

Presented at the Annual General Meeting

September 24, 2019

Thunder Bay Art Gallery



# ANNUAL REPORT 2018/2019

## Hospice Northwest

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## MAKING EVERY MOMENT MATTER

### MISSION

Hospice Northwest is a community volunteer organization that complements, enhances and delivers end of life care, including grief and bereavement services. The mission of Hospice Northwest is to foster a compassionate community response to the needs of anyone living with, dying from, or affected by illness and disease.

### VISION

Hospice Northwest will be a leader in providing compassionate companionship to individuals and their families as they respond to end of life challenges. Hospice Northwest will provide quality compassionate care, which is accessible to all in need with life threatening illness. The clients will be served with dignity and respect, maintaining confidentiality and individuality. Trained volunteers will empower their clients through education along their journey. Hospice Northwest believes that dying is a natural and normal part of the life process. Our work embraces a holistic approach that enhances people's dignity, self-worth and sense of connectedness. Volunteerism is the cornerstone of our work.

### VALUES

#### **Courageous, Community, Quality Care**

**We are Courageous:** Hospice Northwest provides care at the end of life in areas that are challenging, underserved, under-resourced and sometimes forgotten. We aim to be leaders in providing volunteers in areas that are sometimes avoided by others such as dementia care and long term care settings.

**We are Community:** Hospice Northwest responds to the needs of the community. Our grassroots organization strives to promote normalization of dying and death in our community and region.

**We are Quality Care:** Hospice Northwest provides a high quality service utilizing specially trained and well supported volunteers from a variety of backgrounds.

# TO OUR HOSPICE FRIENDS, DONORS, SPONSORS AND VOLUNTEERS, WE WANT TO SAY THANK YOU! YOU'VE HELPED US CHANGE LIVES!

We are pleased to present the 2018/2019 Annual Report, highlighting the impact your support has had on the individuals and families that we serve. As you will see on the following pages, Hospice Northwest has provided companionship and support to over 350 palliative and grief clients over the past year, helping to make every moment matter for our clients and their loved ones.



Scott McCormack, *Board Chair*

## HOSPICE NORTHWEST BOARD OF DIRECTORS

- Scott McCormack, Board Chair
- Tammy Squitti, Indigenous Representative and Vice-Chair
- Barb Philp, Past Chair
- Debbie Escott, Hospice Volunteer Representative
- Judy Harvey, Regional Representative
- Carole LaPointe, French Language Representative
- Alison Denton
- Joanne Kembel
- Margaret McKee
- Rosy Brizi

*"In the context of Board work I have had the opportunity, in concert with many other individuals from whom I have learned so much, to help shape an organization that strives to make possible and support the work of our amazing volunteers, work that in turn supports our clients and their caregivers. - Scott McCormack, Board Chair*

## MESSAGE FROM OUR EXECUTIVE DIRECTOR

### Greetings!

I have been with Hospice Northwest for just over one year. It has been an eventful and exciting year. I have learned a great deal about Palliative Care and have met many people who are passionate about palliative care in our community. The volunteers and clients continue to be and always will be the focus of this organization, without which our organization could not exist. These two important areas will be covered as two separate reports from the respective coordinators of those departments.

***“It has been an eventful and exciting year!”***

The following are some of the highlights, for me from this last year:

### **Board of Directors**

For me, coming into an organization that was well run for over 30 years was an intimidating task, in that I did not want to change anything that was not broken, yet I wanted to make a difference. This board of directors was an amazing group of people who encouraged me every step of the way. They are extremely talented and skilled individuals in their own rights, lending their expertise to me throughout this entire year. Although it is a policy governance board, this year they helped guide me through HR decisions, fundraising decisions and ultimately our strategic plan. Hospice Northwest has a very strong board of directors in place and I feel so fortunate to have had this team over this past year.

### **New Faces on the Hospice Northwest Staff**

In late 2017, our Manager of Client and Volunteer Services was diagnosed with a serious illness and needed to take leave in January 2018, for an extended period of time. In January 2019, she resigned from her position. We then divided the role into two; we now have two coordinators, a volunteer coordinator and a client services coordinator. Currently, Jyl Barclay is the Client Services Coordinator. The volunteer coordinator position is vacant at this time, although NOHFC intern Thomas Bentz has been working with HNW for over one year and was doing most of this work until he went off on sick leave. More recently, a second NOHFC intern, Wendi Ignace, has taken on much of that work in Thomas' absence. Wendi Ignace was hired in May of 2019, as our Compliance Officer for a period of one year. She will be conducting and completing our Hospice Palliative Care Ontario accreditation. Additionally, she will be working on updating both our policies and procedures as well as our by-laws. Shelly Wall was hired as our Education and Special Projects Coordinator. The role is a new one at HNW and the main focus is to assist the Vulnerably Housed in obtaining visiting hospice services and to increase the number of Indigenous volunteers and serve more Indigenous clients. Additionally, this role coordinates the Hearts and Hope workshops for the facilitators.

Shelly started in January 2019. Melissa McClement was hired in early January as our Hike consultant and has carried on her role as our Fund Development Consultant working on Annual and Monthly giving Campaigns. This work is much needed in order to help our organization maintain financial sustainability into the future.

### **Community Partnerships**

This year I have learned so much from so many people and great partnerships were formed as a result. I want to thank a few of these partners at this time. Jill Marcella is the Manager of Regional Palliative Care, St Joseph's Care Group. Jill took me on this year as my mentor. Our monthly meetings provided me with the opportunity to ask questions and learn from her vast knowledge of palliative care and the history of the work being done in Thunder Bay and region. I am so grateful to her for her guidance. At the Centre for Education and Research on Aging and Health (CERAH) at Lakehead University - I worked closely with two individuals on several committees throughout the year, Stephanie Hendrickson and Kimberley Ramsbottom. Both ladies have been very supportive and encouraging this past year. Kimberley completed a contract with CERAH in March and started working on a two month contract with Hospice Northwest, conducting some grief research in the region and helping with the delivery of the program for the vulnerably housed. Finally, Kathy Kortess-Miller, a former board member, whose passion for this field has on more than one occasion assisted Hospice Northwest throughout this year in terms of Comfort Kits, fundraising and our regional conference.

There are several other community groups and individuals that made me feel welcome and helped introduce me to palliative care. The five Palliative Care Physicians are all so passionate about their work and when needed they answer questions and calls. Additionally, all the Long Term Care Homes in Thunder Bay have been supportive in allowing us to come and do presentations in their homes, sending in several client referrals to us and in one particular home they conducted a third party fundraiser for Hospice Northwest. I am appreciative of all of these partnerships and look forward to many years of sharing resources and working on client focused care.

### **Regional Success**

I would be remiss if I did not mention the great success we have had in the region this year. Our five community coordinators do an outstanding job of managing their own work portfolios and making sure they get Hospice Northwest work done as well. In early January 2019, we received a sponsorship from Nuclear Waste Management Organization to run a regional conference in Marathon, ONTARIO. We started planning a conference which took place on June 6 & 7 in Marathon. We had 40 delegates from our 5 regional partner locations plus Heron Bay.



*Regional Palliative Care  
Conference,  
Marathon Ontario  
June 6 & 7, 2019*

### **Future Planning**

The Board of Directors and I held a strategic planning session on January 29, 2019. At this planning session we identified our three strategic focuses for the next year. The three focuses are a) **FUND DEVELOPMENT** and the planning of a donor stewardship program and increasing our annual campaign targets; b) **MARKETING**, to increase our visibility and brand our Hospice Northwest name as a stand-alone organization, not affiliated with any other organization, which is doing **GREAT** work as a visiting hospice without walls; c) **GOVERNANCE**, to update by-laws, policies and accreditation to 2019 standards.

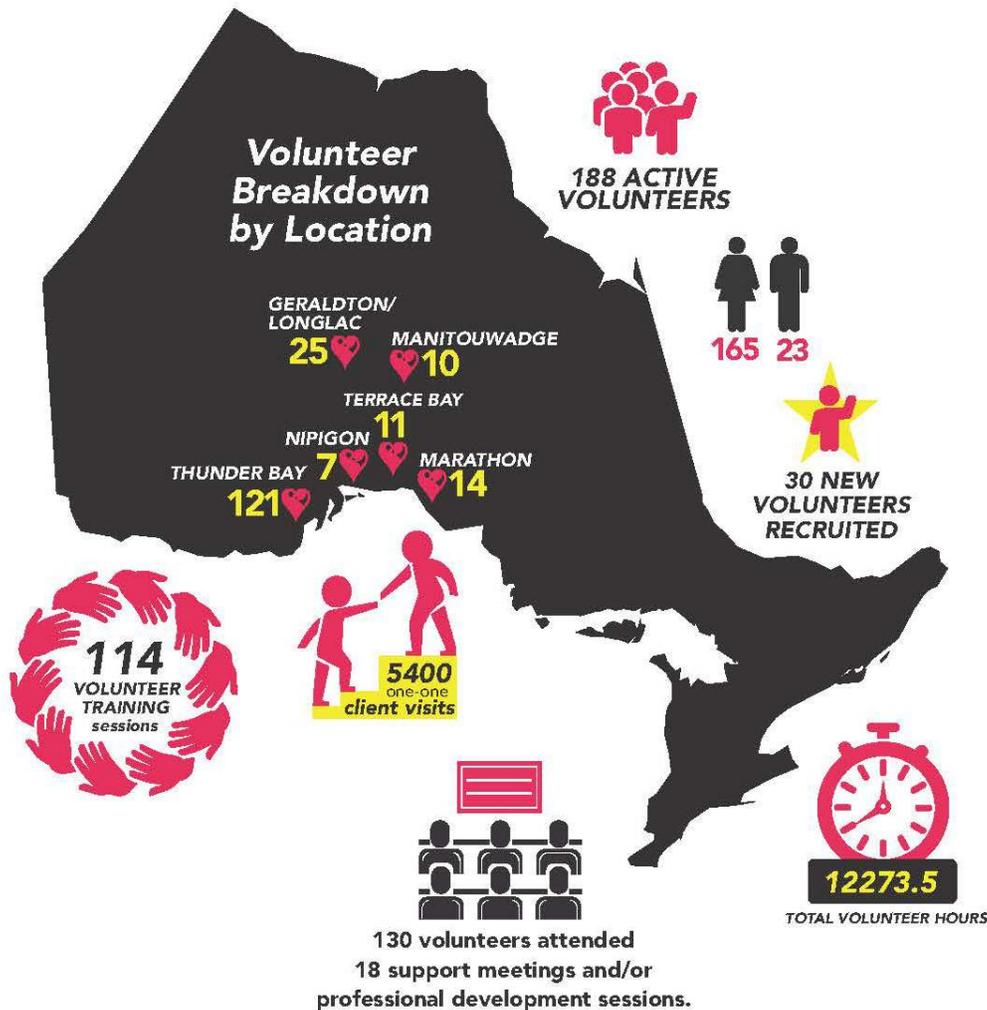
As I write this report this year, I feel so differently than I did at this time last year, in that I know a little more than I did last year and I still see so much potential for this organization. I am excited for many more exciting announcements over the year to come.

**Respectfully submitted by**

**Cherie Kok**

*Executive Director*

## VOLUNTEER STATISTICS AT A GLANCE



### Volunteer/Client Activities:



Practical Assistance  
(ex. Shopping)



Accompanying clients  
to appointments



Outings in  
the community



Social interactions



Compassionate  
listening



Advocacy



Relief for  
caregivers



Bedside support

### Update on newly developed volunteer teams:



#### Caregiver Buddies

This team can visit clients who have longer term palliative conditions such as dementia, ALS or Parkinson's Disease.



#### Quick Response Team

Twelve volunteers have assisted 9 families since its inception in November 2018.



#### Grief & Bereavement Team

These volunteers take extra training and become a 1:1 support person to a client struggling with grief issues.



#### Journey Home Team

This program is currently being developed to support vulnerably housed palliative clients.



*New 2018  
Volunteer  
Graduates*

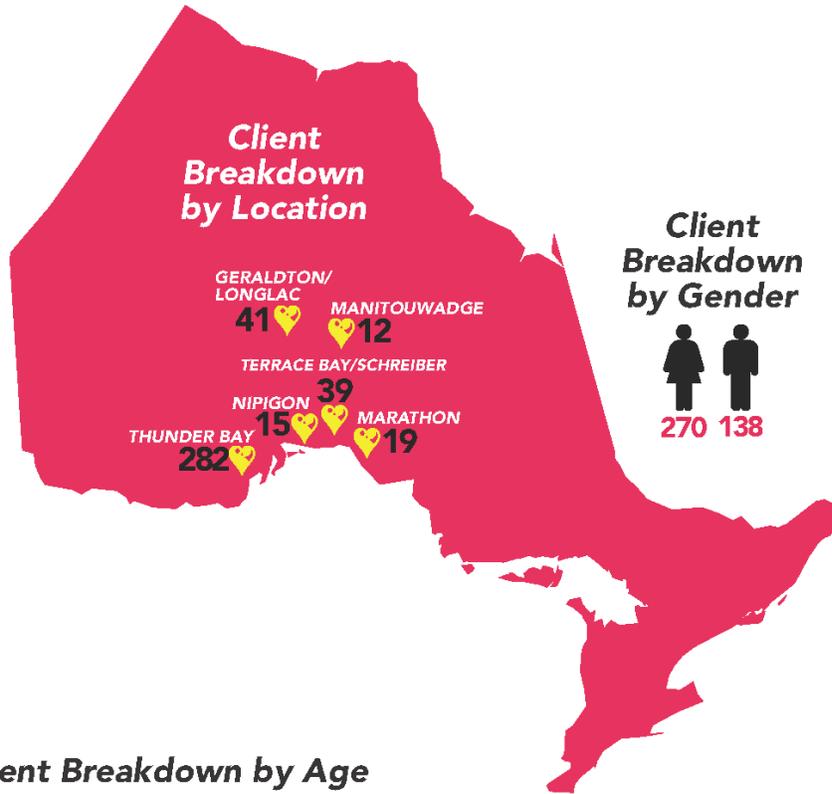
Board Members & Staff

Annual Wine & Cheese

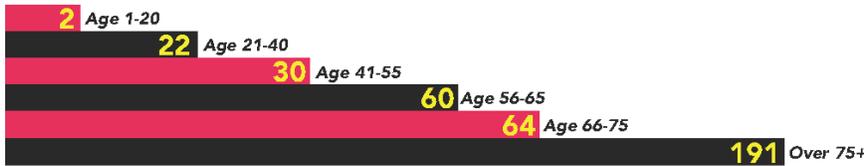
Supporters & Donors

Hospice  
Northwest  
Pulasky, Missouri, Belle

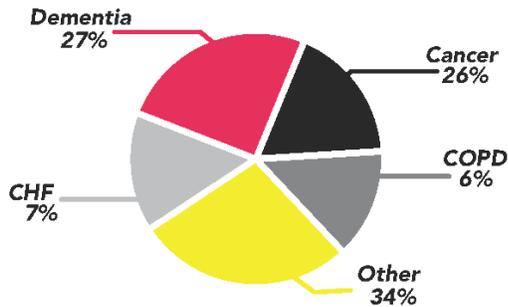
# Client Statistics at a Glance



## Client Breakdown by Age



## Palliative Clients by Diagnosis



## Development & Outreach



**Hike for Hospice**  
Our flagship event raised \$43,400.00



**Comfort Kits**  
We designed and distributed 350 Hospice Comfort Kits in Thunder Bay & Region.



**Christmas Ornament Sales**  
We were able to raise \$6730.00 from ornament sales.

## Volunteer/Client Activities:



Of the 282 in Thunder Bay, 95 were Bereavement.



17 Caregiver Support



3 were Circle of Friends Group



40 were Long Term Care



62 were visited in their home



20 were visited in their hospital.



35 were involved with the St. Elizabeth Program



10 were involved with the life writing program

## Grief Support

Hospice Northwest offers grief support through one-to-one visits and through two unique support groups. The *Hearts and Hope Grief Support Group* was expanded in 2018, with the addition of more facilitators and the development of a Grief Leadership Team. Four Hearts and Hope Groups were run during this fiscal year with an average of seven attendees. One of the groups was for bereaved parents only. In the late fall of 2018, it was decided to start a grief recovery drop in group. The *Circle of Friends Group* welcomed its first 3 clients in January 2019 and now meets twice monthly in the HNW meeting room. The group is designed to provide peer support to all current and former grief clients, who have either attended the Hearts and Hope Grief Support Group or who have received one-to-one peer bereavement support.

## Life Writing Program

In January 2019, Hospice Northwest partnered with Lakehead University and Chartwell Thunder Bay to offer a unique program in which students from the English Department at Lakehead University were paired with Hospice Northwest clients. The students, acting as storytelling tutors, worked with hospice volunteers and their clients to help them reflect on and transform their life experience into story. 10 clients and/or volunteers participated in this program.

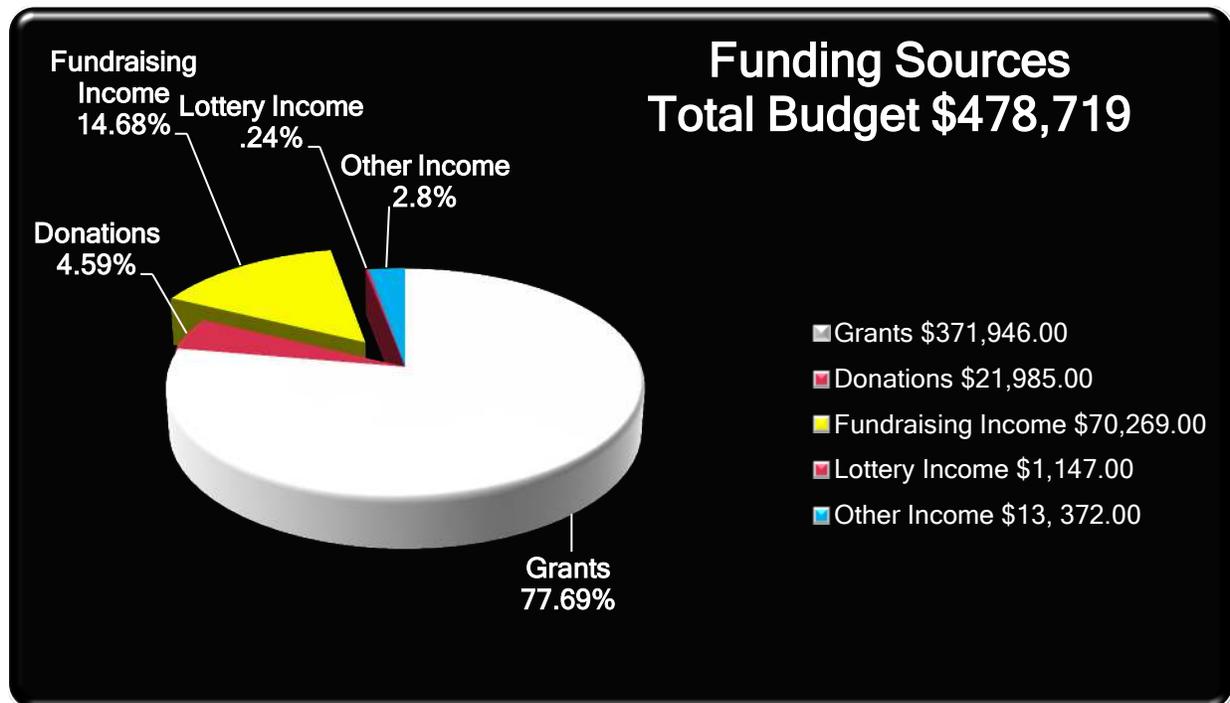


*Volunteer Larry Dicks,  
presented with the City  
of Thunder Bay Good  
Citizen Award*



*Sue and Catherine,  
Hospice Northwest  
Volunteers, at our Wine  
& Cheese event*

## FUNDING STATISTICS AT A GLANCE



### Grants Received from:

- North West Local Health Integration Network
- United Way of Thunder Bay
- Northern Ontario Heritage Fund Corporation
- Thunder Bay Community Foundation
- Lakehead University
- Realtors Care Foundation
- Tbaytel for Good

### Fundraising Initiatives:

- Hike for Hospice: \$43,400
- Wings of Remembrance Sales: \$6,730
- Donation Fund: \$26,110
- United Way Donor Designations: \$1,242
- Other Fundraising: \$1,817

## 2018 HIKE FOR HOSPICE – TOTAL RAISED \$43,400!



- Corporate sponsorships -> \$18,820
- 20 teams
- 72 individual hikers
- 262 people in attendance
- Draws -> raised over \$6000

## MONTHLY DONORS: HOW YOUR DONATIONS ARE USED

**What does your monthly support provide to our families and clients:**



You will provide volunteers with 5 Hospice Comfort Kits to give to individuals at end of life

You will provide 2 Palliative Care Volunteers with specialized hospice training



You will support one (six week) session of the Hearts & Hope Grief Support Group.

Donor Recognition Program

*Wings of Hospice Donors*

Royal Bank of Canada  
Katherine Poulin & Bob Stewart  
Resolute Forest Products Inc.  
David Clara

*Hearts of Hospice Donors*

Terry Reddens  
Dr Kathy Kortes-Miller  
David Clara  
Elizabeth Christiansen

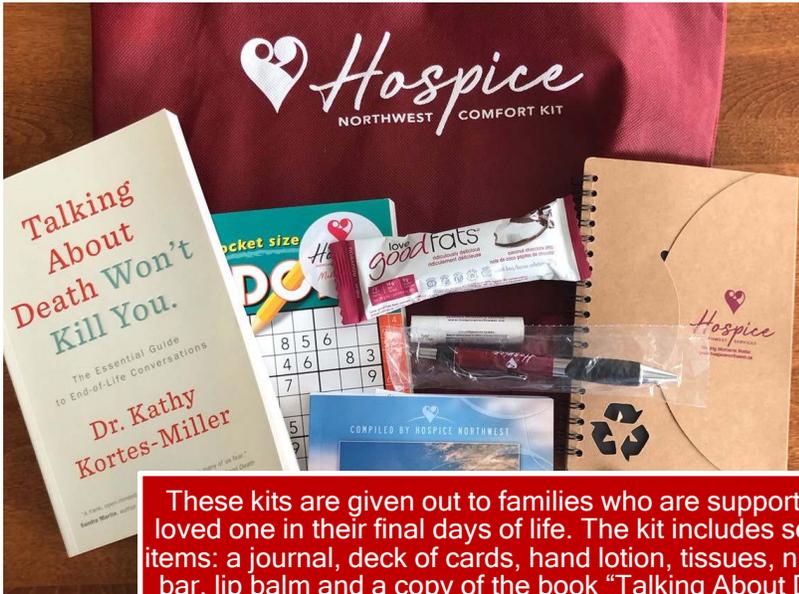
*Thank you so much to our generous donors*



*“There was no greater gift than knowing my mom would get rest when our volunteer would come at night to take care of my dying father. This is why I give my time and money to Hospice Northwest.” - Pamela Henderson, client family member and donor*

## NEW INITIATIVES:

### Hospice Comfort Kits



These kits are given out to families who are supporting a loved one in their final days of life. The kit includes several items: a journal, deck of cards, hand lotion, tissues, nutrition bar, lip balm and a copy of the book "Talking About Death Won't Kill You" written by Dr. Kathy Kortes-Miller, a local palliative care educator and researcher.

### Vulnerably Housed Program

The vulnerably housed program began in January 2019, with the intention of creating a street outreach compassionate care program aimed at providing the same compassionate visiting services that our regular HNW volunteers offer, but its focus is to reach those vulnerable people who may not have secure housing. We are in the process of recruiting volunteers and developing policy and guidelines for this new initiative.

Life expectancy for average Canadian

**77-82**

Life expectancy for homeless

**34-47**

CBC NEWS

Source: St. Michael's Hospital

### Quick Response Team

Hospice Northwest has launched a new program called the Quick Response Volunteer Team. This initiative came about as a result of a need for hospice volunteers to assist with more urgent palliative cases that require a fast response. This team is made up of specially trained Hospice Northwest volunteers who are able to respond to client cases that are more urgent in nature, providing support to an end of life client who only has days to live. Hospice Northwest is very grateful to the Thunder Bay Community Foundation for the funds needed to launch this new program.

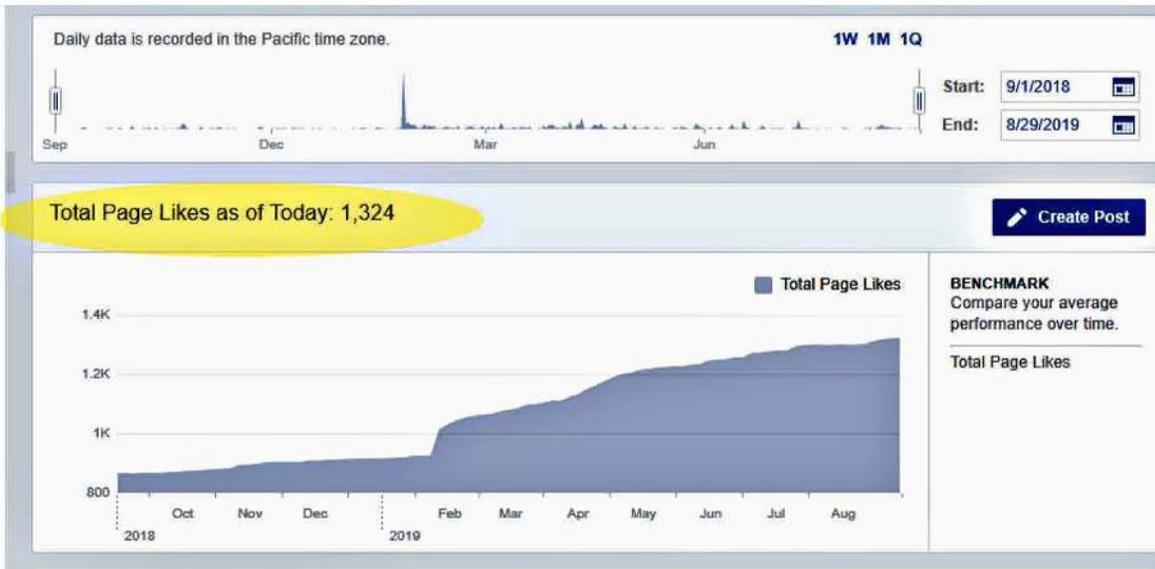
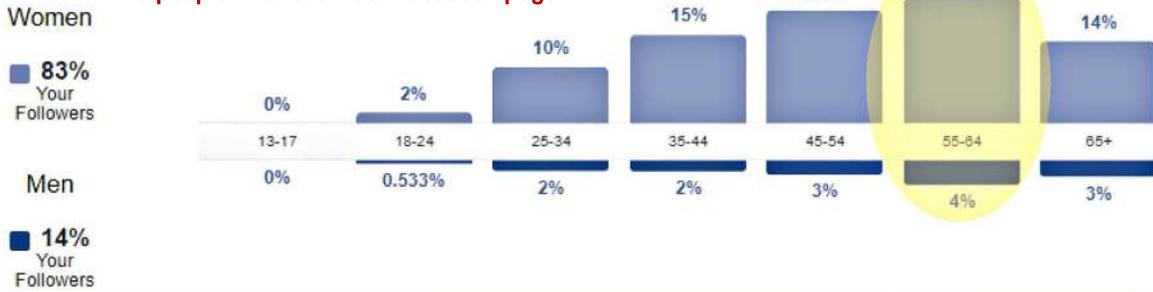


# COMMUNICATIONS: SOCIAL MEDIA & WEBSITE INSIGHTS

## Facebook Insights from September 2018 - August 29<sup>th</sup>, 2019

Facebook Likes continue to increase as we build our social media presence. We had 868 Likes as of September 2, 2018, with 1324 Likes currently.

### The people who follow our Facebook page



### Current Instagram Insights



### Website Audience Overview: 2017/2018 to 2018/2019: Website visitors and sessions have increased by almost 30%



# THANK YOU TO OUR 2018 HIKE FOR HOSPICE SPONSORS!

Presenting Sponsor:



Marathon Level Sponsors:



Promotional Sponsor:



Ribbon Wall Sponsor:



Remembrance Ceremony Sponsor:



Jogging Level Sponsors:



Walking Level Sponsors:



Major Gift and In Kind Sponsors:



## THANK YOU TO OUR OTHER EVENT/PROGRAM SPONSORS!



**Ontario  
REALTORS Care®  
Foundation**



**BARRICK**

**nwmo**

NUCLEAR WASTE  
MANAGEMENT  
ORGANIZATION

SOCIÉTÉ DE GESTION  
DES DÉCHETS  
NUCLÉAIRES

## AND TO OUR MAJOR FUNDERS



**United Way**  
Thunder Bay

