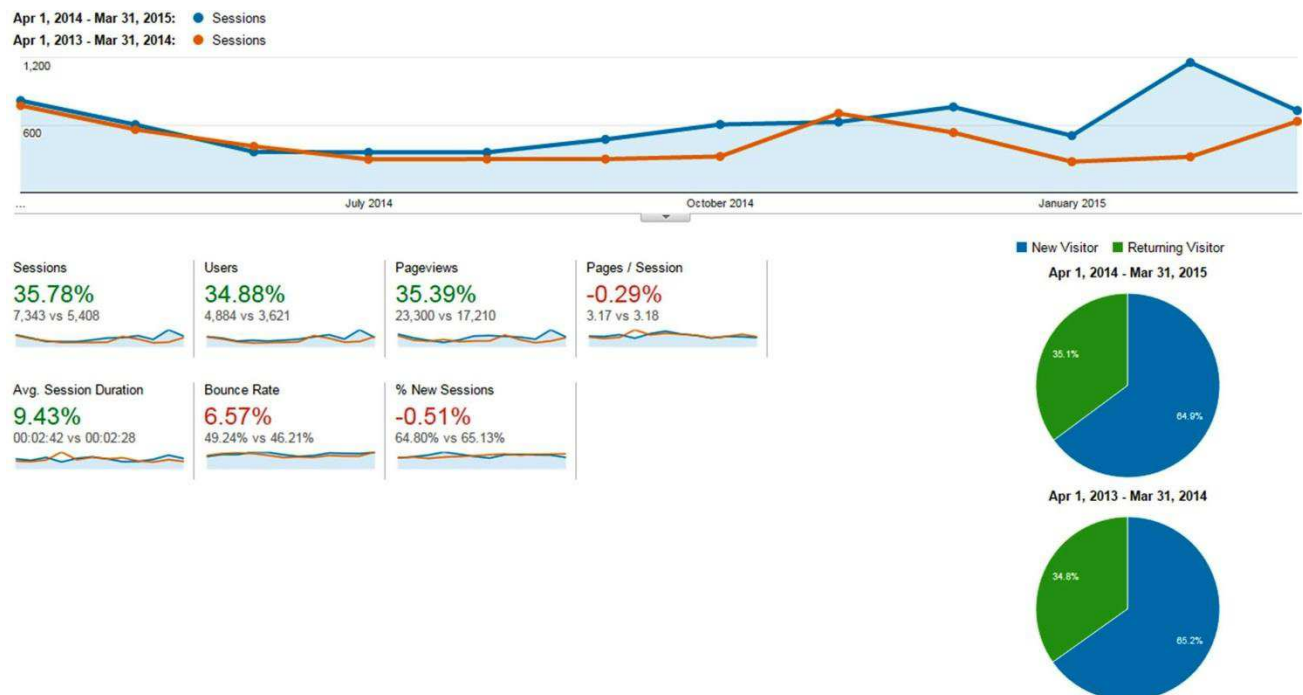


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## HOSPICE NORTHWEST WEBSITE

Our current Hospice Northwest website continues to be updated with upcoming events, downloadable copies of our newsletter and printable copies of our volunteer training modules. Use of our website continues to grow. Based on the Google Analytics graph below, numbers of sessions, users and page views have all increased in the past year by approximately 35%. We anticipate substantial growth with the launch of the new website in November 2015.

### WEBSITE ANALYTICS (Taken from Google Analytics)



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## **DATABASE MANAGEMENT ASSISTANT INTERN REPORT**

Submitted by Quyen Le

October 5, 2015

On May 25th, 2015 I was hired as the Database Management Assistant Intern for Hospice Northwest for a 1-year Northern Ontario Heritage Fund Corporation contract. Hospice Northwest recently updated their database, transferring their files from Hospice InfoAnywhere to a new program called Sumac. The new program allows staff to customize and organize the database to work best for the organization's needs. Part of my job requirements include updating and organizing all of Hospice Northwest's volunteers, clients, staff, board members, community members, and donor information. Another duty is developing reports that are simple and accurate and can be used by all staff members. These reports will address hours of services (e.g. one to one sessions), statistical results (e.g. population of palliative clients in the organization), and donation collections (e.g. memorial and Hike for Hospice donations). This task requires customizing the Contacts module, Time & Scheduling module, and Reporting module. Future implementation for modifying Sumac is currently in the works. Once the new Sumac is customized for Hospice Northwest, I will be training the rest of the staff to utilize the new system until the end of my internship year.



## MEDIA COVERAGE

Chronicle Journal, November 13, 2014

November 13, 2014

# YOUR STORIES A7



SUBMITTED PHOTO

Estelle celebrates her 100th birthday with family and Hospice Northwest volunteers.

## A very special birthday celebration

For 70 years, Estelle and Joe have shared the bond of love, first as a couple and then as a loving family with three children.

Now, as Estelle celebrates the special milestone of her 100th birthday — Joe will soon join the centenarian club as well — they share another special bond, the companionship and support that comes with Hospice Northwest volunteers.

As aging parents become ill and begin to require additional care that their children, often far from home, are not able to provide, Hospice Northwest volunteers can help, by offering support to the parents and peace of mind to their families.

In 2012, Estelle's daughters Andrea and Anna, who both reside in B.C., received notice from their mother's doctor that Estelle's condition was declining, and that their mother might benefit from palliative care services.

Andrea contacted Hospice Northwest and volunteer support for their mom was soon in place. Since then, Estelle has been visited regularly in her residence at Bethammi Nursing Home by the caring team of Anne

and Betty, who provide companionship and assistance with daily activities.

Hospice Northwest was also able to offer assistance to Estelle's husband Joe when he moved from his apartment to Bethammi.

Such a transition can often be a difficult one, but Joe's volunteer Bob was able to encourage and support Joe through the move.

Now Estelle and Joe can spend their final days together, cared for by their devoted volunteers and by the nursing home's dedicated staff.

As Estelle and Joe's family gather to celebrate the joyous occasion of their mother's 100th birthday, they offer thanks to the organization that provides them with that extra peace of mind.

"I have appreciated all the time and help my parents have received since the visits began," Andrea states as she and her father, along with Ann, Betty and Bob, form a loving circle around the birthday girl.

— Submitted by Kathleen Buso, Hospice Northwest



FRIDAY, DECEMBER 5, 2014

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THE CHRONICLE-JOURNAL/BRENT LINTON

## Memorial ornaments honour loved ones

From left, Joan Williams, Terri Kannegiesser and Kathleen Buso of Hospice Northwest hold wings of remembrance memorial ornaments. The ornaments can be personalized with the name of a loved one who has passed. They are available in Thunder Bay at the Hospice Northwest office, which is open weekdays from 9 a.m. to 4:30 p.m., or can be ordered online at [hospicenorthwest.ca](http://hospicenorthwest.ca). The funds raised from the sale of the ornaments go to support the grief and bereavement program. Hospice Northwest is hosting a candlelight memorial service on Tuesday at 7 p.m. The non-denominational service takes place in the solarium at the Slovak Legion.





SUBMITTED PHOTO

Hike with us on May 3 say, from left, Joan Williams, Norina Arno, Terri Kanneglesser, Caitlyn Phirbny, Bailey Forsberg; back row, Michele Love, Janis Degagne, Paul Morralee, Bob Love and Kathleen Buso.

## Death and taxes, life's 2 certainties

*But it's dying that most confounds us, and needs the comfort of others*

It was Benjamin Franklin who stated, "In this world, nothing can be said to be certain except death and taxes."

I talked a lot about taxes in my campaign for mayor last fall. But it's the first half of Franklin's quote that I'd like to address now.

Death is something we don't like to think about. For many, it's a matter of not knowing how to comfort someone in their last days. Sometimes there simply aren't any friends or family to offer support to the dying.

However, there's a group in Thunder Bay, ordinary folk, who make an extraordinary contribution to the well-being of our community. They're the people at Hospice Northwest.

Unlike the hospice unit at St. Joseph's Care Group, Hospice Northwest is not a place where people go to die. Their specially-trained volunteers go out into the community to help people in their final days. They also provide respite to families and support them through their grieving process. All of this is done at no cost to the recipients.

There's a way you can help these folks continue their important work.

Join me on May 3 at Boulevard Lake for the Hike for Hospice. It's a fundraiser. You gather pledges and walk around the lake. Better yet, you get a team together with people at your workplace, church or social group. It's meant to be a

fun event and a celebration of life. There will even be prizes for folks that do the most fundraising.

You see, it costs money to provide these important services to the people of Thunder Bay and the smaller communities in the district.

It doesn't appear we can do much about the taxes thing. But we can help support an organization that has the courage to face that other inevitability, death.

To find out more, visit [hospicenorthwest.ca](http://hospicenorthwest.ca) or call the office at 626-5570.

**Shane Judge**  
for Hospice Northwest  
THUNDER BAY



THUNDER BAY, ONTARIO \$1.00

## Service spurs discussion about end of life, helps cope with loss

She added people are afraid to discuss death and it is something they are working to change through initiatives like Dialogues, which brings groups of people together to talk about end of life.



# Hospice volunteers offer vital support

BY UNITED WAY OF THUNDER BAY

ONE of Irene Desjardins' favourite books is *Love You Forever*, by Robert Munsch. It tells the story of a mother and her son. From the time her son is a baby through to his adulthood, the mother rocks her son to sleep every night, back and forth, whispering to him the words, "I'll love you forever, I'll like you for always. As long as I'm living, my Mommy you'll be."

Many years go by, and when the mother be-

## UNITED WAY AT WORK

comes old and sick, the son picks her up and rocks her in his arms, whispering, "I'll love you forever, I'll like you for always. As long as I'm living, my Mommy you'll be."

Irene, a Hospice Northwest volunteer and registered practical nurse, was reminded of Munsch's story as she witnessed the death of one of her clients. The woman's mother and son were by her side, recalls Irene. "And as my

client took her last breath, her son went over to his grandma to comfort her, and he cradled her in his arms and rocked her back and forth."

Irene wipes away tears as she recalls the incident. "Later, I spoke to the son and I gave him that book. It was such a loving gesture from the grandson towards his grandma. I will always remember that moment."

Moments such as these are not uncommon for Irene and her fellow Hospice Northwest palliative care volunteers who provide companionship and support to approximately 350 clients each year in the city and District of Thunder Bay.

With the assistance of their 250 volunteers, Hospice Northwest strives to help clients make every moment matter by offering comfort and a sense of connection to clients and families who are facing life-limiting illnesses or bereavement.

Irene's dedication to her clients was recognized in 2011 when she received the prestigious June Callwood Award of Distinction for Outstanding Volunteers.

Hospice Northwest volunteers come from a variety of educational and cultural backgrounds. Many have experienced the loss of a loved one and are looking to add meaning to their lives and the lives of others.

Volunteer candidates are carefully screened to ensure they possess sensitivity, compassion, excellent communication skills and a desire to be of service to others.

Once accepted into the training program, each volunteer completes a provincially mandated training course lasting approximately 36 hours, which is delivered by a richly diverse group of community professionals.

Hospice Northwest volunteers are then carefully matched with clients, becoming supportive companions who will help in whatever way they can during this difficult time in their clients' lives.

The kinds of service the volunteer provides varies according to the client's needs but can include things like reading and playing cards, offering practical assistance with shopping, making phone calls or writing letters, getting to appointments and outings in the community, or simply providing emotional support or compassionate confidential listening.

Hospice Northwest volunteers support their clients wherever the individual is living, either in their own homes, in long-term care facilities or in hospital, and will follow their clients if that location changes.

Hospice Northwest volunteers offer a constant and supportive presence in the often frightening journey through the medical system.

In addition to the United Way funded program in Thunder Bay, Hospice Northwest also provides volunteer visiting services in Nip-



PHOTO SUPPLIED BY UNITED WAY OF THUNDER BAY

Hospice Northwest's Irene Desjardins received a June Callwood award in honour of her volunteer service.

igon, Terrace Bay/Schreiber, Marathon, Manitouwadge and Geraldton. For readers who are interested in taking part in the volunteer visiting program, Hospice Northwest will be accepting applications for the 2015 Volunteer Training Program until Aug. 8. Contact Hospice Northwest at 626-5570, or read more at [www.hospicenorthwest.ca](http://www.hospicenorthwest.ca).

Your contributions to the United Way of Thunder Bay's annual fundraising campaign are making it possible to ensure that supports are available for local people when they need it most, and help create a strong, connected community.

The United Way's Community Fund supports 64 programs offered by 30 local agencies, including Hospice Northwest. To learn more about how your gift is helping local people please go to [uwaythay.ca](http://uwaythay.ca), or call 623-6420.

You can also find us on Facebook and Twitter! Together, we are possibility.

United Way At Work runs each Tuesday and Thursday, highlighting the contribution of United Way agencies in Thunder Bay.



Tom Mihajevic (right) presents Corey Connors with the Freedom 55 Financial Canadian Player of the Week award.

## Making the game look easy

Congratulations to Corey Connors on winning the Freedom 55 Financial Canadian Player of the Week award in Thunder Bay at the Mackenzie Tour – PGA TOUR Canada's Staal Foundation Open presented by Tbaytel.

We're proud to support some of Canada's promising young athletes as they strive to achieve their goals.

Freedom 55 Financial established the Canadian Player of the Week award to recognize top Canadian players on the Mackenzie Tour. At each tour tournament this summer, Freedom 55 Financial will present this award to the Canadian player with the lowest total score.



## PHOTOS FROM THE 2015 HIKE FOR HOSPICE







**Thank you so much to the sponsors of the 2015 Hike for Hospice!**

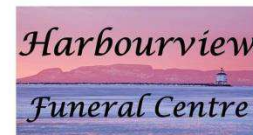
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