

2013 - 2014 ANNUAL REPORT

HOSPICE NORTHWEST

October 20, 2014



Presented at the Annual General Meeting, Hospice Northwest



**HOSPICE NORTHWEST
63 CARRIE STREET
THUNDER BAY, ONTARIO
WWW.HOSPICENORTHWEST.CA**

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AGENDA
For the Annual General Meeting 2013/2014
Monday, October 20, 2014
7:00 pm – 8:30 pm
Hospice Northwest Office

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
5. Approval of Audited Financial Statements for Year Ending March 31, 2014, presented by Bruno Valente, Auditor
6. Appointment of the Auditor for fiscal 2014/2015
7. Nominating Committee Report: presented by Marianne Larson
8. Report from Regional Representative, Myrna Letourneau
9. Highlights of 2013/2014 Annual Report
10. New Business



MINUTES OF THE ANNUAL GENERAL MEETING 2012/2013

**Monday, October 7, 2013
7:00 pm – 8:00 pm
Hospice Northwest Office**

Present: Joan Williams, Marianne Larson, Scott McCormack, Bruno Valente, Kathy Kortes-Miller, Katherine Poulin, Cathy Alex, Paul Morralee, Jill Marcella, Debbie Escott, Kathleen Buso, Terri Kannegiesser, Caitlyn Phirbny, John Malloy, Jennifer Childs, Bruno D'Angelo, Susan Fraser

Regrets: Myrna Letourneau, Maxine Cayenne, Mary Lynn Dingwell, Ron Woit, Robin Cano

- 1. Introductions and opening remarks from Board Chair, Kathy Kortes-Miller**
- 2. Hike for Hospice 2013**
 - a) Highlights of the Hike by Kathleen Buso
 - b) Cheque presentation by Susan Fraser, Area Director of Bayshore Home Health, Guest
- 3. Speaker:** Jennifer Childs, CFRE, Director of Philanthropy at Lakehead University: Fundraising and the Role of a Board Member
- 4. New Initiatives** planned for Marketing and Fundraising: Caitlyn Phirbny, Fund Development Intern
- 5. Questions**

~ Refreshment Break ~
- 6. Approval of AGM Minutes of October 22, 2012**

Motion: Approval of AGM Minutes of October 22, 2012
Moved by: Jill Marcella
Seconded by: Marianne Larson

7. **Approval of Audited Financial Statements for Year Ending March 31, 2013**, presented by Bruno Valente, Auditor

Motion: Approval of Audited Financial Statements for Year Ending March 31, 2012, presented by Bruno Valente, Auditor

Moved by: Paul Morralee

Seconded by: Debbie Escott

8. **Appointment of the Auditor for fiscal 2013/2014**

Motion: that Bruno Valente be appointed as auditor for 2013/14.

Moved by: Cathy Alex

Seconded by: Jill Marcella

9. **Nominating Committee Report:** presented by Marianne Larson

Motion: To accept Nominating Committee's recommendation.

Moved by: Cathy Alex

Seconded: Debbie Escott

10. **Highlights of 2012/2013 Annual Report**

11. **New Business**

12. **Adjournment at 8:45**

HOSPICE NORTHWEST

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MARCH 31, 2014

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INDEPENDENT AUDITOR'S REPORT

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, 2014 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.

In common with many non-profit organizations, the 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 modified opinion.

Opinion

In my opinion, except for the effect of adjustments, if any, which I might have determined to be necessary had I been able to verify ending inventory values, 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, 2014 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 26, 2014

Chartered Accountant
Chartered Professional Accountant
Licensed Public Accountant

HOSPICE NORTHWEST**STATEMENT OF FINANCIAL POSITION**

As at March 31			2014	2013
	Lottery Trust	General	Total	Total
ASSETS				
Current				
Cash	\$ 5,120	\$ 34,845	\$ 39,965	\$ 55,463
Short term investments	-	30,510	30,510	30,375
Accounts receivable (Note 1)	340	38,608	38,948	17,769
Inventories (Note 2)	-	9,176	9,176	6,166
Prepaid expenses (Note 3)	363	6,070	6,433	4,372
Due from general fund	7,024	-	7,024	4,167
	\$ 12,847	\$ 119,209	\$ 132,056	\$ 118,312
LIABILITIES				
Current				
Accounts payable and accrued liabilities (Note 4)	\$ -	\$ 24,793	24,793	16,422
Deferred contributions (Note 5)	-	11,400	11,400	8,580
Due to lottery trust fund	-	7,024	7,024	4,167
	-	43,217	43,217	29,169
NET ASSETS				
Restricted	12,847	31,234	44,081	31,234
Unrestricted	-	44,758	44,758	57,909
	12,847	75,992	88,839	89,143
	\$ 12,847	\$ 119,209	\$ 132,056	\$ 118,312

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.

HOSPICE NORTHWEST**STATEMENT OF OPERATIONS**

Year ended March 31	2014	2013
Revenues		
Grant, North West Local Health Integration Network	\$ 201,731	\$ 198,731
Grant, United Way	34,645	31,250
Grant, Northern Ontario Heritage Fund	29,974	-
Donations, United Way fundraising	1,613	7,940
Donations, John Andrews Foundation	1,250	-
Donations, General	54,736	41,350
Lottery income	6,815	8,607
Fundraising and miscellaneous revenue	28,851	34,268
Interest income	136	183
Lakehead University	2,176	2,437
City of Thunder Bay	3,055	20,000
Ontario Trillium Foundation	4,380	27,120
Yes employment	2,296	-
Rent - End of Life Care Network	3,123	-
	374,781	371,886
Expenditures		
Board meetings and development	713	861
Fundraising	15,760	12,434
Insurance	2,982	2,807
Memberships, books and subscriptions	2,113	1,428
Office equipment	3,509	7,246
Office supplies	12,688	10,737
Postage	1,969	1,705
Professional development - Staff	1,518	1,694
Professional development - Volunteer	4,436	10,109
Professional fees	6,200	6,200
Purchased services	13,454	9,011
Public awareness and program costs	31,319	24,162
Rent and utilities	18,000	18,000
Telephone	2,355	3,928
Travel	15,970	16,660
Ontario Trillium Foundation	8,419	27,120
Wages and employee benefits	233,680	194,737
	375,085	348,839
Excess (deficiency) of revenues over expenditures	\$ (304)	\$ 23,047

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

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

Year ended March 31	2014			2013	
	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	\$ 9,681	\$ 48,228	\$ 57,909	\$ 34,862
Excess of revenue over (under) expenditures for the year	-	3,166	(3,470)	(304)	23,047
Balance , end of year	\$ 31,234	\$ 12,847	\$ 44,758	\$ 57,605	\$ 57,909

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

HOSPICE NORTHWEST**STATEMENT OF CASH FLOWS**

Year ended March 31	2014	2013
Operating activities		
Excess (deficiency) of revenues over (under) expenditures	\$ (304)	\$ 23,047
(Increase) in accounts receivable	(21,179)	(8,850)
(Increase) in inventories	(3,010)	(4,184)
(Increase) decrease in prepaid expenses	(2,061)	3,598
Increase (decrease) in accounts payable and accrued liabilities	8,371	(6,112)
Increase (decrease) in deferred contributions	2,820	(1,420)
Net cash increase (decrease) during the year	(15,363)	6,079
Cash position, beginning of year	85,838	79,759
Cash position, end of year	\$ 70,475	\$ 85,838
Represented by		
Cash	\$ 34,845	\$ 50,225
Cash - Lottery	5,120	5,238
Short term investments	30,510	30,375
	\$ 70,475	\$ 85,838

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

HOSPICE NORTHWEST

SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Year ended March 31, 2014

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, 2014, \$11,400 has been deferred in the accounts of the organization. As at March 31, 2013 \$8,580 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 2014, \$3,509 was expensed to office equipment. In fiscal 2013, \$7,246 was expensed to office equipment.

SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES**Year ended March 31, 2014**

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.

Inventory as 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 \$13,237 in fiscal year 2014 (2013 - \$14,435).

In fiscal year 2014 \$13,237 (2013- \$14,435) 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.

SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES**Year ended March 31, 2014**

Use of Estimates

The preparation of financial statements in accordance with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the reporting period. The principal estimates used in the preparation of these financial statements are accruals. Actual results could differ from management's best estimates as additional information becomes available in the future.

HOSPICE NORTHWEST**NOTES TO FINANCIAL STATEMENTS****Year ended March 31, 2014**

1. Accounts receivable

	<u>2014</u>	<u>2013</u>
Interest receivable	\$ 7	\$ 6
United Way of Thunder Bay	9,015	8,750
Harmonized sales taxes receivable	12,244	6,367
Lakehead University	2,176	2,437
Harmonized sales taxes receivable - lottery	340	209
Northern Ontario Heritage Fund	15,166	-
	<u>\$ 38,948</u>	<u>\$ 17,769</u>

2. Inventories

	<u>2014</u>	<u>2013</u>
Ornaments	\$ 6,433	\$ 2,978
Books	2,743	3,188
	<u>\$ 9,176</u>	<u>\$ 6,166</u>

3. Prepaid expenses

	<u>2014</u>	<u>2013</u>
Insurance	\$ 2,773	\$ 1,932
Memberships	1,269	673
Workshops	424	200
Rent	1,500	1,500
Lottery expenses	363	67
Prepaid data management fee	104	-
	<u>\$ 6,433</u>	<u>\$ 4,372</u>

HOSPICE NORTHWEST**NOTES TO FINANCIAL STATEMENTS****Year ended March 31, 2014**

4. Accounts payable and accrued liabilities

	<u>2014</u>	<u>2013</u>
Trade	\$ 13,554	\$ 14,747
Payroll and withholding taxes	<u>11,239</u>	<u>1,675</u>
	<u>\$ 24,793</u>	<u>\$ 16,422</u>

5. Deferred contributions

	<u>2014</u>	<u>2013</u>
Hike for Hospice	\$ 5,800	\$ 4,200
Thunder Bay Community Foundation	5,600	-
Ontario Trillium Foundation	<u>-</u>	<u>4,380</u>
Balance, end of the year	<u>\$ 11,400</u>	<u>\$ 8,580</u>

6. Statement of financial position - Lottery

	<u>2014</u>	<u>2013</u>
Assets		
Cash	\$ 5,120	\$ 5,238
Accounts receivable	340	209
Prepaid expenses	363	67
Due from general fund	<u>7,024</u>	<u>4,167</u>
	<u>\$ 12,847</u>	<u>\$ 9,681</u>
 Net Assets		
	<u>\$ 12,847</u>	<u>\$ 9,681</u>
	<u>\$ 12,847</u>	<u>\$ 9,681</u>

NOTES TO FINANCIAL STATEMENTS**Year ended March 31, 2014**

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 2014, no money was returned (2013, \$ 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 is 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 \$201,731 from the North West Local Health Integration Network, \$34,645 from the United Way, \$3,055 from the City of Thunder Bay and \$4,380 from the 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, 2014**

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

HOSPICE NORTHWEST**SCHEDULE A - OPERATIONS GENERAL**

Year ended March 31	2014	2013
Revenues		
Grant, North West Local Health Integration Network	\$ 201,731	\$ 198,731
Grant, United Way	34,645	31,250
Grant, Northern Ontario Heritage Fund	29,974	-
Donations, United Way fundraising	1,613	7,940
Donations, John Andrews Foundation	1,250	-
Donations, General	54,736	41,350
Fundraising and miscellaneous revenue	28,720	34,059
Interest income	136	183
Lakehead University	2,176	2,437
City of Thunder Bay	3,055	20,000
Ontario Trillium Fund	4,380	27,120
Yes employment	2,296	-
Rent, End of Life Care Network	3,123	-
	367,835	363,070
Expenditures		
Board meetings and development	713	862
Fundraising	12,170	6,829
Insurance	2,982	2,807
Memberships, books and subscriptions	2,113	1,429
Office equipment	3,509	7,246
Office supplies	12,498	11,332
Postage	1,969	1,705
Professional development - Staff	1,518	1,694
Professional development - Volunteer	4,436	10,016
Professional fees	6,200	6,200
Purchased services	13,454	9,011
Public awareness and program costs	31,319	24,162
Rent and utilities	18,000	18,000
Telephone	2,355	3,928
Travel	15,970	16,660
Ontario Trillium Fund	8,419	27,120
Wages and employee benefits	233,680	194,737
	371,305	343,738
Excess (deficiency) of revenues over expenditures	(3,470)	19,332
Balance, beginning of year	48,228	28,896
Balance, end of year	\$ 44,758	\$ 48,228

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

Year ended March 31	2014	2013
Revenues		
Lottery revenue received	\$ 6,815	\$ 8,607
Lottery Expenditures		
Administrative and management fees	2,113	2,668
Licenses	411	792
Ticket costs	1,066	1,346
	3,590	4,806
Net Lottery Proceeds	3,225	3,801
HST Rebate	131	209
Net amount to cover expenses	3,356	4,010
General Expenditures		
Bank charges	2	(3)
HST paid	188	299
	190	296
Excess (deficiency) of revenues over expenditures	3,166	3,714
Balance, beginning of year	9,681	5,967
Balance, end of year	\$ 12,847	\$ 9,681

TERMS OF OFFICE FOR THE HOSPICE NORTHWEST BOARD OF DIRECTORS
NOMINATED AT THE AGM OCTOBER 20, 2014

<i>Name of Board Member</i>		<i>Years of Service in 2014/15</i>	<i>Terms (2) to Expire</i>
1	Cathy Alex	3 rd year of 2 nd term	September 2015
2	Robin Cano	2 nd year of 1 st term	September 2019
3	Tesa Fiddler	2 nd year of 1 st term	September 2019
4	Myrna Letourneau	2 nd year of 1 st term	September 2019
5	Jill Marcella	1 st year of 2 nd term	September 2017
6	Kathy Kortess-Miller	2 nd year of 2 nd term	September 2016
7	Barb Philp	1 st year of 1 st term	September 2020
8	Katherine Poulin	2 nd year of 1 st term	September 2019
9	Shane Strickland	1 st year of 1 st term	September 2020
10	Ron Voit	1 st year of 2 nd term	September 2017

NOMINATING COMMITTEE REPORT

October 20, 2014

- Jill Marcella is nominated for a second three year term commencing tonight
- Ron Voit is nominated for a second three year term commencing tonight
- Barb Philp is nominated for a three year term commencing tonight
- Shane Strickland is nominated for a three year term commencing tonight

Submitted by Marianne Larson

HOSPICE NORTHWEST ANNUAL REPORT FROM THE CHAIR

This is an exciting 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 in Northwestern Ontario. 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 the mission and vision of Hospice Northwest. I thank Executive Director Joan Williams and the wonderful staff for their continued time and energy committed to growing our organization and serving our community.

Two board members have completed their tenure and their presence will be sorely missed from our table. Marianne Larson, our organization has benefitted from your leadership in navigating our accreditation processes. Your offer of continued support in this area is much appreciated. Paul Morralee, your leadership role on last year's Hike for Hospice committee will have lasting impact on future events. Thank you to both of you for your time, dedication and energy.

The board welcomed Tesa Fiddler mid-year to fill a vacancy and now we are joined by two new board members; Barb Philp and Shane Strickland. Thank you for committing to our board and we look forward to working with you.

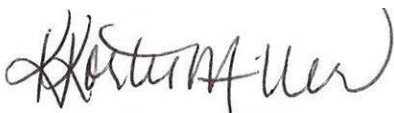
The board forges ahead with the important and challenging work of positioning Hospice Northwest as a leader in providing compassionate companionship to individuals and their families as they respond to end of life challenges in the region of Northwestern Ontario. We continue to support the staff in developing and actualizing our fundraising and marketing goals alongside prioritizing our focus on the mission and vision of our organization. Hospice Northwest's commitment to our community and potential for growth is evident in the success of our inaugural Die-alogues event and continued strengthening of our regional programs.

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 and Die-alogues. It is always a privilege to support and represent Hospice 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 in our region. We will continue to concentrate on how to strengthen our organization to best serve our community. The board values the role HNW plays in our community and looks forward to another exciting year ahead full of growth and development. Thank you to the board and staff for the additional time and energy invested in this process. It is a pleasure to work with you all.

Respectfully submitted,

Kathy Kortess-Miller



Board Chair

EXECUTIVE DIRECTOR'S ANNUAL REPORT FOR 2013/2014

This narrative report covers the twelve month period since our last AGM, from October 2013 to September 2014. The statistical information, as with the audited financial statements, is specific to the fiscal year ending March 31, 2014.

Highlights of 2013/14: During this past year we endeavoured to implement the recommendations of our Ad/venture Group report, to strengthen our organizational identity. A Communications plan was developed to guide agency interactions with service recipients, which includes a client gift as suggested. The transition to a new and improved data management system is underway and promises to facilitate consistent client communications, documentation of service delivery and development of donor relations. A Steering Committee of community experts was recruited to work with and advise staff in the areas of Events Fundraising, Donor Engagement and Public Relations. The Steering Committee worked closely with staff and led a pilot project of donor solicitation with a specific target group. A review of the current marketing and fundraising initiatives is currently underway. Interactive materials for displays at fairs and conferences were designed, purchased and have been utilized extensively this year. Our inaugural Die-alogues event was held in May in partnership with Leadership Thunder Bay and is considered a great success, with very positive evaluations and a waiting list for the next event.

Retreat: Another recommendation by the consultant was to engage the volunteers as ambassadors in promoting the agency and our services. In the Fall of 2013, a grant application was submitted and accepted by the Thunder Bay Community Foundation for a Volunteer Retreat to be held. In September 2014 a very successful Retreat was held with an excellent turnout from both city and region. A social gathering launched the event on the Friday evening and a full day of workshops and presentations followed on Saturday, with the first exercise being a Die-alogues session for volunteers called "How Hospice volunteers embrace death and dying in their lives". Each volunteer received a Hospice Northwest t-shirt and came away with a clear understanding of the role they can play in promoting HNW in the various aspects of their lives.

Accreditation: We were successful in meeting all of the audit requirements for the reinstatement of Accreditation Level Two, in early January 2014. The next review is 2016.

Regional Programs: Our regional programs have grown substantially this year. Three new Memoranda of Agreement were signed this year with regional partners. A major breakthrough has been the stabilization of our Marathon Program, which has been capably coordinated by a dedicated individual coordinator for approximately 15 years. Her efforts to recruit a replacement so that she could retire were unsuccessful, but Wilson Memorial Hospital has saved the day by agreeing to host and deliver the program with their staff. New partnership agreements were also signed with the Nipigon Family Health Team and the Manitouwadge Family Health team to commence program delivery in April 2014. We now have six formalized satellite programs throughout the District of Thunder Bay, in Nipigon, Terrace Bay/Schreiber, Marathon, Geraldton, Longlac and Manitouwadge.

Funding Sources: The majority of our operational funding is provided by the North West Local Health Integration Network. We are funded to provide hospice volunteer services in the City and District of Thunder Bay, as well as to provide Support Service training which is the information, education and training support that our volunteers need in order to perform their client related functions.

The United Way of Thunder Bay was unable this year to meet its campaign target, and elected to divide up the shortfall by all funded agencies. This change resulted in a revenues shortfall of \$1420. The City of Thunder Bay had opted not to approve our funding request this year but did agree to fund our portion of an NOHFC Intern, so for that position (the current Volunteer Services/Admin Assistant Intern) we were fully funded through multiple sources.

Human Resources: We thankfully have had no turnover in the three core, full time permanent positions. Allison Skirtschak was successfully recruited back to become the coordinator of Circle of Friends, and has managed to create a program which includes both new and original activities. It is hoped that the Circle will soon begin to attract new clients since the group has been stable for over a year. Our staff has been augmented this year by two 12 month internships through the Northern Heritage Corporation. The Volunteer Services/Admin Assistant Intern position commenced in May of this year and will continue until April 2015. The Fundraising/Marketing Intern position concluded in June. We were fortunate enough to hire two excellent young Interns for these positions. We have also retained casual administrative support staff through a subsidized program with YES Employment.

Client Services Data: Referral Data were quite consistent with those of the previous year, with an immaterial change in all categories. A slight reduction in the number of new referrals was offset by an increase in the number of clients carried over from the previous year. Once again our strongest source of referrals was Friends/Family/Self, which we consider a success because it means we are getting directly to the individuals who can benefit from our services, from word of mouth or public awareness efforts.

Note that we have once again surpassed the requirement from the LHIN for the number of individuals served. That performance target is 300 clients, whereas we served 347, with the maximum number in the corridor being 360.

Our number of volunteer sessions also surpassed the number required. We recorded 8411 client/volunteer support sessions while we are required to produce only 7850, within a corridor of 7458-8243.

Board of Directors: It is my distinct pleasure to work for a group as dedicated as the Hospice Northwest board, who have developed into a sophisticated volunteer board with a clear understanding of their governance role and responsibilities. Paul Morrale will be sorely missed because of his extraordinary performance as the Chair of our Hike for Hospice Committee and because of his good humour and focus on the mission, vision and values when considering his role as a board member. Marianne Larson has been an invaluable member with her knowledge of hospice palliative care in our region and her passion for the role of the hospice volunteer. Marianne's assistance with the Accreditation process allowed us to achieve

a relatively straightforward successful audit and to track the quality improvements we have been making to meet and surpass the accreditation requirements. Marianne has very kindly offered to assist us in this process again in 2016 and to mentor another board member in the role.

During the year we were fortunate enough to have Tesa Fiddler accept a nomination to fill the vacancy left by Maxine Cayenne. Tesa brings a wealth of expertise in the area of aboriginal health and education and has already become a valuable asset in assisting and advising staff with operations.

Barb Philp and Shane Strickland are being welcomed to the board tonight and we are all looking forward to working with them.

Respectfully Submitted

A handwritten signature in black ink, appearing to read "Joan Williams". The script is cursive and fluid, with the first name "Joan" and last name "Williams" clearly distinguishable.

Joan Williams, Executive Director

HOSPICE NORTHWEST ANNUAL STATISTICS 2013/2014

April 1 - March 31

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

ORIGIN OF REFERRALS	2009/10	2010/11	2011/12	2012/13	2013/14
Family/Friends/Self	64	90	95	102	97
Physicians	3	4	3	2	4
Nursing Agencies: VON, Comcare, Bayshore, etc.	14	16	12	10	6
Community Care Access Centre	37	45	46	51	59
Long-Term Care	61	56	63	69	78
St. Joseph's Hospital	59	53	43	49	37
TBRHSC/Cancer Centre	26	27	39	25	22
Hospital Nursing Staff/Social Workers (including Regional Hospitals)	26	24	27	31	24
Community Health Centres	12	10	6	6	8
Hospice Northwest Staff/Volunteers	n/a	n/a	n/a	n/a	2
Other	5	7	4	4	10
Total	307	332	338	349	347

CLIENTS BY PROGRAM	2009/10	2010/11	2011/12	2012/13	2013/14
Regional Program	79	83	76	88	75
Community Client Thunder Bay	67	78	77	74	76
St. Joseph Hospitals (including LPH)	57	44	38	42	43
One-to-One Bereavement	11	16	30	21	22
Grief and Bereavement Support Group		13	12	18	16
Long Term Care	79	72	82	91	101
Circle of Friends Support Group	17	17	16	13	12
Hospital Visiting	6	16	12	9	10
Total (Note: some clients fall into several categories)	316	339	343	356	355

LHIN Contractual Requirements					
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 2013/2014

Client Information	2008/2009	2009/2010	2010/2011	2011/2012	2012/13	2013/14
GENDER: Male	76	107	118	119	129	122
Female	153	200	214	219	220	225
AGE: 1 - 20 years	0	0	0	0	2	1
21 - 40 years	3	1	2	5	9	6
41 - 55 years	19	21	22	28	23	18
56 - 65 years	25	30	34	48	39	35
66 - 75 years	31	46	59	53	71	47
75 + years	132	196	201	201	198	231
Not Reported	19	13	14	3	7	9
	229	307	332	338	349	347
PALLIATIVE CLIENT DIAGNOSIS:						
Cancer	96 (43%)	109 (37%)	116 (38%)	112 (37%)	96 (31%)	98 (31.5%)
Other (COPD, CHF, ALS, HIV, Alzheimer's)	122 (55%)	166 (56%)	187 (62%)	153 (51%)	184 (59%)	200 (64%)
Unknown	4 (2%)	21 (7%)	0	35 (12%)	31 (10%)	14 (4.5%)
Total Palliative Clients	222	296	303	300	311	312
Bereavement Clients	7 (3% of total clients)	11 (3.5% of total clients)	29 (9% of total clients)	38 (11.3% of total clients)	38 (11% of total clients)	34 (10% of total clients)
Total Clients	229	307	332	338	349	347
Circle of Friends Clients	16	17	17	16	13	12

HOSPICE NORTHWEST VOLUNTEER SESSIONS 2013/2014

	2009/2010	2010/2011	2011/2012	2012/2013	2013/2014
No. of Thunder Bay Volunteers	138	178	189	201	165
No. of Regional Volunteers	80	81	66	57	63
Total No. of HNW Volunteers	218	259	255	258	228
Thunder Bay Volunteer Visiting Sessions (including non-client hours)	6371	6650	6995	7724	6373
Regional Satellite Volunteer Visiting Sessions (including non-client hours)	879	1713	1864	2380	3152
TOTAL VOLUNTEER SESSIONS	7250	8363	8859	10104	9525
Session Summary by Type					
One-to-one Sessions	6797	7694	8102	9005	8003
Group Sessions (including Circle of Friends)	334	582	487	478	408
Non-Client	119	87	270	443	1114
Total Session Summary	7250	8363	8859	10104	9525
LHIN Contractual Requirements					
Performance Target for No. of Sessions	6700	6700	6800	7000	7850
Acceptable Range of No. of Sessions	6030-7370	6030-7370	6460-7140	6650-7350	7458-8243

REPORT FROM THE REGIONAL REPRESENTATIVE

HOSPICE NORTHWEST BOARD OF DIRECTORS

October 20, 2014

As I conclude my first year on the HNW Board of Directors I would like to take this opportunity to present a little bit of background information about the region east of Thunder Bay and its involvement with the Hospice Northwest Program.

Did you know...

- That Hospice Northwest now has satellite programs in six (6) communities: Manitouwadge, Marathon, Terrace Bay, Nipigon, Longlac and Geraldton
- That the HNW program is coordinated through the community's Family Health Team or through the Hospital and one is run by the NorWest Community Health Centre
- That Nipigon and Manitouwadge are the "new kids on the block" and are just getting underway.
- That there are 59 active volunteers in the Region... 51 females; 8 males
- That sixteen (16) people attended the HNW Palliative Care Retreat held September 19 – 20, 2014
- That eighteen (18) people are enrolled in the 36 hour HNW Palliative Training Course which runs from September 27th – Dec. 2nd, 2014
- That Geraldton organized a local Hike for Hospice last May to coincide with the Hospice Hike in Thunder Bay

In addition to bringing a regional voice to the Board of Directors' table, my goal is to support and encourage the coordinators and volunteers within my region.

- To this end Joan Williams, HNW Executive Director and I visited the community of Marathon to assist them in reorganizing the delivery of their Hospice program, to share resources and to answer questions and concerns.
- I formulated a regional ad for the upcoming Palliative Care training and had it air on our local radio station CFNO. I envision doing more collaborative activities in the future.
- I circulated the Planning Guide my Hike for Hospice committee created to encourage each community to seriously consider locally holding a Hike for Hospice next Spring. It would be great fun to generate some healthy competition amongst us and with our colleagues in Thunder Bay. Funds raised would enhance our programs, enable us to purchase additional resources and to offer more professional development opportunities for our volunteers.

In summary, it has been a year of learning and an opportunity to become more involved in the organization on a leadership level. It has been an honour to represent my region and I look forward to another exciting and profitable year ahead.

Respectfully submitted,

Myrna Letourneau

VOLUNTEER COORDINATOR'S REPORT

October 20, 2014

Submitted by: Terri Kannegiesser

Recruitment Campaign/Training

For the first time in many years, we did not recruit new volunteers in the 2013/14 fiscal year as our volunteer resources were sufficient. It was decided that time would be best spent on preparing for accreditation and educating our present group of volunteers on how to be ambassadors of Hospice Northwest.

In November 2013, 24 of our volunteers were trained in Gentle Persuasive Approach with the intent that they would feel better equipped to support clients with dementia.

Volunteer Statistics

Retention and Acquisition Statistics for Hospice Northwest Thunder Bay Volunteers									
	2005/2006	2006/2007	2007/2008	2008/2009	2009/2010	2010/2011	2011/2012	2012/13	2013/14
Total # of Volunteers	100	104	118	145	154	178	189	207	203
Volunteers at Start of Year	72	86	92	105	119	138	148	168	203
New Grads	28	18	26	40	35	40	41	39	0
Retired	14	12	13	26	16	30	21	4	38
Total at Year End	86	92	105	119	138	148	168	203	165
Attrition Rate	19.44%	13.95%	14.13%	24.76%	13.45%	21.73%	14.19%	2.38%	18.72%
Retention Rate	80.56%	86.05%	85.87%	75.24%	86.55%	78.27%	85.81%	97.62%	81.28%
Acquisition Rate	38.89%	20.93%	28.26%	38.10%	29.41%	28.98%	27.70%	23.21%	0%
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 (www.voxinc.com)									

In 2013/14, the volunteer attrition percentage rose, retention rate dropped and acquisition rate was 0. While these statistics might appear somewhat alarming, they can be easily explained. In order to ensure client need is met throughout the year, it's imperative that an accurate count of available volunteers be established. Having an up-to-date resource list also minimizes unnecessary administrative costs and helps to determine the need, or not, to recruit additional volunteers. In 2013-2014, volunteers who did not return their volunteer recommitment forms, were contacted to discuss future plans with HNW. Those who had valid reasons for not being able to actively volunteer (ie. personal health, caregiving responsibilities etc.) and wanted to remain as volunteers with HNW were placed on an "inactive" list. Volunteers who did not return phone calls or emails after several attempts, or requested that they be removed from our resource list were placed on a "resigned" list. Consequently, the attrition rate for this fiscal year was very high and since no training occurred in the fall of 2013, volunteer numbers dropped. The present number of volunteers is an accurate reflection of our resources and, in fact, will increase after the fall 2014 training program.

Volunteer Recognition Program

This year, Katherine Poulin was the recipient of the City of Thunder Bay's Good Citizen Award and Barbara Hamilton was the recipient of the 2013 Hospice Palliative Care Ontario's June Callwood Award.

Volunteer Support Program

The annual Wine and Cheese social was held on June 27, 2013 in conjunction with an acknowledgement of appreciation to all those who had donated recently to Hospice Northwest, including our Hike for Hospice sponsors. Regular monthly volunteer support meetings headed by Deborah Spear and Barb Fugelsang were held at St. Joseph's Hospital until their discontinuation in May 2014. Two Volunteer Support Meetings were held in the HNW office. Richard Boon from the Canadian Diabetic Association presented valuable information on how to prevent diabetes and Sheila Noyes from Dying with Dignity Canada led a discussion after viewing the film "How to Die in Oregon".

Volunteer Advisory Committee

The Volunteer Advisory Committee met to discuss our new communication plan and ideas for the Volunteer Retreat in September 2014.

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 2013 to March 2014, the volunteers have had the opportunity to participate in:

CERAH, Palliative Care Lunch & Learn, Supporting a Person with a Developmental Disability in the Community – Sept. 18/13

Centre for Health Care Ethics – Traditional Aboriginal Teachings & Health Care Ethics – Sept. 25/13

CERAH, Palliative Care Lunch & Learn, Concepts of Advance Care Planning in Health Care Services – Oct. 16/13

CERAH, Northwestern Ontario Palliative Care Booster 2013 – Nov. 14-15/13

CERAH, Palliative Care for Front-Line Workers – Oct. 22 - Nov. 21/13

CERAH, Palliative Care Lunch & Learn, Peer-Led Debriefing – Nov. 20/13

Encounters in Bioethics, Consent and Capacity Boards – Nov. 27/13

CERAH, Palliative Care for Front-Line Workers – Jan. 21 – Feb. 25/14

Long Term Care

Clients continue to be supported in Grandview Lodge, Lakehead Manor, Pinewood Court, Pioneer Ridge, Roseview Manor, Bethammi Nursing Home and Hogarth-Riverview Manor.

In the spirit of Christmas giving, the craft group from St. John the Evangelist Anglican Church and Hospice Northwest partnered together on December 19th to present gifts to all of the residents of Pioneer Ridge. The crafters took great care in hand knitting 150 adorable snowmen so that each resident would receive a gift.

Public Awareness

After much discussion, a communication plan was developed to increase awareness of HNW services and programs with the hope that our clients and their caregivers will acquire a clearer understanding of the difference between HNW and St. Joseph's Hospice Unit.

COMMUNICATION PLAN		
All about branding and being consistent with our messaging and our look. We're piloting this plan in Thunder Bay over the next year with the hope that it will extend into the Region		
STEP	DETAILS	WHY
1 CLIENT GIFT	Bamboo plant and pamphlet given to client/caregiver at initial volunteer introduction. 3 cards are attached to plant – HNW contact info; a gentle donation ask; care instructions for plant Volunteer photo and bio inserted into plant	Introduces client/caregiver to HNW and to their volunteer. Often caregivers are not present at the initial intro. This is a way for caregivers to become familiar with HNW and the volunteer. This will reduce the confusion between St. Joe's Hospice and HNW.
2 INITIAL LETTER	Case coordinator will mail within one week of the volunteer intro. 3 versions based upon the situation and what next-of-kin info has been provided to HNW 1) client living alone who may or may not have family 2) client who is living with family 3) family who live separate from client	Reminds client who their volunteer is and what organization they're from. Introduces caregivers to HNW and the volunteer (including i.d. card) when they've not been present for the initial intro or when they live outside of the client's home/hospice or LTC.
3 MONTHLY CHECK-IN	Case coordinator calls client or caregiver to determine if everything is going well with volunteer.	Reinforces who HNW is and that we're part of the care team.
4 SYMPATHY CARD #1 SYMPATHY CARD #2	Sent to family within one week of client's passing on behalf of staff and organization. Different card sent to family on behalf of the volunteer. These will be made available to volunteers.	Closure
5 GRIEF SUPPORT	3 months following the death, a letter and brochure will be sent to family outlining the grief and bereavement services that HNW offers.	
6 SATISFACTION SURVEY	Survey is sent to caregivers 3 months after the death of their loved one.	Required as part of our accreditation process. We're able to obtain feedback from caregivers so that we're able to provide optimal service.
7 1 YR. SYMPATHY CARD	Sympathy/memorial card sent to family on 1 year anniversary of their loved one's death.	
8 MEMORIAL SERVICE INVITATION	In September/October each year, an invitation to attend our annual Candlelight Memorial Service will be sent to families of clients who have passed within the last year.	

Memory Box Program

The memory boxes are being well-utilized in Long-Term Care Facilities throughout Thunder Bay. The Catholic Women's Leagues and other church groups are very much 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 2013 Christmas Luncheon was held on December 17th in the Georgian Room at St. Joseph's Heritage.

The Candlelight Memorial Service was conducted by Reverend Deborah Kraft and Reverend Randy Boyd in Trinity United Church on December 5, 2013 at Trinity United Church.

COMMUNICATIONS COORDINATOR'S REPORT

Submitted by Kathleen Buso, October 20, 2014

FUNDRAISING INITIATIVES

Hospice Northwest did very well with fundraising initiatives during the 2013/2014 fiscal year. Almost \$50,000 was raised through the following fundraising events, third-party fundraisers, and major one-time donations:

Fundraising events for the 2013/14 period:

- May 2013 – **2nd Annual Hike for Hospice** raised \$40,173, with a net profit of over \$36173
- May 2013 – **United Way Billboard Rescue** - \$3845
- June 2013 – **LCBO Tag Days Event** - \$3400
- April 2013 – March 2014 – **Wings of Remembrance Ornament Sale** - a total of \$3355 (net profit) was raised
- January 2014 – **Italian Hall Spaghetti Supper Fundraiser** - \$700
- January 2014 – **St. Paul's Anglican Church New Year's Eve Dinner and Dance** - \$2100 was raised through this 3rd party fundraiser
- February 2014 – **Ladies of the Italian Society** donated \$200

Fundraising events to date in 2014/15

- May 2014 – **3rd Annual Hike for Hospice** raised over \$ 43,482, with an additional \$15,000 worth of prizes, food and services donated. Net profit was \$40,368.
- May 2014 – **United Way Billboard Rescue** – \$3675
- June 2014 – **LCBO Tag Days Event** - \$2070
- June 2014 – **Trinity United Church, Community Outreach Partner donation** – \$537

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 2014/15 year, with the campaign launched in mid-November 2014. 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. For 2015, our fundraising goal has been raised to \$50,000. Hospice Northwest is very grateful to all of our generous sponsors and donors and our enthusiastic Hikers and volunteers.

4. **City of Thunder Bay's Dress Down Day Program:** An application for the 2015 year has been sent in.

5. **Italian Hall Spaghetti Supper** – we have reapplied to the Italian Cultural Centre for another fundraising dinner for 2015.

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 2014/15, with the book being available for sale online, in our office and in various retail locations within Thunder Bay.

8. **Donor Database** – Hospice Northwest has begun the development of a donor database, using the Sumac Fundraising Software Program. Our existing donor information will be used to build an effective tool which will enable Hospice Northwest to work toward our goal of increasing memorial donations, and to eventually develop a Planned Giving and/or Major Gift Giving Campaign in the future.

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 am also participating in the Canadian Hospice Palliative Care Association's 2014 Hike Advisory Committee, which will provide feedback to the CHPCA on ways to improve the national Hike for Hospice event.

COMMUNICATIONS

Marketing and Promotions

Candlelight Memorial Service: This event has now become an annual one for Hospice Northwest. For the past three years, Hospice Northwest has hosted this non-denominational service at Trinity United Church, in partnership with Rev. Deborah Kraft of St. Paul's Anglican Church and Rev. Randy Boyd from Trinity United. The service is open to the public and 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. The 2013 service had approximately 50 participants in attendance. It was also live-streamed, allowing for viewers unable to attend the service to participate online.

Another Candlelight Service is planned for December 9, 2014, at the Slovak Legion solarium, with additional community partners participating. A grant application for funding to help promote the event was submitted to the Thunder Bay Community Foundation in October 2014, with the hope that additional promotion and a change of venue will encourage more participants to attend.

Marketing and Fundraising Plan: 2013 was a busy year for Hospice Northwest as we began to implement some of the recommendations from the Ad/venture Group Marketing Plan, which was funded by our successful Trillium Grant Foundation application in 2012. With the energetic assistance of our NOHFC Fund Development Intern, whose contract ran from June 2013 – June 2014, we began the work of increasing awareness of the agency and strengthening our corporate identity. Emphasis was placed on setting up information booths at community events and health fairs, developing and distributing branded material such as Hospice Northwest pens, tote bags, notepads, etc., creating a Client Communication Plan aimed at strengthening client and family awareness of Hospice Northwest services, and encouraging volunteers to take on fundraising and advocacy roles for the organization.

Die-alogues: Conversations on Life and Death: In May 2014, another very special event was held by Hospice Northwest that was aimed at increasing awareness in our community, not only of the agency's programs and services, but also of the need to engage in important discussions about end-of-life issues. 80 community members, HNW volunteers and staff gathered at the Baggage Building Arts Centre to take part in a café style discussion forum, hosted by Laura Zaina from 91.5 CKPR, with special guest speaker Gary Phillips. A waiting list was generated from this event, with the intent to host another community Die-alogues in April 2015. A grant application has been submitted to the Paterson Foundation for funding to host this second event.

Promotional Articles: We continue to promote the agency through feature stories in various local newspapers and magazines. Some examples of these are:

- A feature article appeared in the October 15, 2013 edition of the Chronicle Journal, focusing on the nature of the partnership between Hospice Northwest and St. Joseph's Care Group.
- In the spring of 2014, Bayview ran a story on the inaugural Die-alogues evening and the theme of 'bucket lists', and the Chronicle Journal also included a front page article on the event.
- In October 2014, a segment of our Life's Way book was featured in the Chronicle Journal as part of a series of articles highlighting the benefits United Way member agencies provide to the community.
- We also utilize the 'Our Stories' segment of the Chronicle Journal to highlight initiatives such as the Wings of Remembrance ornament sale and the Candlelight Memorial Service.

Other ongoing promotional efforts will continue to include information displays at community events, distribution of brochures, appearances on Community Matters,

speaking engagements upon request and advertising in the Chronicle Journal and the Source, when the budget permits.

Printed Materials

The ***Hospice Herald***, which is produced and distributed four times a year, continues to be 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

Hospice Northwest continues to build our Facebook presence, with a current 'like' count of 304 viewers, a total which increased over 120% from the previous year. Facebook provides 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.

Currently: 304 fans



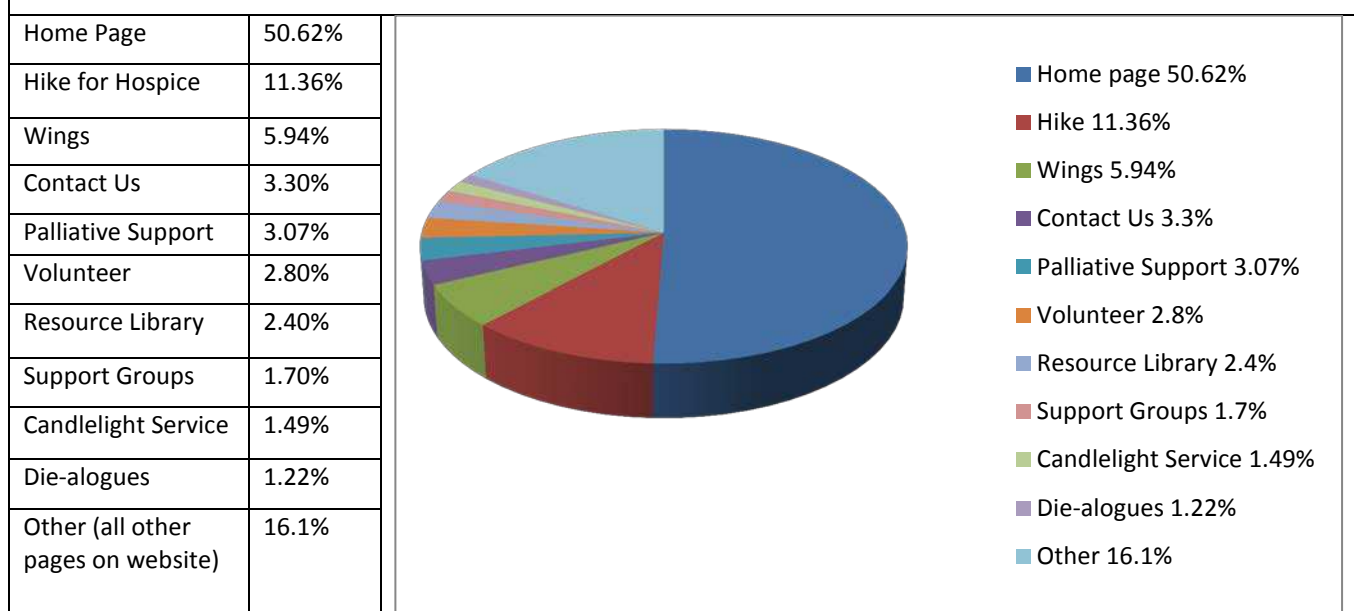
HOSPICE NORTHWEST WEBSITE

The Hospice Northwest website continues to be updated with upcoming events, downloadable copies of our newsletter and printable copies of our volunteer training modules. Visits to the website increased substantially during the weeks preceding the Hike for Hospice. Data obtained through Google Analytics shows that visits to our website has increased by 16.5%. Our Bounce Rate, which identifies visitors that view one page only then “bounce” to another site, has decreased by 1.55% from 47.29% to 46.57%. In terms of internet marketing, this is an acceptable average, as anything over 50% is a cause for concern. Because the bounce rate is rather high, it suggests that people are coming to the website with specific purposes rather than simply to learn more about Hospice Northwest, ie. to find out about specific events such as the Hike for Hospice. For this reason we will be looking into ways to keep our website up to date with resources, news and information to fill the needs of our followers and keep them interested and engaged. We are also hoping to do substantial updates to the website in 2015, pending funding approval from the Ontario Trillium Grant Program.

WEBSITE ANALYTICS (Taken from Google Analytics)

Category	Oct. 1/12 to Oct. 1/13	Oct. 1/13 to Oct. 1/14	Change from previous year
Visits	4942	5757	↑ 16.5%
Users	3,101	4,011	↑ 29.35%
Unique Page Views	11,840	13,910	↑ 17.49%
Page Views	15,896	18,966	↑ 19.31%
Pages/ Visits	3.22	3.29	↑ 2%
Avg. Visit Duration	00:02:29	00:02:32	↑ 3%
Bounce Rate	47.29%	46.57%	↓ 1.55%
% of New sessions	66.74%	67.87%	↑ 1.69%

STARTING PAGES: WHAT ARE PEOPLE LOOKING AT?



CIRCLE OF FRIENDS SUPPORT GROUP REPORT

Submitted by Allison Skirtschak, Circle of Friends Coordinator
October 20, 2014

On October 23, 2013, Allison Skirtschak was hired as a temporary Circle of Friends Coordinator to facilitate a Circle of Friends reunion gathering after a brief hiatus in the program. During the reunion, clients and volunteers voiced their interest in continuing the program. Allison Skirtschak was officially hired as the Circle of Friends Coordinator on November 27, 2014.

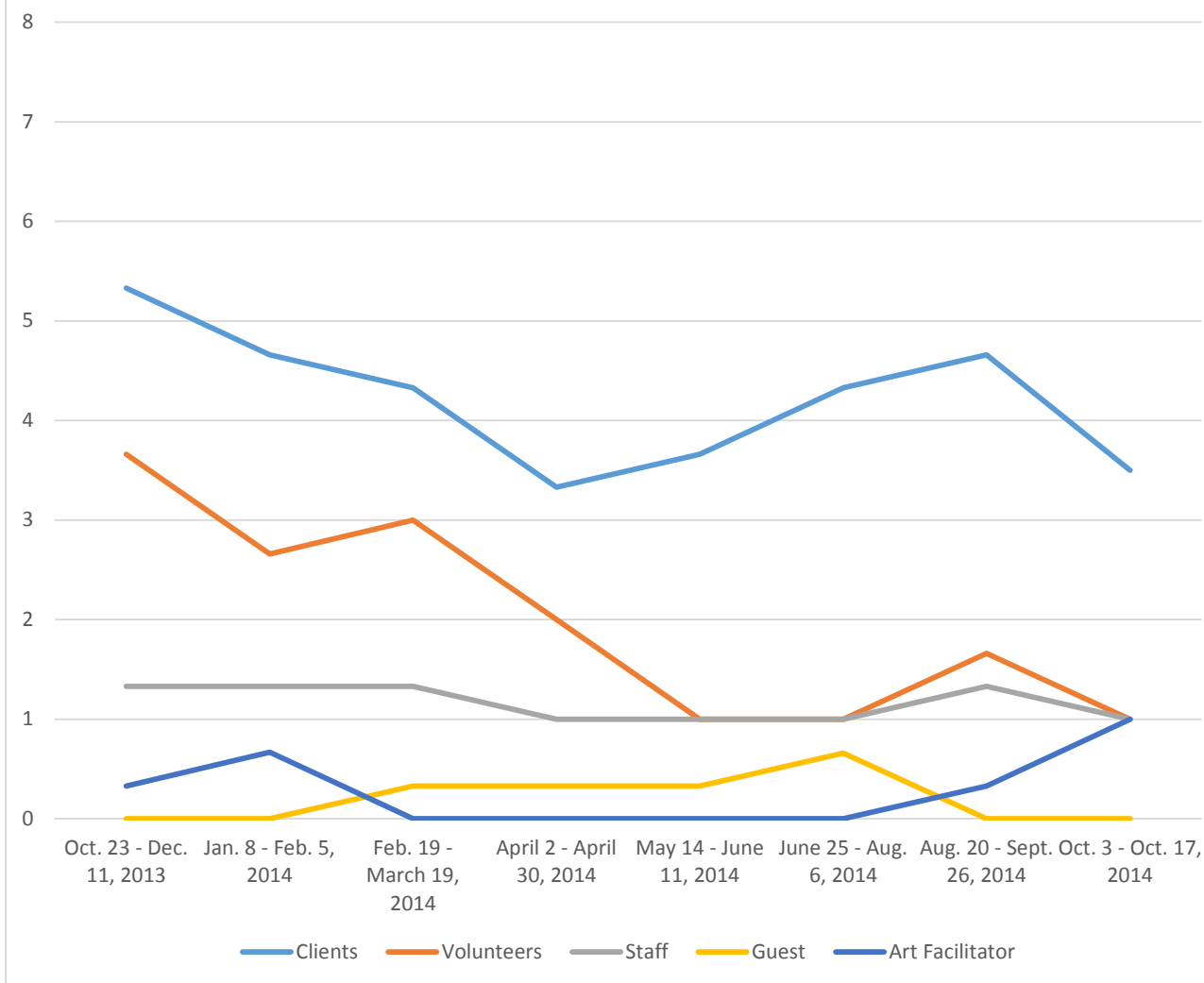
Since Allison Skirtschak's arrival as Circle of Friends Coordinator, she has continued the bi-weekly session format. Circle gatherings currently take from 11am until 2pm every other Friday. Each gathering includes a light lunch and dessert provided by 7 volunteers and 1 staff who rotate duties. At this point, no Therapeutic Touch therapies have been utilized as no Therapeutic Touch facilitators have been available. Art therapy has been utilized during each bi-weekly session since October 23, 2013; clients and volunteers have responded with enthusiasm to art therapy programs. Art therapy sessions utilize a variety of art mediums. Here are a few examples of crafts we have made during an art therapy session: greeting cards, clay amulets, masks, bent willow letters on wood, glass mosaic picture frames, paintings on paper and canvas, and art projects with a season theme, such as: leaf stamps on paper with paint and pencil crayon.

Art therapy sessions are facilitated mainly by the Circle of Friends Coordinator. Art facilitators have also been hired from Willow Springs Creative Centre to facilitate art sessions lasting from 1 hour – 1.5 hours. Occasionally, hospice volunteers have offered to facilitate art sessions as well. After an art activity and light lunch, clients and volunteers have the opportunity to speak without interruption in a confidential sharing circle setting. Circle of Friends' gatherings may also include activities such as: meditation, music, or guest speakers.

Since November 27th, 2013, promotion of Circle of Friends has included the following: advertisements posted on Facebook, Kijiji, the Hospice Herald, and the calendar on the Chronicle Journal. An "Around Town" interview was conducted on October 1st, 2014. A new Circle of Friends pamphlet, logo, and poster was designed by Kathleen Buso in 2014; pamphlets have been distributed around the community of Thunder Bay, including: The TBRHSC, The St. Joseph's Heritage Building, Willow Springs Creative Centre, The Thunder Bay Health Clinic, and private doctor's offices. Promotion is ongoing. We are trying to find ways to track more clients.

There are currently 8 active clients and 7 active volunteers who participate in the Circle of Friends program. In the last year, 1 client has passed away, and 2 clients are no longer able to attend due to illness. With client companions, volunteers, staff, and art facilitators, the Circle has been as large as 15 people (since October 23, 2013).

Circle of Friends Attendance (Oct. 23, 2013 - Oct. 17, 2014)



VOLUNTEER SERVICES/ADMINISTRATIVE ASSISTANT INTERN REPORT

Submitted by Bailey Forsberg

October 20, 2014

COMPLETED	
Hike for Hospice 2014	<ul style="list-style-type: none"> Participated in the preparation of the event, including creating signage, assembling door prizes and participation prizes, and assisting with set up, clean up and registration on the day of the event
Regional Training	<ul style="list-style-type: none"> Participated in the formatting of volunteer and client report forms, which are found in the Volunteer Handbook Assisted with training District Program Coordinators with Joan Williams and Myrna Letourneau at St. Joseph's Care Group through OTN Videoconferencing
Die-alogues Display	<ul style="list-style-type: none"> Assisted with the promotion of Die-alogues at Intercity Shopping Centre on Thursday, May 8th and Friday, May 9th by means of displays and pamphlets available to the public
Die-alogues: Bucket List	<ul style="list-style-type: none"> Assisted with registration, Hospice Northwest Services and clean up at Die-alogues on Thursday, May 29th
Wine and Cheese Social	<ul style="list-style-type: none"> Assisted with the set up and clean up for the Wine and Cheese Social on Thursday, June 26th
LCBO Tag Day	<ul style="list-style-type: none"> Assisted with the recruitment of volunteers for LCBO Tag Day Participated in the collection of donations on the day of the event
FWFN Health Fair	<ul style="list-style-type: none"> Assisted with the promotion of Hospice Northwest and its services at the fair on June 30th by means of displays and pamphlets available to the public
Hospice Northwest Volunteer Retreat	<ul style="list-style-type: none"> Assisted with the planning and organization of the event, including creating the registration package, managing event registration, confirming travel and hotel arrangements, confirming speakers and collecting resources needed by speakers, recruiting volunteers to help with planning and preparation, ordering catering and shopping for supplies, mapping out the venue, creating schedules for participants, and giving directions on the day of the event
TBRHSC Health Fair	<ul style="list-style-type: none"> Set up a display, offered pamphlets to the public, and answered question about Hospice Northwest and its services at the fair on October 7th
Victoriaville Mall Health Fair	<ul style="list-style-type: none"> Set up a display, offered pamphlets to the public, and answered question about Hospice Northwest and its services at the fair on October 21st
IN PROGRESS	
Quality Improvement Plan	<ul style="list-style-type: none"> Attending "The Quality Advantage" seminar by OCSA to learn about the requirements of ECFAA and leading practice in quality improvement
ONGOING	
Volunteer Hours	<ul style="list-style-type: none"> Collect, organize and input volunteer hours into the database system
Volunteer Write-ups	<ul style="list-style-type: none"> Send out and collect Client Gift Surveys by means of SurveyMonkey Analyze information to create Volunteer Description Cards Input volunteer hobbies into the database system
Hike for Hospice 2015	<ul style="list-style-type: none"> To attend the "Hike Kick-off Meeting" on Friday, October 9th To assist with the planning and organization of the event in the coming months
EXPECTED	
Strategic Planning	<ul style="list-style-type: none"> To attend the "Strategic Planning Meeting" on Monday, December 1st to discuss strategic initiative for Hospice Northwest and its services To assist with the development and implementation of the Strategic Plan for Hospice Northwest in the coming months



Friends to the end *Hospice volunteers, clients treasure time spent together*

BY KATHLEEN BUSO
SPECIAL TO
THE CHRONICLE-JOURNAL

A MEMORIAL wall of hand-crafted cards. Shared laughter over the silly antics of the Golden Girls. A shopping trip to the mall to buy trouser socks. These are the treasured memories that Hospice Northwest volunteer Jyl Barclay holds deeply in her heart. They are recollections of the special moments spent with her client and friend, Mary.

Jyl and Mary met in June 2010, when Hospice Northwest volunteer co-ordinator Terri Kannegiesser introduced them. Before long they became "buddies," as Jyl fondly remembers.

Prior to meeting Jyl, Mary spent most of her time home alone, con-

fined to bed, with just her TV and a few visitors for company. When Jyl entered her life, Mary was delighted to have someone to talk to and share with.

Mary had been given a prognosis of less than a year to live, but perhaps due in part to the support she received from Jyl, Mary outlived that prediction by many months. "We were so lucky to have had enough time to develop our great relationship," says Barclay. "When I walked into the room, her eyes would light up and she would say, 'You're here. Where have you been?'"

When Jyl was with her, Mary found companionship and solace in their friendship. And when Jyl couldn't be there, her presence was still felt in the collage of lovingly crafted cards that hung upon the wall of Mary's room. The cards, handmade by Jyl, were sent to Mary over the 16 months the two had known each other, during those times when Jyl's work in the military prevented her from being by Mary's side.

In her role as a Hospice Northwest volunteer, Jyl followed Mary's journey through illness from her home to intensive care and finally into the hospice unit at St. Joseph's Hospital. And in Mary's last moments, Jyl was there to lovingly say "Goodbye, thank you for being my friend."

Such a level of commitment to the relationship is important to both the patient and the volunteer.

"When a person is dying, you treat them as an individual until the last breath they take," Jyl states.



PHOTOS COURTESY HOSPICE NORTHWEST

Palliative care patient Mary is visited by Hospice Northwest volunteer Jyl Barclay.

That philosophy of care is shared not only by Hospice Northwest and their volunteers but by the staff at St. Joseph's newly renovated hospice unit.

Hospice Northwest and St. Joseph's Care Group work together in partnership to offer comfort and support to ease the transition from life to death.

Tracy Buckler, president and CEO of St. Joseph's Care Group, understands and values the benefits of having Hospice Northwest volunteers present in the hospice unit.

"Hospice Northwest provides a continuity of care that is invaluable to enhancing the quality of life for our shared clients and family members."

Buckler adds, "The collaboration between the Care Group and Hospice Northwest provides the best possible care for people facing end-of-life challenges. It's the attention to the individual and the compassionate companionship from Hospice Northwest that matters when our clients need it most."

The recent improvements to the

physical environment make the hospice unit more comforting and home-like for clients. But Buckler feels "it's the level of care that is provided by St. Joseph's staff, in tandem with Hospice Northwest volunteers, that makes the unit really special."

Terri Kannegiesser, Hospice Northwest's volunteer co-ordinator, explains how the two organizations collaborate to provide service.

"Referrals for specialized hospice volunteers are made regularly by St. Joseph's Care Group. The Hospice Northwest volunteer provides support to the patient, and often to family members as well, by offering much needed respite during their loved one's stay in hospital. Bereavement services are also available. Our volunteers are amazing people committed to making themselves available to others in times of need."

Jyl Barclay was able to do just that for Mary. Jyl acknowledges that being a hospice volunteer can be difficult at times, especially when you have to say goodbye, but she also firmly believes that giving of herself brings its own rewards.

"Spending time with Mary benefited me as much as I benefited her," said Barclay. "When you visit, you bring joy to someone. You can see the delight in their eyes because they are truly glad you're there. You can't put a name to the feeling that gives you."

Clients moved into the newly renovated hospice unit earlier this month.

Kathleen Buso is communications co-ordinator at Hospice Northwest.



A wall of cards from a Hospice Northwest volunteer provided comfort for a palliative care patient.

'Die-alogue' puts focus on illness, death, loss

THE CHRONICLE JOURNAL

Two Thunder Bay organizations are pleased with the first in a series of "die-alogue" events held this week.

Leadership Thunder Bay and Hospice Northwest hosted the session on Thursday aimed at educating and raising awareness of end-of-life topics in the community.

Focusing on what they call "bucket lists in everyday life," the forum attracted more than 70 participants.

Over the course of the evening, people had the opportunity to hear first-hand experiences of accepting the fragility of life and living more purposefully because of it. Community members who attended the event were also able to engage in respectful and thought-provoking diealogues with fellow participants over refreshments and desserts.

"As an organization, Hospice Northwest strives to provide better access to quality end-of-life care within our community; Die-alogues is our most recent effort to achieve this through education and awareness," executive director Joan Williams said Friday.

"Most of us feel unprepared and helpless when someone we care for is facing an illness with no known cure," she said, noting that "our goal is to support people to find or rediscover ways to respond with compassion and understanding to the universal experiences of illness, death and loss."

Cynthia Olsen, a member of the Community Action Project with Leadership Thunder Bay, added that "we are really proud of the turn-out to the first event of this kind in Thunder Bay and are glad to have been part of making this a reality for Hospice Northwest."

For more information, or to be added to a contact list for upcoming events, contact Hospice Northwest at 626-5570.



Hospice Northwest

Offering Comfort and Support During the Holidays

By Kathleen Buso

Memories of shared laughter and special holiday traditions are treasures that many of us hold in our hearts when our loved ones are no longer here to share the Christmas season with us. Anyone who has lost a loved one can attest to the bittersweet feelings we experience during the holiday season. The smell of pine or the glitter of coloured lights can elicit some of our sweetest memories, as well as our deepest sadness. Hospice Northwest recognizes the uniqueness of each grief journey. While nothing can take away from the intensity of emotional grief experienced during the holidays, the organization believes that compassion and understanding can help.

Joan Williams, executive director of Hospice Northwest, describes a unique addition to their grief support services. "Hospice Northwest is offering a collection of personalized memorial ornaments which act as symbols of the spiritual presence of those who are no longer with us," she says. "The Wings of Remembrance collection features ornaments in various styles, including a delicate Life's Way Porcelain Heart and crystal Snowflakes from Heaven. The ornaments are beautiful reminders of a loved one and provide the grieving with a way to celebrate those they will never forget."

A candlelight memorial service will also be hosted by Hospice Northwest on December 5 at Trinity United Church.

FINAL WORD

Do you have a bucket list? What's on it? Skydiving? A cross country Canadian trip? Seeing your favourite band live? A European tour? The possibilities are endless....

This spring, Hospice Northwest and Leadership Thunder Bay are joining forces to empower and engage people in our community to have interesting but challenging dialogues about living life, in light of the indisputable fact that everyone's life is finite. Death and planning for death are topics that people are often reluctant to discuss, and yet death is an inevitable part of the cycle of life. In an attempt to lessen the stigma surrounding this topic, the two groups will be hosting the first in a series of events entitled "Die-alogues: Conversations of life and death". These social gatherings will be open to the public and offer the opportunity to participate in open, respectful conversations related to end-of-life issues while enjoying delicious desserts and beverages. The premiere event will feature the topic of Bucket Lists, inspiring participants to discuss their dreams and ambitions while acknowledging the reality of their own mortality.

Die-alogues is modelled after "Death Café", an international movement dedicated to increasing the awareness of death while helping people make the most of their (finite) lives. Each Die-alogues event will be facilitated by a host and keynote speaker with experience related to the evening's topic.

The collaboration for the first Die-alogues event is made possible



Leadership Thunder Bay joins Hospice Northwest to talk about life and death

by Tessa Murray

through the Leadership Thunder Bay and the Community Action Project (CAP) segment of the program; each year community groups are invited to submit project proposals. Hospice Northwest's Die-alogues proposal was chosen by a group who are very excited to be working with Hospice Northwest to deliver this new idea to the community.

Now in its 11th year, Leadership Thunder Bay provides the opportunity for leader-

ship development to emerging community leaders. Through various learning days and projects, Leadership Thunder Bay strengthens participants' ability to network, engage and inspire.

Join us at the end of May for the debut event in the Die-alogues series. For more information, please contact the Hospice Northwest office at 626-5570 or at hospicenorthwest.ca.

Hospice volunteers bond with clients

BY KRISTY POCHAILO
UNITED WAY OF THUNDER BAY

Hospice Northwest Volunteer Visiting matches persons who are diagnosed with life-limiting illness with caring volunteers who have undergone intensive training.

The goal is to enhance the client's quality of life through confidential companionship and support. Every effort is made to have the client and family direct the volunteer visiting relationship, so that the kind of service that emerges is one that is most appropriate for the individual and family.

Katherine Poulin has offered compassion and support to those experiencing life's beginning and to those who are approaching its end.

As a doula, she provided information and emotional and physical support to mothers as they progressed through pregnancy and childbirth.

As a hospice volunteer, she now does similar work.

She says, it is "really not that different from doula work. You're sitting there, with someone who needs to be delivered through a painful experience, and all you want to do is make that journey for them as easy as possible. It's just the other end of life."

"Instead of seeing someone into life, you're seeing someone out of life."

Katherine heard about Hospice Northwest from her mother-in-law, who had been an active volunteer.

She soon found hospice volunteering was also a good fit for her.

Three years into her new caregiving role, she says, "the most valuable thing I have learned from my clients is to live in the moment. . . . I've learned to really use the good days, no matter what. Because that might be the last moment. We don't know."

Hospice volunteers and clients form special relationships that differ strongly from the bonds between family members.

"It's different when you're working with someone and you have an understanding beforehand. She knows she's going to die, I know



PHOTO SUPPLIED BY UNITED WAY OF THUNDER BAY

Staff and volunteers at Hospice Northwest help clients maintain a good quality of life.

she's going to die, and we're both comfortable with it. With your own family member . . . we don't talk about it because

we both don't want it to happen.

"Family members are so wrapped up in their loved one's

physical needs. Are they in pain? What can I do for them? Does she have enough socks to last the week?"

But as a volunteer, Katherine is able to talk with her clients about anything. She loves to hear their life stories and clients will also talk to her about their thoughts on dying.

"You do fall in love with every one of them," says Katherine.

"It's almost like they're setting their story down when they tell you 'This was my life,' and they're giving it to you."

She'll often sit quietly with a client, sometimes holding hands.

She recalls holding the hand of a client as the man was going to sleep.

"He'd had a bad day. He had been really agitated. He didn't need any great philosophies of life or anything explained to him—he just wanted human contact. And sometimes that's right at the root of what your client needs at that moment."

Katherine has found a niche volunteering in the city's homes for the aged.

"There is such a need in long-term care. There are so many lonely people there, and they need a companion."

Her favourite stories are those told by the elders: "These people are like a book. Their cover is tattered and their pages are all bent and water stained. There's a really good story in there. You know, you see two books on a shelf, and one of them is brand new and the other one is all tattered, and you think, 'Well that

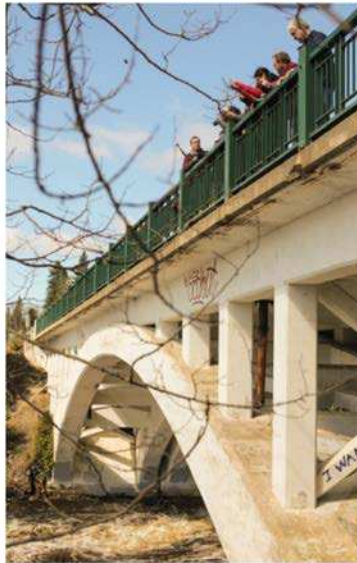
(old one) must be the good book!'"

The United Way of Thunder Bay is addressing social issues in our community and investing in three critical areas: moving people from poverty to possibility; fostering a strong community; helping kids to be all they can be.

Your donations are improving lives for local people every day. By donating to the 2014 United Way campaign, you can support the Hospice Volunteer Visiting program and 62 other local programs in our community. To learn more about programs supported by the United Way and how you can make a difference by giving, please go to www.uwaybay.ca or call 623-6420 today.

United Way At Work highlights the contribution of United Way agencies in Thunder Bay. Kristy Pochailo is communications director for the United Way of Thunder Bay.

2014 HIKE FOR HOSPICE PHOTOS





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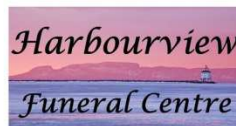
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