

the wave

NEWSLETTER WINTER 2024

A LEGACY OF KINDNESS

How incredible care at GBGH became part of a legacy.

page 5

YOUR IMPACT

How you are making a difference at GBGH.

page 10



La Fondation
Hôpital général
de la baie
Georgienne

Georgian Bay
General Hospital
Foundation

IN THIS ISSUE

HARTOG AWARD WINNERS PAGE 4

Leaders in healthcare innovation.



MRI UPDATE PAGE 4

An update on the MRI project at GBGH.



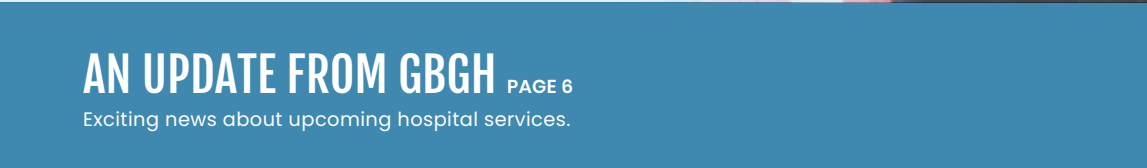
A LEGACY OF KINDNESS PAGE 5

Franklin & Muriel Edwards' commitment to GBGH.



AN UPDATE FROM GBGH PAGE 6

Exciting news about upcoming hospital services.



2023 REASONS TO CELEBRATE PAGE 7

Incredible success stories from the last half of 2023.



TEAM SPOTLIGHT: SAMANTHA TOWNES PAGE 8

Learn about what the ICU Team really needs this year.



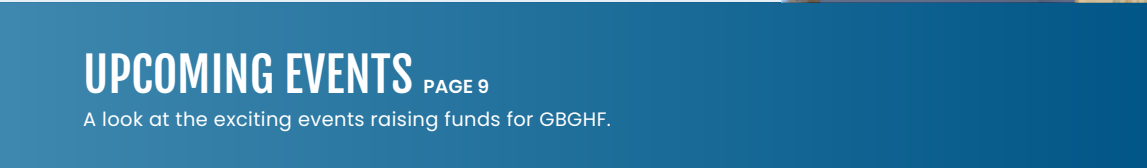
BABY WALL OF HONOUR PAGE 9

An exciting new way to honour a milestone.



UPCOMING EVENTS PAGE 9

A look at the exciting events raising funds for GBGHF.



YOUR IMPACT PAGE 10

See how you are making a difference at GBGH.



HEARTFELT THANKS PAGE 11

Tribute program continues to celebrate the GBGH team.



BUSINESS CARES PROGRAM UPDATES PAGE 11

Learn about the new partnership levels in our Business Cares program.





MESSAGE FROM GBGH FOUNDATION
**CEO NICOLE KRAFTSCIK AND
 BOARD CHAIR KATIE HOUSTON**

As a Foundation team, we are continually reflecting on the power of your incredible generosity and kindness. We have felt your care and concern over the past few months, and are so deeply appreciative of your continued thoughtfulness and partnership.

Because of you, Georgian Bay General Hospital (GBGH) has a strong, modern imaging department to help with diagnosis for thousands of patients every year. Our Laboratory is equipped with advanced technology to provide fast and accurate test results, which affects 80% of all patients who visit GBGH! And, our care teams have the tools they need to enhance patient comfort, safety and treatment (page 10).

Your overwhelming support for bringing MRI technology to GBGH has allowed our hospital to push forward with timelines that will get this vital service to our community in early 2025 (page 4).

Working collaboratively is essential to our hospital's success, and therefore to the health of every patient who visits GBGH. Our hospital continues to prioritize

growth and the expansion of services to meet the needs of our diverse patient population. On page 6, you will read about one of the most desperately needed and transformational projects on the horizon.

This year, we are excited to share more about this vision for the future of our hospital, and we hope that you will continue to partner with us as we invest in the health and well-being of our community.

Your kindness is making a difference in the lives of thousands of individuals and their families, and we could not do this without you.

With heartfelt thanks,

Nicole Kraftscik
 CEO
 GBGH Foundation

Katie Houston
 Chair, Board of Directors
 GBGH Foundation

2023-2024 BOARD OF DIRECTORS

- Catherine (Katie) Houston - Chair
- Jennifer Schnier - Vice Chair
- Glenn Keenan - Director
- Jeff Holloway - Director
- Jenna Dafoe - Director
- Jennifer Johnson - Director
- Joe Rooney - Director
- John Walker - Director
- Mary Harvey - Director
- Dave Wattling - GBGH Board Appointee
- Matthew Lawson - GBGH President & CEO
- Nicole Kraftscik - GBGH Foundation CEO

GBGH FOUNDATION STAFF

- Nicole Kraftscik - CEO
 - Greg MacMillan - Director, Finance & Operations
 - Jesse Dees - Sr. Key Relationships Officer
 - Jen Russell - Sr. Marketing & Community Engagement Officer
 - Lisa Wanamaker - Donor Relations & Stewardship Officer
 - Victoria Evans - Community Giving Officer
 - Jennifer Harris - Donor Relations Coordinator
 - Robyn Kaczanowski - Communications Assistant
- GBGH Foundation
 1112 St. Andrew's Drive
 PO Box 760
 Midland, Ontario L4R 4P4
 705-526-GIVE (4483)
 www.GBGHF.ca
 foundation@gbgh.on.ca

- Editor in Chief - Nicole Kraftscik
- Editor - Jen Russell
- Design - Collaborative Haus Marketing

ROBBERT HARTOG HEALTH INNOVATION AWARD

The Hartog Health Innovation Award recognizes the outstanding achievements of staff and physicians, especially those who demonstrate the characteristics of Robbert Hartog, a volunteer and philanthropist who worked tirelessly on behalf of Georgian Bay General Hospital.

In 2023, the award was presented to two recipients: Dr. Jeff Golisky, Family Physician and Deputy Chief of Staff at GBGH and Erin Kominek, Manager of Cardiorespiratory, Diagnostic Imaging and Laboratory.

Dr. Jeff Golisky is recognized for his leadership on various committees at GBGH, including taking ownership of the Professional Staff Recruitment portfolio. Dr. Golisky also holds external leadership and teaching positions with two medical schools in Ontario.

Erin Kominek, is recognized as an exceptional leader, and leadership mentor, who contributes to the success of the organization from both a clinical and people perspective.

Congratulations Jeff & Erin!



MRI UPDATE

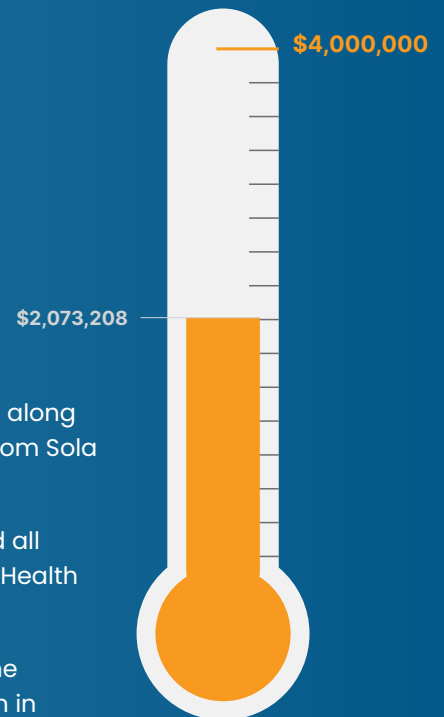
Because of your generous investment, the plans to bring an MRI to GBGH are moving along with great efficiency! We are thrilled to share that the team has selected the Magnetom Sola 1.5T as the MRI machine that will be purchased for GBGH.

The sketches have been drawn for the 2,000 square foot addition to the building, and all detailed architectural and mechanical plans have been submitted to the Ministry of Health Capital Branch for approval.

In the meantime, the team is working on selecting a contractor for the project and the construction fence was installed in December, to prepare the space for work to begin in Spring of 2024.

These developments are possible because our community has come together, and succeeded in raising more than \$2-million in less than 12 months for this project.

You are having an impact!



To see plans for the new MRI space, scan the QR code or visit gbghf.ca/MRI-Report



A Legacy of Kindness...

For Franklin & Muriel Edwards, the incredible care they received at Georgian Bay General Hospital (GBGH) became an integral part of their legacy. The team at GBGH consistently went above and beyond to make them feel comfortable, and they were treated with kindness, compassion and dignity during every stay. They chose to give back to the hospital on many occasions throughout their lives to honour loved ones, and to support the outstanding nurses and staff.

When Muriel was a patient at GBGH in 2017, they made the decision to take their continued connection with the hospital a step further. They included GBGH in their respective wills.

This quiet, kind generosity permeated throughout their lives. They always had a deep sense of community, and believed strongly in doing the right thing.

When Franklin & Muriel needed help themselves, they found it at GBGH, in the hands of many caring and compassionate team members. For over 35 years, the Edwards family had a Sunday morning coffee club where family members and a few friends would discuss world events and community happenings. While Franklin was a patient at GBGH, the care team made it possible for this special tradition to continue in the hospital.

Giving back to the hospital, especially through a Legacy Gift, gave Franklin & Muriel the opportunity for their story of kindness and generosity to live on. The GBGH Foundation is honoured to have the opportunity to celebrate and recognize Franklin & Muriel Edwards for their lifetime of caring and impact through this story, and on the Foundation's Donor Wall in the hospital's main lobby.

Thank you Franklin & Muriel for your love of humanity and for the impact of your generosity on our community.

“Uncle Franklin & Aunt Muriel never sought out any kind of recognition,” shares Robert Edwards, Franklin & Muriel's nephew. **“They would buy dozens of frozen chickens for the Salvation Army. No recognition, no receipts. Just purely out of the kindness of their hearts. They truly believed in helping people who needed help.”**

For more information on making a Legacy gift, or about the Foundation's Donor Wall, please contact Jesse Dees, Sr. Key Relationships Officer (deesj@gbgh.on.ca, 705-526-1300 ext. 5338)



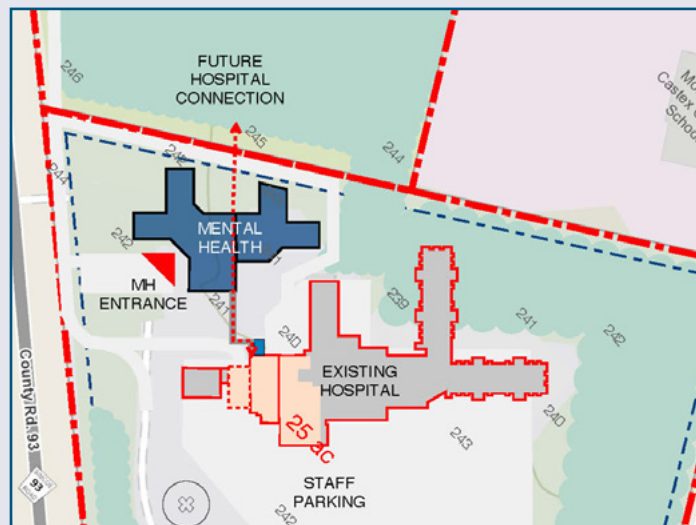
AN UPDATE FROM GBGH PRESIDENT AND CEO MATTHEW LAWSON

Happy New Year to all and as we are now enjoying the first months of 2024, I want to briefly highlight one of our hospital's biggest achievements of 2023. In November, GBGH underwent a voluntary evaluation known as Accreditation which occurs every four years. During the Accreditation survey, our hospital was evaluated based on approximately 2,000 quality and safety standards. It was a very successful process for GBGH and I could not be more proud of the result. We achieved a score of more than 99%, resulting in our hospital being granted the highest honour possible - Accredited with Exemplary Standing. This accomplishment would not have been possible without the dedication and attention to detail of the GBGH team. Their efforts made this survey such a resounding success!

We are proud of this outcome because it is an affirmation of the excellent standard of care we provide at GBGH. Regardless of our Accreditation result, we never stop looking at ways to be better for our community.

One of the most urgent issues our hospital faces is the overwhelming number of acute mental health visits to our Emergency Department. Last year, patients in mental health crisis visited our ED nearly 1,700 times, and some of those patients had to wait for more than 100 hours before being transferred to another facility in our region with an appropriate mental health bed.

We can improve these alarming statistics by bringing an acute mental health and outpatient program to our hospital. This will alleviate some burden across the region and serve our local community who needs the support. Wait times for a mental health bed in Simcoe Muskoka are already the second longest in the province, mental health visits continue to increase in volumes and prevalence. We know mental health patient days far exceed the provincial average of 89 days per 1,000 residents. For example, in Penetanguishene, the patient days are 297, with Midland at 212 days.



So how can we be part of the solution? Last fall, GBGH submitted the third stage of a nine-stage process to the Ministry of Health. This submission included detailed plans for our proposed program which has 24 acute inpatient beds (16 adult, 8 geriatric). It also includes a partial hospitalization program and an outpatient program to help patients transition back to the community, as well as avoid being admitted to the hospital in the first place. These programs will be housed in a 48,400 square foot addition to the existing hospital. This is where you - our community - will play an essential role in helping us build this program. Together, we can improve access to mental health services in our community. Thank you for continuing to partner with us as we strive to Make Excellent Care Personal.

Matthew Lawson

Matthew Lawson
President & CEO
Georgian Bay General Hospital

2023 REASONS TO CELEBRATE

READ MORE BY
SCANNING
THESE QR CODES



SERVICE MASTER

On Monday, October 16, 2023, Dwayne & Tanya Frans, owners of the ServiceMaster franchises in Midland, Orillia, Barrie & Collingwood announced a \$250,000 collective gift to their local hospital foundations. Over the next five years, the ServiceMaster franchisees will make an annual gift of \$20,000 to Georgian Bay General Hospital Foundation (GBGHF).



POWER OF GIVING HYBRID GALA

On Saturday, September 16, 2023, the Foundation's Power of Giving Hybrid Gala, presented by Faris Team Real Estate Brokerage, raised more than \$656,000 to support the purchase of an MRI machine for GBGH!



SEGBAY GOLF TOURNAMENT

The Southeast Georgian Bay Chamber of Commerce (SEGBAY), in partnership with Bell Media's Pure Country 106 and Bounce 104.1, hosted its 10th Annual Golf Tournament on August 17, 2023. The tournament raised a total of \$31,000, with \$21,000 being dedicated to the GBGH Foundation's Kickstart Your Heart Campaign, which is raising funds to help purchase an MRI Machine for GBGH.



GUYS WHO CARE

On October 23rd, Guys who Care North Simcoe held their fall event, where they presented a cheque for \$46,000 to the GBGH Foundation to help bring an MRI Machine to GBGH. Members Mike Thor and James Layter inspired the group with a joint match gift [\$10,000 each, up to a total of \$20,000] for all donations, inspiring 43 other members to donate \$26,000 in response.



GLENN HOWARD CHARITY GOLF CLASSIC

The Glenn Howard Charity Golf Classic on July 14th brought together 132 golfers at Midland Golf & Country Club, raising \$157,408 for GBGH. Funds raised this year will help to bring an MRI machine to GBGH, a vital piece of equipment needed in our community. The tournament's new presenting sponsor, Tom Smith Chevrolet Buick GMC, proved to be a great partner, helping the event to break all its previous fundraising records.



BAYPORT LODGE

From June 23 to August 11, 2023, Bayport Lodge and its members, matched donations to the GBGH Foundation's MRI Fund, up to a total of \$50,000. Shared only through local media and word of mouth, the challenge resonated with the community and inspired local businesses, individuals and another local masonic group to donate \$50,300 in just 50 days.



TEAM SPOTLIGHT SAMANTHA TOWNES



Samantha Townes
Manager of ICU, Critical
Care & Allied Health

What is your role at GBGH?

As Manager of Critical Care & Allied Health, my role is to support my teams in day-to-day operations, as well as lead any projects or quality initiatives that we identify both as a group and corporately. We are regularly evaluating that the care we provide is of the upmost quality and that our actions are aligned with our strategic goals and values.

What is one thing you love about your role?

The team! I have worked very closely with the Critical Care team since I started at GBGH, and they continue to impress me with their passion, dedication and resilience. All of my team members are so dedicated to their respectful professions, and it is really a privilege to be able to work alongside them.

Tell us a bit about our ICU?

Our ICU is designated a Level 3 Basic ICU, is the second highest designation an ICU can receive in Ontario with the exception of specialty units. Our team cares for some of the most complex and acutely ill patients in our region in our 6-bed unit, as well up to 10 medical/surgical patient's cardiac activity through our telemetry monitoring system.

While we have invested in the technology to ensure excellent care for our patients, the patient rooms haven't been updated since the hospital was built in 1976. One of the biggest challenges we face are the clunky, outdated doors to each room, which get stuck, have broken blinds and do not give the team full visibility to those in our care.



Sounds like you need new doors! How would this investment support excellent care in the ICU?

Modern ICU doors offer complete visibility from floor to ceiling, so that a nurse/team member can check on patients at a glance. Our nurses can identify a change in a patient's condition based on many factors, whether it be through the bedside monitoring system, physical appearance, medications infusing, right down to making sure tubes and lines are in place. Having the room in full visibility is critical, while supporting their privacy and space when appropriate.

When doors are stuck or defective, it can be very challenging to move the patient bed or gain access to the room in a hurry. New doors will slide much more effectively, protecting our nurses from injury and ensuring their focus is on caring for patients.

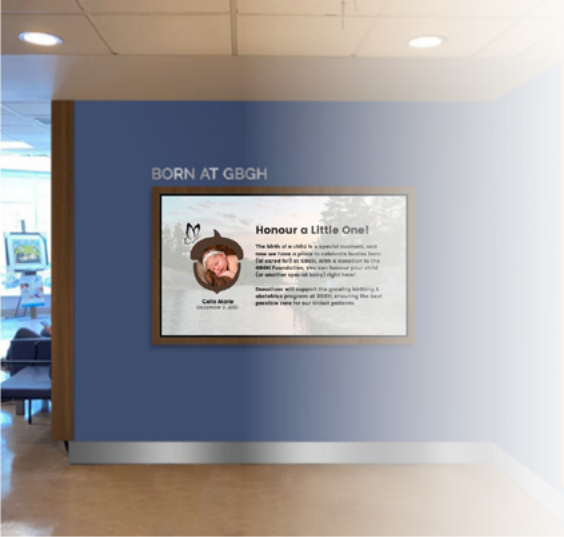
How can the community help?

We have approval from leadership to install new ICU doors, but we need the funding to pay for them. We have seven doors to replace, at a cost of approximately \$10,000 each. The new doors will help our team care for you, and bring our ICU rooms from the 70s into the 21st century!



For those wishing to help transform the ICU, donations can be made by visiting gbghf.ca/donate-now or calling 705-526-GIVE (4483).

BABY WALL OF HONOUR COMING SOON!



In February 2024, a new Digital Donor Recognition Wall will be installed in the main lobby of Georgian Bay General Hospital (GBGH). And, right around the corner will be the new home of our Digital Baby Wall!

The birth of a child is a special moment, and this wall will celebrate babies born (or cared for) at GBGH. With a donation to the GBGH Foundation, you can honour your child (or another special baby) within a beautiful Georgian Bay inspired image. Baby's name, birthdate and photo (if desired) will be displayed in a special place as an enduring reminder of this meaningful occasion.

Donations will support the growing birthing & obstetrics program at GBGH. With 190 babies born at GBGH last year, this will ensure the best possible care for our tiniest patients.

To learn more, or to make a gift in honour of a special baby, visit gbghf.ca/born-at-gbgh



WHAT'S COMING UP!



Kickstart Your Heart
February 1-14, 2024
gbghf.ca/kickstart-your-heart



TEE Off with Tay
Friday August 16, 2024
gbghf.ca/tee-off-with-tay



Virtual Breakfast of Champions
Thursday, March 7, 2024
gbghf.ca/bofc



Power of Giving Event
Saturday, September 14, 2024
gbghf.ca/power-of-giving



Glenn Howard Charity Golf Classic
Friday, July 14, 2024
gbghf.ca/glenn-howard-charity-golf



GBGH 50/50
Early Bird and Jackpot prizes every month!
gbgh5050.ca



SEGBAY Golf Tournament
Thursday, August 15, 2024
gbghf.ca/segbay-golf-tournament

YOU ARE HELPING TO MAKE EXCELLENT CARE POSSIBLE.

When you invest in the Foundation's Impact Fund, you are making a BIG difference for patients at GBGH. So far this year, we have been able to fund some significant upgrades and ensure our hospital is equipped to provide excellent care.



Ambulatory Care Cost: \$34,000

Thanks to incredible support on Giving Tuesday, our Ambulatory Care team has a new power procedure table and new exam lights for the Lumps & Bumps clinic! The table ensures patients are comfortable during their procedures, and the lights provide clear, precise illumination, making every operation more accurate and efficient.



X-Ray Rooms Cost: \$1.15 Million

Our X-ray rooms have been upgraded and now include technology that provides better quality images, with much less radiation, in a more comfortable and refreshed environment. The new equipment is motorized and automated, so it adjusts easily to capture the best image of every size and shape of patient.



Pharmacy Fridge & Freezer Cost: \$25,000

Our Pharmacy Team now has proper storage for hundreds of medications. Injectable medications are now safely stored – frozen or chilled – ensuring their immediate availability for any patient in need, and proper storage to prevent waste.



Ultrasound Cost: \$187,000

Having a third, modern ultrasound at GBGH is critical for providing the best imaging so that our radiologists can deliver clear and accurate results for 10,000 patients every year. This will improve wait times for this important imaging, ensuring fast access to excellent care for everyone in our community.

THANK YOU!

heartfelt thanks!

Our Heartfelt Thanks patient tribute program is a thoughtful way for patients and their families to say thank you to the many doctors, nurses, staff members and volunteers who provide our patients with exceptional care.

In 2023, **more than \$18,000** was donated to honour our team members, and we are thrilled to share a few of the heartfelt moments of thanks and appreciation!

If you would like to make a gift to honour a GBGH team member, please visit: gbghf.ca/heartfeltthanks



BUSINESS CARES SUPPORTING GBGH FOUNDATION

There's something new with our Business Cares Program! We have created three partnership tiers to better align with the diversity of business partners, and the unique ways in which they choose to support the GBGH Foundation. **As a Business Cares partner in any one of these tiers, you have the flexibility to build your brand while having a great impact on patient care at GBGH!**



Impact Partner

One promotion conducted at any time of the year, in whatever way works best for your business.

Examples: Donating a percentage of daily, weekly or monthly sales, single product profit donations, or other point of sale initiatives.



Loyalty Partner

A promotion that runs ongoing throughout the year OR conducting multiple promotions throughout the year.

Examples: Donating a percentage of sales on a particular service or product sold throughout the entire year, or employee match giving programs.



Strategic Partner

An investment of \$25,000 over 5 years (\$5,000/year), supporting the GBGH Foundation in its strategic mission to empower GBGH to deliver excellent healthcare.

If you are interested in learning more about different tiers of commitment or would like to partner with us, please visit gbghf.ca/get-involved/business-cares or contact Victoria Evans at evansv@gbgh.on.ca



La Fondation
Hôpital général
de la baie
Georgienne

Georgian Bay
General Hospital
Foundation

705.526.GIVE (4483) | FOUNDATION@GBGH.ON.CA
www.GBGHF.ca