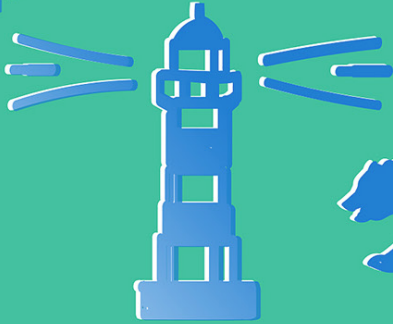


Annual Update

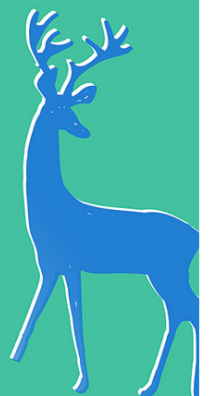
Nanaimo & District Hospital Foundation

2024



NANAIMO &
DISTRICT
HOSPITAL
FOUNDATION

It's in our
Nature
to Give





When we launched our new strategic plan last June, we knew we were embarking on a diverse, dynamic, and ambitious journey to meet the healthcare needs of our community. We asked a lot of our donors, supporters, and community, and we want to take this opportunity to THANK YOU for supporting us in record numbers this past year. A total of 2,939 donors proved that *"It's in our Nature to Give"* to Central and North Vancouver Island.

With your support, we increased our fundraising by 50%, enabling us to fund the training, equipment, and projects we will detail in this update.

In June 2023, the new ICU opened with all the required critical equipment funded by community donors and has been operating at full capacity since then. We are excited to share that fundraising for our next critical care unit milestone, the High Acuity Unit (HAU), is very close to completion, with equipment again, thanks to our committed donors.

We will touch on the incredible fiscal and milestone results, but we would be remiss not to note how our donors have enriched our culture and community. From donning umbrellas and warm layers to sing holiday carols at our annual Light the Trees event, to attending donor events in record numbers, knitting and quilting comfort items for our patients, and volunteering for the Foundation, Code Brew Café, and Nanaimo Lifeline, this community continues to go above and beyond our requests. For that, we are incredibly grateful.

On behalf of the Nanaimo & District Hospital Foundation staff and our Board of Directors, we thank you for joining us on this journey.



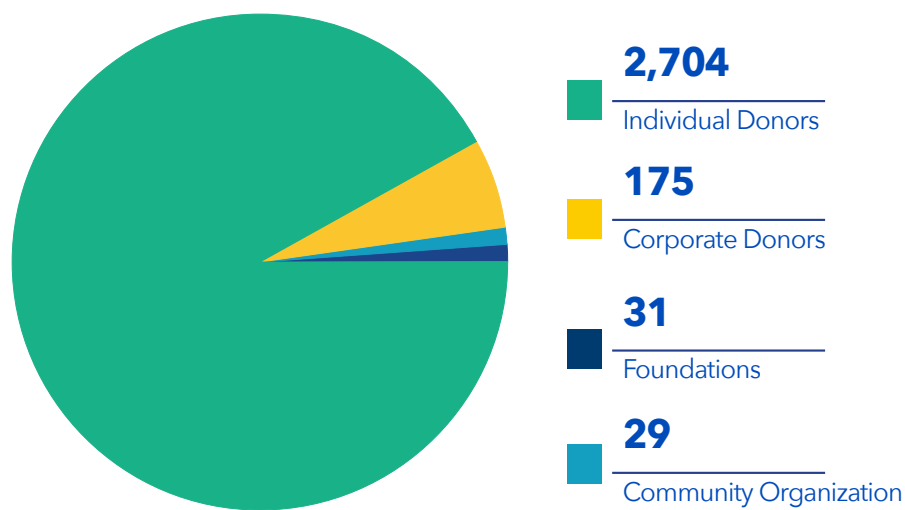
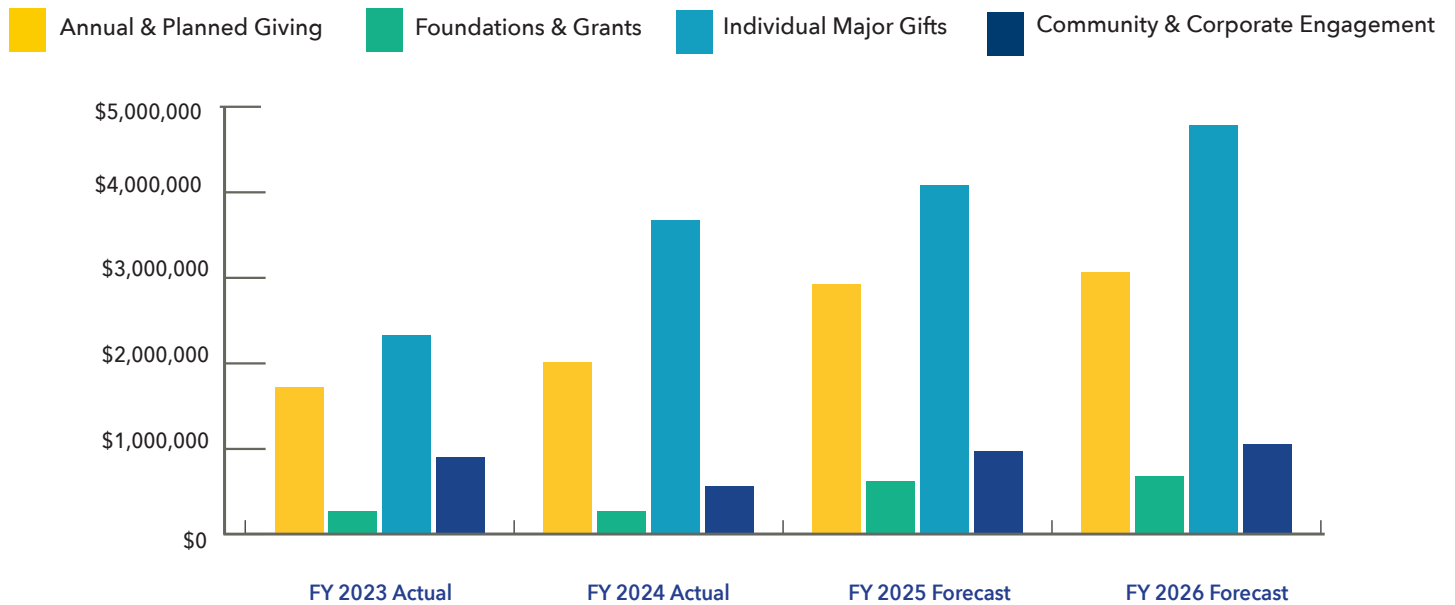
Tony Harris
Chair of the Board



Barney Ellis-Perry
Chief Executive Officer

2023/2024 A YEAR OF EXPANSION AND ACHIEVEMENT

Thanks to the generosity of our donors, we have increased our fundraising efforts significantly, which has enabled us to fund the most critical needs of the healthcare facilities we serve.



The Nanaimo & District Hospital Foundation has seen remarkable growth in donor support this year, with 2,939 donors, an 18% increase over the previous year. Most notably, we saw our individual major gifts increase by 58% versus previous years, and our annual giving campaigns grew by 17%. We know it is the growing support of individuals like yourself who are putting healthcare as a priority. We see you, and we greatly appreciate you choosing NDHF.

A MILESTONE FOR OUR HOSPITAL

As many of you know, in 2020, the Nanaimo & District Hospital Foundation (NDHF) launched its largest fundraising campaign to date to replace the eight-bed ICU, which was then rated the worst in Canada. Through incredible corporate and individual gifts and record-breaking annual giving programs, the community came together and exceeded the \$5 million target to fund all the state-of-the-art critical care equipment required for the new ICU.

The new ICU opened in June 2023 and is routinely operating at full capacity.

With fundraising for the first phase of the critical care expansion completed, the Foundation initiated a campaign to raise the \$5 million needed for the equipment required to complete the second phase of the Critical Care expansion: the High Acuity Unit. Thanks to the extraordinary generosity of our community and a transformational gift from the Windsor Plywood Foundation, we have almost achieved this goal. We are excited to share that the HAU is on track for expected completion by summer 2025, ensuring that our community has access to the highest standard of care. Together, we are transforming healthcare and enhancing the well-being of all Central and North Island residents.



The Windsor Plywood Foundation's record \$3 million gift for Nanaimo Regional General Hospital's (NRGH) new Critical Care expansion makes an immeasurable and lasting impact on healthcare for Central and North Island residents.

The gift builds on more than 30 years of philanthropy in our community by Windsor Plywood founders Randle and Frances Jones. Cathy Brown, Executive Director with Windsor Plywood Foundation shared, "This donation is particularly meaningful to the Windsor family as it helps honor my father who recently passed away. Throughout his lifetime he made it a priority to give back to the communities where his customers lived and worked... We are delighted to be able to contribute to this important and much needed Critical Care addition."

Scan to learn more about NDHF's largest gift.



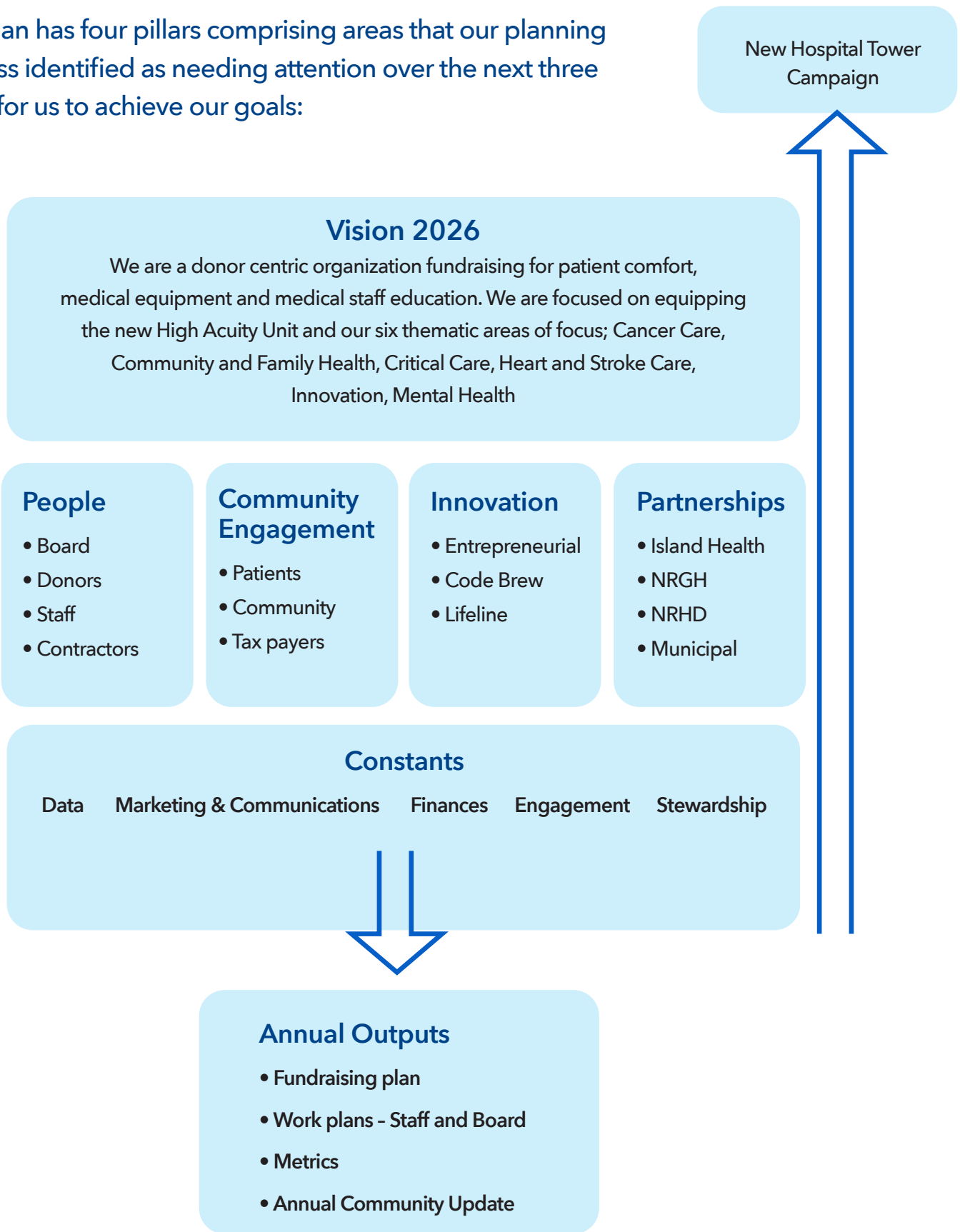
Photo from left to right: Karen McCarthy, Tina Moreira, Mike Friesen, Barney Ellis-Perry, Janice Krall, Jane Marriott and Bryan Quaife.

In early 2024, we got our first glimpse of the High Acuity Unit, second phase of the Critical Care Expansion at NRGH



STRATEGIC PLAN

The plan has four pillars comprising areas that our planning process identified as needing attention over the next three years for us to achieve our goals:



PEOPLE

Strategic focus: We are a people-first organization that is invested in the happiness of our staff, volunteers, and donors.

Strategic Outcomes: What does it mean to be a people-first organization? This has meant that we approach every strategic crossroads with the question of what is best for our donors, staff, and volunteers. What do they need to know? How does it feel for them to support us? These questions have been at the forefront as we sought to engage our community in new ways, such as:

Board: Increase the engagement of the Board through new opportunities to engage at a governance level and as volunteers in areas where they find passion, from fundraising campaigns to advocacy to hockey tournaments. This has led to a 300% increase in Board giving and engagement in key community engagement initiatives.

Current Donors: Engaging in deeper ways by recognizing their ongoing support in new ways, communicating consistently with a digital newsletter and providing more opportunities to connect in person. This has resulted in a 50% increase in funds raised over the prior multi-year running average.

New Donors: Providing new opportunities for people to give where their passion aligns, such as cancer equipment. Being active with our external communications so non-donors become aware of the Foundation, our impact and how they can help. This has resulted in an 11.6% growth in one year, which is the largest number of new donors to the Foundation in recent years.

Staff: Working hard to become an employer of choice through a competitive total compensation package, flexible work arrangements and ensuring a healthy team culture. This has resulted in zero staff turnover in the past year and the Foundation receiving the 2023 Nanaimo Chamber of Commerce's Business Family First Award.



COMMUNITY ENGAGEMENT

Strategic Focus: We are the top-of-mind charity for the Central/North Island region.

Strategic Outcomes: The Nanaimo & District Hospital Foundation's annual update highlights a year of impactful community engagement, with over 40 presentations and more than a dozen partner-hosted events. Enhanced donor stewardship is evident through two Donor Recognition Events, the launch of a new monthly newsletter with 6k subscribers, and a growing social media presence with 16k web visitors and thousands of followers across Facebook, Instagram, and LinkedIn.



Butterfly Run



Mid-Island 100 Women Who Care



MNP Valentine's Day Cookie Drop



Mid-Island CO-OP's Fuel Good Days



Tim Hortons Smile Cookie Week

SUPPORTERS AND COMMUNITY PARTNERS

100 Women Who Care
 3 Cedars Wellness Collective
 460 Realty
 ABC Recycling
 Abreast of Life C.V.I. Dragon Boat Team
 AC Taxi
 Acera Insurance
 Actalent Canada Leadership
 Adapt Digital Inc.
 Ainsworth Inc.
 Allegra Marketing Print Mail
 Altec Integrated Solutions

Altrusa Club of Nanaimo
 Andritz Automation Ltd.
 Archie Johnstone Plumbing & Heating Limited
 Atlas Engineered Products Ltd.
 Baker Supply Ltd.
 BC Power Pioneers
 Benevity Cause - Canadian
 Online Giving Foundation
 Big Coast Builders
 Bird Construction
 BPF Wealth

Scan to view a complete list →



A YEAR IN REVIEW



Web & Social Media

16k Web visitors
2K Facebook followers
1495 Instagram followers
775 LinkedIn followers



Newsletter

We're thrilled to announce that the Nanaimo & District Hospital Foundation's monthly newsletter now reaches 6,000 dedicated subscribers!



Community Engagement

40+ community presentations
Community partners host more than a dozen events!



Increased donor Stewardship & Engagement

Two Donor Recognition Events
20 Years Donor Pins Celebration



20-year donors receive pins at donor appreciation event.

2023 / 2024

Community Events Spotlight



Golf for Life



Giving Tuesday



Light the Trees Kick-off Event



NCHL Brovember

INNOVATION

Strategic Focus: We use an entrepreneurial approach to revenue development, marketing, communications and technology.

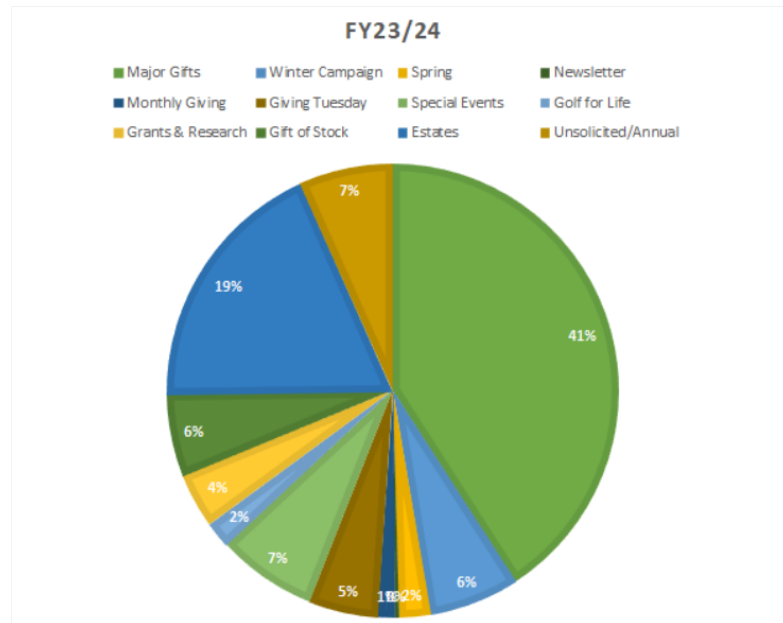
Strategic Outcomes: “We have always done it that way” is not an acceptable answer for our team. We know that to be a driving force in improving healthcare in Central and North Vancouver Island, we must constantly seek new and innovative ways to pursue our vision. We also find it much more fun to try new things and take risks! Here are a few examples of where we have applied this thinking:

New Fundraising Approaches:

We have diligently sought to ensure our fundraising campaigns leverage every possible fundraising and marketing technique in an integrated manner. Our Winter campaign was a resounding success with its fresh look and feel and a full-scale marketing campaign complete with personalized trees on the front of the hospital. This resulted in our most successful winter campaign ever and a much more diversified in-flow of donations, such as a big up-tick in stock gifts, foundation grants and planned gifts.

We Are Open for Business:

We have worked to bring Code Brew and Lifeline closer to the Foundation through our management and cultural practices, and we have even re-branded the businesses so they



are aligned with the Foundation. We want our customers to know they are buying a product and supporting the Foundation. This has increased sales at Code Brew and a deeper integration with Lifeline into patient support services at NRGH and the Oceanside Health Center.

New Budgeting and Work Planning Practices:

A new strategic plan is great, but it means nothing if you don't have a disciplined approach to its execution. We have totally revamped our budgeting process and instigated a new work planning process so that each department and each person now has a Wwork plan that is integrated together and reviewed on a quarterly basis. This has

resulted in the team working in a much more efficient manner and a clear line of sight on their individual and collective impact, empowering our team members and valuing their contributions.

Thematic Giving:

The strategic plan outlined six thematic areas that drive our focus and enable donors to give where they are passionate. This has increased designated donations, for both current and planned gifts, giving donors peace of mind that they are impacting what they care about most.

PARTNERSHIPS

Strategic Focus: We believe mutually beneficial partnerships grounded in the desire to improve healthcare outcomes are key to the Foundation having an impact well beyond our traditional resources.

Strategic Outcomes:



Community Partners: Through the simple act of asking organizations to join us in our efforts to improve healthcare, we have been able to engage with current partners and new partners in more profound ways. This has led to the creation of the Nanaimo & Region Healthcare Ecosystem, new corporate partners and new public-facing community partnerships.



NRGH Hospital Auxiliary: We have opened new lines of communication and engagement with the Auxiliary and its leadership. This has resulted in being at the table together to ascertain what equipment we will fund and a \$142,000 donation to the HAU.



Nanaimo Regional General Hospital: By investing in staff support from the Foundation, we have been able to support the NRGH administration's commitment to the healthcare workers. This has resulted in the Foundation providing support for; medical staff education, Christmas decorating contest, toy drives for Child Health, recognition of healthcare worker appreciation days and simple things like ensuring a unit that is under enormous pressure has a surprise coffee and cookie drop to support morale.



Oceanside Health Centre & Three Long-Term Care Facilities: We have established regular monthly meetings with these critical partners to increase our knowledge on how we can help them, and they are learning more about how we can support them. This has led to the first campaign for Oceanside Health Centre and the design of a coming campaign for long-term care centers.

Thank you to all our Community and Corporate partners for your support.

- Island Health
- Nanaimo Division of Family Practice
- Nanaimo Medical Staff Association
- City of Nanaimo
- Nanaimo Prosperity Corporation
- Vancouver Island
- Economic Alliance
- Nanaimo Chamber of Commerce
- Windsor Plywood Foundation
- Vancouver Island University
- Rotary Clubs of Nanaimo
- Royal Canadian Legions
- Tom Harris Community Foundation
- Nanaimo Community Foundation

Scan to view full list



SUMMARY OF IMPACT YOUR KINDNESS IN ACTION

2023 / 2024



FUNDED PROJECTS

\$5.5M

All the state-of-the-art equipment for the Intensive Care Unit that opened in June, 2023.

\$5M

Equipment and technology for the future High Acuity Unit, scheduled to open in summer 2025.

\$30,112
Upgrades to the endoscopy suite at the NRGH.

\$179,000
Equipment and upgrades to Oceanside Health Centre.

EQUIPMENT PURCHASES



\$140,000

Two Sentimag Localization Systems which improve the experience for patients receiving lumpectomy surgeries for breast cancer. This technology was funded thanks to the generosity of donors to the Foundation's Giving Tuesday campaign

PATIENT COMFORT

\$14,000

Shipping of breast milk for our tiniest patients in Neonatal Intensive Care at the NRGH.



\$11,600

Improvements to the courtyard in the psychiatric inpatient unit designed to make the space comfortable and welcoming.

\$14,000

Comfort items for our Pain Clinic to support patients experiencing chronic pain.

\$4,800

Specialized chairs for the Pharmacy at NRGH.

\$35,000+

Five CuddleCots to provide comfort and a sense of peace to families during a difficult time.

\$4,800

Pediatric Medfusion Pump for Oceanside Health Centre, improving patient care with precise medication delivery for better health outcomes for our smallest patients and increased efficiency for medical staff..

\$5000

Spirit Spica car seat to enable infants in an orthopedic cast to travel safely.



HEALTHCARE WORKER TRAINING SUPPORT

\$10,300

Training on Advanced Cardiac Life Support, Heart Dysrhythmia, and perioperative nursing for our medical teams.



SCHOLARSHIPS

\$7,000

Scholarships provided to graduating students in the Nanaimo-Ladysmith School District

DIVISION OF FAMILY PRACTICE GRANTS

\$55,000

Equipment and recruitment costs aiding in the establishment of new family practice clinics in our community.



THANK YOU

Our region is brimming with growth, and with that, there is a growing need to ensure our critical healthcare needs are met. To address this, our team has diverse channels and opportunities for involvement. Let's connect and learn how to make an even greater difference together

HERE ARE SOME OF THE WAYS TO GET INVOLVED WITH THE NANAIMO & DISTRICT HOSPITAL FOUNDATION



BE A VOLUNTEER

From a wellness check caller with our Lifeline Nanaimo team, café team member at Code Brew Café, or with our Foundation team, we have a number of volunteer opportunities ready to be filled!



SHARE YOUR STORY

Inspire others by sharing your story with us!



NEWSLETTER

Subscribe to our monthly newsletter to be up-to-date on our Foundation news, donation impacts, and updates throughout the year.



DONATE

Support healthcare in our community by signing up for monthly donations or planning a legacy gift. Memorial and tribute donations are meaningful ways to honour or celebrate someone special.



EVENTS

Mark your calendar for our signature events and support our corporate partner events, such as Tim Hortons' Smile Cookie Days, Mid-Island Co-op's Fuel Good Day, and COBS Bread's Doughnation Day.



ORGANIZE A FUNDRAISER

Celebrate milestones, memories, or just some needed community fun by organizing a charity event raising funds for healthcare. Our team is here to help bring your ideas to life.



RAISE AWARENESS

Help us grow our supporters by inviting NDHF to speak at your service club, workplace, faith group or info-gathering session. We'll bring coffee and goodies from Code Brew Café.

BOARD OF DIRECTORS



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Tony Harris Group

David Lindblad
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Dominion Securities

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Anu Mayer
Mayer Family Group of
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Phil Birrer
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Snuneymuxw First Nation

Greg Scott
Coastal Community Credit
Union

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Marko Pelijhan
Vancouver Island Health
Authority

Cody Dreger
Layzell Dreger & Associates





Annual Update

NANAIMO &
DISTRICT
HOSPITAL
FOUNDATION



It's in our
Nature
to Give



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Tel: 250-755-7690

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