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the wave

SUMMER 2026



La Fondation
Hôpital général
de la baie
Georgienne

Georgian Bay
General Hospital
Foundation

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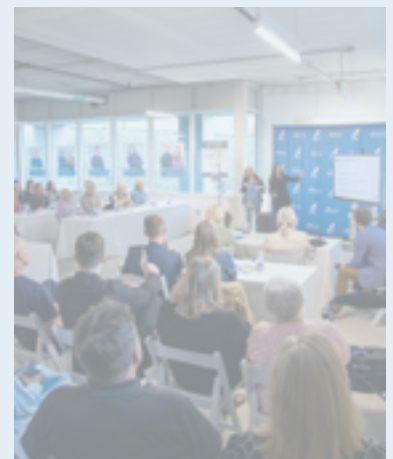
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View Our Donor List

Thank you to those who made a donation between April 1, 2025-March 31, 2026.

MESSAGE FROM THE BOARD CHAIR & CEO



JOE ROONEY
CHAIR, GBGH FOUNDATION



PERRY ESLER
INTERIM CEO, GBGH FOUNDATION

There is so much to celebrate this summer!

Thanks to the extraordinary generosity of our community, we have reached the \$20M goal of our **We See You** Campaign—a remarkable milestone that will have a lasting impact on healthcare for our community.

This success reflects years of commitment from donors, volunteers, staff, physicians, hospital leaders, and community partners who all believe in excellent care, close to home. It also reflects the leadership, vision, and dedication of Nicole Kraftscik, whose contributions have helped shape the Foundation's growth and momentum. As Nicole steps away to focus on her health, we want to express our heartfelt thanks for all she has given to the Foundation, and we wish her well in the journey ahead.

In this season of transition, the Foundation continues to be strengthened by the generosity of our donors, the dedication of our team, and the unwavering support of our community. Together, we are ensuring that every patient feels seen, supported, and cared for.

And that commitment is making a real difference.

Donor support has helped fund a new MRI, a new mammography suite, alongside millions of dollars in essential equipment (page 8). These investments are transforming care and helping our hospital meet the needs of a growing region.

Reaching our \$20M goal in just two years is an extraordinary accomplishment—but it is also a springboard for what comes next. We are excited to build on this momentum as we prepare to share the next chapter of the **We See You** Campaign, including a new goal of \$35M (page 5).

The months ahead promise to be both busy and inspiring, with opportunities to connect with supporters across the community—culminating in the Power of Giving event in September (page 4).

Thank you for believing in our hospital, our Foundation, and the people we serve. Because of you, more patients and families in our community can truly feel: we see you.

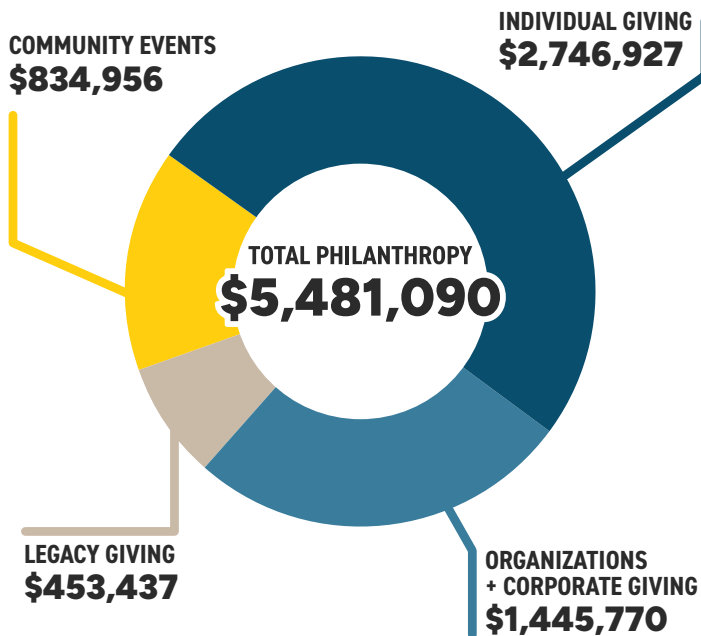
A handwritten signature in dark ink that reads "J. Rooney".

Joe Rooney
Board of Directors Chair
GBGH Foundation

A handwritten signature in dark ink that reads "Perry Esler".

Perry Esler
Interim Chief Executive Officer
GBGH Foundation

2025 FINANCIAL HIGHLIGHTS



Total Investment to GBGH
\$2,692,277

Total Funds to Support GBGH
\$4,019,424



For a more in-depth look at our most recent audited financial statements, please visit our website:
gbghf.ca/about-us/financial-information/

2026 SAVE THE DATES!



SEGBAY Golf Tournament

Thursday, August 20, 2026
Oak Bay Golf Club, Port Severn



Power of Giving Event

Saturday, September 19, 2026
Wye Heritage Marine Resort



Cornerstone Partners Reception

Thursday, October 15, 2026
Bourgeois Nissan



WE SEE YOU INSIDE AND OUT

**You made \$20-million possible.
And now, we're going further...**

In just two years, something extraordinary has happened.

Together, our community has reached the \$20-million goal of the We See You Campaign—an incredible milestone that is already transforming healthcare, right here at GBGH.

This achievement belongs to you.

Because of your generosity, more than \$14-million is already at work at GBGH, strengthening care for patients today and helping ensure compassionate, high-quality care for our community for years to come.

And your impact is still growing.

Behind this momentum is a dedicated group of volunteers—community leaders and GBGH team members—who have stepped forward to support the campaign through our We See You

Volunteer Cabinet and Internal Staff Committee (pictured above). Together with YOU (our donors), they are helping to build awareness, strengthen connections, and grow the impact of this work across our community.

Because of your early support, some funding is already in place to support a new mental health program, ensuring we are ready the moment approvals are received. While your investment has been powerful so far, there is still more to do to make mental health care more accessible for our community.

At the same time, the hospital has identified critical priorities that cannot wait.

While we continue working toward mental health approvals, we are also investing in transformations today: upgrading pharmacy and laboratory

spaces, replacing essential equipment, and preparing for new programs that will make receiving care easier and more accessible for our patients.

That's why we are building toward a new goal of \$35-million.

Together, we're going further... ensuring you continue to see your impact today, while strengthening healthcare for our community tomorrow.

Because of you, more people can say, "I feel seen."

And together, with our volunteers, our team, and our community, we will continue to say, we see you—and we're building the future of care, together.



Closer to Home: A New Chapter in Breast Health at GBGH

For years, mammography services have been difficult to access for our community.

Thanks to your generosity, that is about to change.

Later this year, GBGH will begin offering a full range of breast health services right here at home. A purposefully designed Mammography Suite is complete, and soon, patients will have access to 2D and 3D mammography, breast ultrasound, and biopsy services—all in one place.

From the moment patients arrive, the new space has been thoughtfully created to feel welcoming, comfortable, and private.

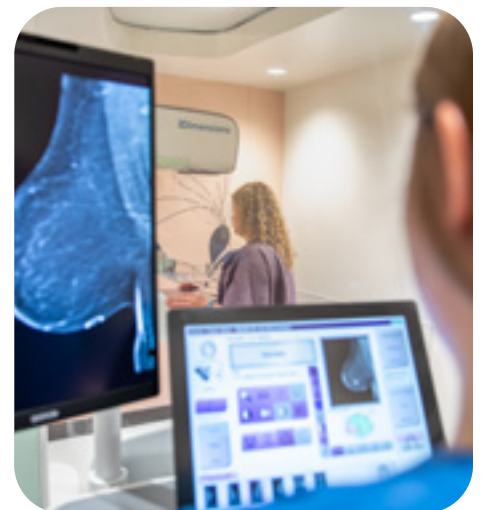
A calming waiting area with a fireplace and mural sets the tone, while dedicated rooms for mammography and ultrasound, along with private changing areas and a bathroom, ensure a respectful and supportive experience. Even small details, like the choice of a

soft mauve gown or wearing their own clothing, will help patients feel more at ease during their visit.

Although the space is complete, for the next few months, individuals who need a mammogram must have a physician referral as the team works through a rigorous accreditation process, performing and submitting scans to meet clinical standards.

Following accreditation, GBGH will apply to the Ontario Breast Screening Program to be designated as a high-risk screening site, a process that can take several weeks. After that, we look forward to celebrating the official opening of this space with our community.

This careful approach ensures the program meets the highest standards of quality and safety from day one.



For patients, this means something profound: care closer to home, fewer repeat visits with all services together in one place, and a more connected journey from screening through diagnosis.

This is more than a renovation. It's an investment in the health of our community for generations to come.

Because of you, lives will be changed and saved, today and into the future.

Reasons to Celebrate!

Behind every piece of equipment funded, every patient who received answers sooner, and every person who felt supported in a moment of uncertainty, is a community that believes in making a difference. Through fundraising events, business partnerships, staff contributions, and personal gifts, your generosity is strengthening healthcare close to home.

Team Giving Week

As of Team Giving Week in February, 158 GBGH team members collectively contribute \$56,000+ annually to support priority equipment, education, wellness initiatives, and enhanced patient care.

Kickstart Your Heart 2026: Investing in the Lab

This year's Kickstart Your Heart campaign raised more than \$150,000 for our hospital's Laboratory Department. Together, 122 donors and 3 generous match donors—Conrad & Donna Huber, Steve & Brenda, and Doug Lamon—helped fund a new urinalysis analyzer, plus a new laboratory refrigerator and freezer. These vital tools help our Lab team deliver timely, accurate diagnoses and behind-the-scenes care for every patient at GBGH.



McHappy Day 2026: Monitoring Our Tiniest Patients

On May 6th, hundreds of community members supported McDonald's restaurants in Midland & Elmvale as they raised \$20,000 to help fund a new fetal health and maternal monitoring system for GBGH, supporting some of our hospital's smallest patients and their families. This important technology helps care teams ensure safe deliveries, providing peace of mind and enhancing care when it matters most.

Elmvale Lions Club: New Medication Carts

Twenty-three new medication carts are now helping nurses safely deliver medications at the bedside, thanks to a \$50,000 commitment from the Elmvale Lions Club and more than 370 individual donors through the Holiday campaign. As nurses move more freely with the new carts, they can dedicate their time to making excellent care personal.



Business Cares: Growing Partnerships

Since 2020, 95 local businesses have contributed more than \$400,000 to strengthen healthcare at GBGH. Strategic Partnerships continue to grow with 15 partners to date.



Your Impact:

Thanks to you, lives are touched every single day.

Every year, donor support helps bring essential equipment to Georgian Bay General Hospital — supporting faster diagnoses, safer procedures, greater comfort, and excellent, personal care close to home.

These are more than medical tools. They bring reassurance, support recovery, and help patients and families feel cared for during difficult moments.

Here are just a few of the many ways your generosity is making a difference at GBGH.

MRI

“Because we were able to perform the MRI right here at GBGH, we were able to urgently diagnose the patient and move them to surgery faster than would have been possible otherwise. That speed of diagnosis helped limit the degree of neurological damage the patient will live with.”

— Dr. Scott Good, Radiologist



ICU Ultrasound

“We have recently cared for several patients admitted with ascites of the abdomen. The fluid accumulation was causing significant discomfort, pain, and impairment of organ function. Under ultrasound guidance, our physician was able to accurately locate and safely drain the fluid at the bedside. This provided timely symptom relief and reduced the need for additional imaging or being sent to another hospital.”

— April Cross, Team Lead, ICU



Stretchers

"I never realized how much a stretcher mattered until I was on one. Feeling stable and supported helped me breathe easier."

– GBGH Grateful Patient



Recumbent Stepper

"Using the recumbent stepper helped me regain strength and confidence during recovery. It gave me a safe and encouraging way to keep moving forward, one step at a time."

– GBGH Grateful Patient, Rehab Participant



Infusion Chair

"When you're spending hours receiving treatment, comfort means everything. This chair helped me feel more relaxed and cared for during a difficult time, and I'm incredibly grateful to the donors who made it possible."

– Herb, GBGH Grateful Patient



Neonatal Vital Signs Monitor

"Your generosity helps our team remain vigilant while caring for our smallest patients. Thank you for supporting the purchase of a neonatal cardiac monitor and for making a lasting difference for babies and families in our community."

– Miranda, Emily & Kim, OBS Nursing Staff



Innovate for Impact:

Hospital teams pitch ideas for funding.

On April 21, the Georgian Bay General Hospital (GBGH) Foundation welcomed donors, sponsors, and frontline healthcare professionals to Innovate for Impact, a new event bringing together the people who give and the teams who care—each playing a vital role in advancing the patient experience close to home.

The event created an opportunity for members of the GBGH team to pitch innovative ideas shaped by what they see and experience every day caring for patients—proposals for tools, equipment, and programs beyond current hospital priorities. Attendees heard from five teams and voted to fund the idea that inspired them most.

This year's winning project, 'Surgical Care App: SeamlessMD', presented by Michelle Blake and Alex Rawn,

will support patients through their surgical journey with education, guidance, and direct connection to their care team. Through personalized reminders, evidence-based education, and direct access to a GBGH surgical nurse, the app will help reduce anxiety, improve patient confidence and recovery experiences before and after surgery.

We are so grateful to our event sponsors Bourgeois Auto Group, LabX Media Group, and Whitfields Guardian Pharmacy (Abadir Nasr) for helping make the evening possible.

Thanks to the dedication of our staff presenters, and the generosity of our donor community, the evening was a meaningful step forward in supporting innovation at GBGH.

"Innovate for Impact is about seeing the incredible ideas our care teams bring forward every day—and making sure they're heard... It connects people who want to give with the people who are delivering health care so, together, we can make a real difference for patients and families in our community."

– Victoria Evans, Senior Key Relationships Officer, GBGH Foundation



Scan to see highlights from this year's event.

For more information about participating in next year's event, please contact Victoria Evans at evansv@gbgh.on.ca or 705-526-1300 ext 5344.



Hospital Update: Building for the Future Through Education and Recruitment

Matthew Lawson, President & CEO – Georgian Bay General Hospital



GBGH is dedicated to delivering thoughtful, sustainable, and patient-centred care. That commitment is strengthened through education, collaboration, and the recruitment of talented healthcare professionals.

Each year, GBGH welcomes medical learners through programs like the Rural Ontario Medical Program (ROMP), giving students the opportunity to learn in a rural setting, work alongside our teams, and experience the rewards of practicing medicine in our community.

These experiences matter. When learners train at GBGH, they are more likely to choose rural medicine and build their practice here. We are grateful to the many partners and supporters who help make this possible through hosting learners and supporting recruitment efforts that strengthen healthcare for the future.

That momentum is already being felt. Last summer, we welcomed two Family Medicine residents from the University of Toronto who are practicing in Midland through June 2027 - Dr. Ahreni Saunthar and Dr. Amanda Silverio. This year, we are pleased to welcome three additional residents who will train with us through 2028, learning, contributing, and becoming part of the fabric of care at GBGH - Dr. Jack Scarborough, Dr. Rita Noble, and Dr. Seaher Sakha.



We are already seeing the impact. We look forward to welcoming a new physician, Dr. Ollier, to our Emergency Department and, this July, Dr. Gomez to our Obstetrics team—important additions that will help strengthen access to care for our community.

Equally important is retaining the physicians who choose GBGH. Through strong onboarding, mentorship, and a welcoming environment, we are building a foundation for long-term success.

Together, we are growing care in our community. Thank you for helping us attract, support, and retain the people who make excellent care personal.



Cornerstone Partners: Meet Rachelle Tindale



For Rachelle Tindale, supporting Georgian Bay General Hospital is deeply personal.

A lifelong Midland resident, Rachelle and her family feel fortunate to call this community home. Whether they're out on the water, cheering on their kids at activities, or spending time with friends and extended family, their lives are rooted here, just like the hospital they rely on.

Professionally, Rachelle works in Ontario's electrical utility sector, helping deliver critical infrastructure that communities depend on every day. That same sense of responsibility and long-term thinking shapes how she gives back.

Her decision to become a Cornerstone Partner was a natural one. The more she learned about what it takes to provide care close to home, the more she recognized the vital role community support plays—funding new equipment, upgrading spaces, and investing in services that directly impact local families.

At the heart of her commitment is a simple but important belief: access to care close to home matters. "When something happens, it makes such a difference not having to travel far and being close to family."

Her message to others is just as straightforward: supporting GBGH means supporting each other. Because at some point, everyone in this community will depend on it.

"It's a consistent way to give back that fits into everyday life. Over time, those monthly contributions really add up and make a difference."

— Rachelle Tindale



To learn more about Cornerstone Partners, please contact Victoria Evans (evansv@gbgh.on.ca) or visit gbghf.ca/cornerstone-partners/

Physician/Team Giving Story



GBGH TEAM
GIVING CIRCLE



Members of the GBGH Team Giving Circle and 1905 Society are individuals who care for patients through their work at GBGH, but also by making financial donations through the GBGH Foundation. Together, the 190 members across both programs contribute more than \$75,000 annually, investing in capital equipment, education and wellness initiatives at the hospital.



Chris Wirsching

Title: Electrician, Facilities Team Manager
Team Giving Member since 2020

"Living in this community, GBGH has always been there for my family, friends and neighbours. Supporting the Team Giving Circle is one way that I can contribute beyond my work, and help ensure we continue to have the equipment, programs and care our community deserves."

Keeley St. Germain

Title: Executive Assistant to the President & CEO and the Board of Directors
Team Giving Member since 2024

"I'm grateful to be able to give back to my community and local hospital. My family counts on GBGH to help us when we are in need, so giving back, big or small, is important to me. Hospitals are not fully government funded and rely on donors; so many areas of our hospital are in need and every dollar donated can make a difference."



Dr. Oladayo Ajisafe

Joined the GBGH team in 2025 as a Hospitalist Physician
Joined 1905 Society in June 2026

"I'm supporting the Foundation because I want GBGH to continue growing and providing excellent healthcare to the community. I've seen so many improvements since starting here and want to do my part in the hospital's growth."



Maggie Duivenvoorden

Title: Professional Practice Lead
Team Giving Member since 2024

"It's meaningful for me to give back to my hospital that takes care of my loved ones. For me, the donation is automatically deducted off my paycheque, so I don't see the money coming in or out. Plus, it helps me out at tax season since I've been donating to charity all year long!"





Guiding Patients Through the Unknown

Doc Talk with Dr. Eileen Sacks

For Dr. Eileen Sacks, being a surgeon at Georgian Bay General Hospital is about more than performing procedures. It's about walking alongside patients during some of the most difficult moments of their lives.

As a General Surgeon since 2010, Dr. Sacks cares for patients across a wide range of needs, including hernia repair, gallbladder and colon cancer surgery, and breast cancer treatment. But it's her work with cancer patients that often leaves the greatest impact.

"I often meet patients at a very difficult time—when they've just been diagnosed with cancer. But I'm able to guide them... and reassure them that they're receiving the best possible care here at GBGH."

In those early days of diagnosis, when uncertainty, anxiety, and fear are overwhelming, Dr. Sacks helps patients navigate complex decisions and prepares them for what comes next—even being there to hold a patient's hand as they go to sleep for surgery.



Dr. Sacks is quick to point out that this care is never delivered alone.

“What makes me so proud to work at GBGH is seeing how our entire OR team comes together—not only to provide excellent clinical care, but to truly care for each patient and their family.”

Often, it's the smallest gestures that matter most: a warm blanket, welcoming loved ones into the Recovery Room, or sharing a laugh to ease tension. “Together, we're able to make a very scary experience feel just a little bit lighter.”

That care will only grow stronger with the launch of GBGH's new Mammography program. For Dr. Sacks, it's a transformative step forward.

“This is a HUGE game-changer,” she says. Having advanced breast imaging and diagnostic services close to home will help reduce wait times and allow more procedures to be done locally—making the journey easier for patients and their families.

Innovations like the Navigator Probe are also helping surgeons deliver more precise, less invasive care. By allowing surgeons to pinpoint the exact lymph nodes that need to be tested, it reduces complications while still providing the critical information needed to guide treatment.

But none of this is possible without donor support.

“Donor support is absolutely essential. Without it, I simply couldn't do my job.”

Thanks to the generosity of donors, Dr. Sacks and her colleagues have access to the modern equipment they rely on every day—ensuring patients in our community receive the best possible care, close to home.

“What makes me so proud to work at GBGH is seeing how our entire OR team comes together—not only to provide excellent clinical care, but to truly care for each patient and their family.”

— Dr. Eileen Sacks



To learn more about the Foundation's key fundraising priorities this year, visit GBGHF.ca/Current-Needs



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Thanks for reading The Wave: Summer 2026 edition!

Your feedback is so important to us. Please take a moment to answer a few short questions to let us know how we can make it even better.