

# the wave

NEWSLETTER WINTER 2026



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La Fondation  
Hôpital général  
de la baie  
Georgienne

Georgian Bay  
General Hospital  
Foundation

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# MESSAGE FROM GBGH FOUNDATION CEO NICOLE KRAFTSCIK AND BOARD CHAIR JOE ROONEY



What a year...built together.

As we look back on 2025, one thing is clear: this has been a year shaped by people who chose to show up.

Because of you, thousands of patients now have answers sooner through the new MRI you helped to bring to Georgian Bay General Hospital (GBGH). Because of you, beds and stretchers across the hospital offer greater comfort at moments when it's needed most. And through your support of **We See You: Inside and Out**, hope is taking root for those navigating mental health challenges, often quietly, often bravely.

These changes didn't happen overnight. They were made possible by countless individual decisions to give, to attend, to volunteer, and to believe in a future where care is accessible, compassionate, and close to home. You gathered at events (page 9). You stood together in the community. You reminded us what's possible when people rally around something that matters.

Thanks to your generosity, **We See You: Inside and Out** is nearing its \$20-million goal and, together, we're daring to reach even further (page 4). You also helped fund a new mammography suite, thoughtfully designed for comfort and accessibility, ensuring vital screening is available right here, when it matters most (page 6). And you equipped GBGH teams with the tools they need to care for the whole person – body, mind and spirit (page 11).

**We see you.** In the way you show up. In the way you give what you can. In the steady, collective effort that makes our hospital stronger, one act of kindness at a time.

Thank you for making 2025 a year worth celebrating. Together, we are building a future where every person is seen, valued, and cared for.

With heartfelt thanks,

Nicole Kraftscik  
Chief Executive Officer  
GBGH Foundation

Joe Rooney  
Board of Directors Chair  
GBGH Foundation

## 2025-2026 BOARD OF DIRECTORS

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# HONOURING INNOVATION & HEART

At the GBGH Foundation’s Annual General Meeting on June 23, we proudly presented the 2025 Robbert Hartog Health Innovation Award to two outstanding team members: **Alex Rawn** and **Alanna Bouffard**. Established in 2009, this award honours the legacy of longtime GBGH champion Robbert Hartog and includes a shared \$5,000 professional development grant.

Alanna, a Registered Nurse in the Emergency Department, brings exceptional skill and compassion to the front lines. She is also a passionate advocate for diversity, equity, inclusion, and belonging (DEIB), helping lead initiatives like Bell Let’s Talk Day, the #ItStarts campaign, and new learning modules for staff.

Alex has served in many roles – from Registered Nurse to Clinical Supervisor – and in each, her calm leadership and commitment to teamwork shine. She has played a key role in launching new programs and integrating innovative technology across Obstetrics, Surgical Services, and Ambulatory Care.

We proudly celebrate Alanna and Alex, who remind us that excellent care begins with people.



ALANNA AND ALEX RECEIVE THE 2025 HARTOG AWARD FOR THEIR INNOVATION AND HEART.

## WE SEE YOU INSIDE AND OUT CAMPAIGN PROGRESS

In September 2025, the Foundation officially launched the **We See You: Inside and Out** campaign, a bold \$20-million initiative to build an acute mental health wing at GBGH and invest in priority medical equipment & technology across every department of the hospital.

Your response has been incredible! Prior to September, more than \$14-million had been pledged to the campaign. And since then, an additional \$5.5-million! We are thrilled to share that because of this overwhelming generosity, we are working with GBGH to identify additional services and capital needs so we can expand the impact of **We See You** and stretch our fundraising goal to \$25-million!

This campaign is already impacting our hospital, our teams and the thousands of patients we treat every year. From the very beginning, this campaign has been about people, about the power of community and not just numbers.

The new goal of \$25-million will continue to be a game changer, but its true impact lies in what it represents: a community united in meeting the needs of health care close to home.

Stay tuned for more info by signing up for our emails (if you haven’t already): [gbghf.ca/subscribe](https://gbghf.ca/subscribe)

**From diagnosis to recovery, your generosity is part of every patient journey. Thank you!**

“THE ‘WE SEE YOU’ CAMPAIGN AT GBGH IS A HUGE OPPORTUNITY TO SHINE A LIGHT ON HUMAN GOODNESS IN OUR COMMUNITY. IT WILL ENSURE THE VOICES OF PEOPLE WITH LIVED EXPERIENCES WILL HELP SHAPE THE STANDARDS OF CARE. BECAUSE OF THE SUPPORT OF DONORS TO THIS CAMPAIGN, MY DAUGHTER LINDSAY AND SO MANY OTHERS WILL HAVE ACCESS TO CARE THAT MEETS THEM WHERE THEY ARE, RESPECTS THEIR NEEDS AND HELPS THEM HEAL.”

**JOANNE BYRICK WE SEE YOU CAMPAIGN ADVOCATE & VOLUNTEER**



# CREATING A LEGACY OF CARE CLOSE TO HOME

FEATURING CORNERSTONE PARTNER: DR. BEVERLEY A. LEE



For Dr. Beverley A. Lee, caring for others has always been at the heart of her life's work. A former principal and teacher for more than 30 years, Beverley dedicated her career to ensuring young people – especially those from marginalized or underserved communities – had the support, tools, and encouragement they needed to thrive.



**“YOU CAN SUPPORT YOUR FAMILY AND THE CAUSES YOU CARE ABOUT,” BEVERLEY SHARES. “LEAVING A GIFT IN YOUR WILL SIMPLY EXTENDS YOUR IMPACT.”**

A lifelong learner, Beverley has earned an impressive list of academic achievements, including a Bachelor of Applied Science, a Doctorate of Education, and Master of Laws degrees. For her, education has never been about titles alone, but about breaking down barriers, advancing equity, and ensuring people have access to the opportunities and care they deserve.

In 2025, after learning about GBGH's proposed Mammography Program and the barriers many women still face accessing timely screening, Beverley reached out to the Foundation with a passionate vision: to make women's health care accessible, equitable, compassionate, and close to home for

generations to come.

Her generosity led to the creation of the **Dr. Beverley A. Lee Women's Health Endowment Fund**, supporting women's health and diagnostic imaging at GBGH. This permanent source of funding will grow over time, helping ensure women in our region can access critical diagnostic care when it matters most.

For Beverley, legacy giving was about alignment between her values today and her impact tomorrow. After speaking with her financial advisor, she explored ways to create meaningful, long-term support for causes she cares deeply about – care rooted in equity, opportunity, and community.

Knowing her estate plans now reflect her life's passions brings Beverley peace, while ensuring her legacy of care will continue making a difference in our community for generations to come.



**Legacy Giving**  
SUPPORTING GBGH FOUNDATION

Learn more about  
Legacy Giving: [gbghf.ca/legacy-giving](https://gbghf.ca/legacy-giving)

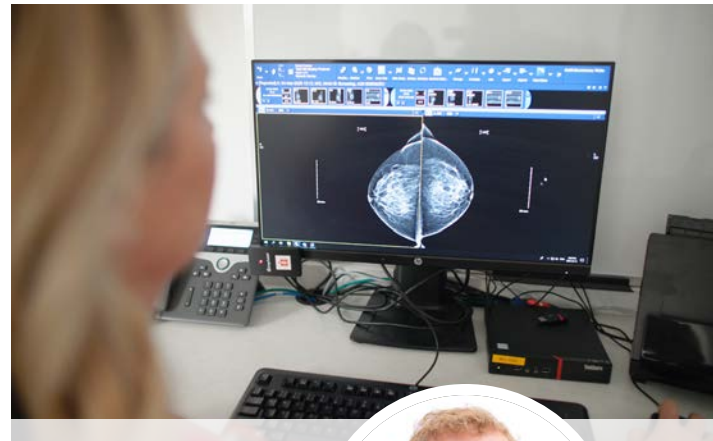


**If you're considering leaving a legacy gift, we'd love to hear your story.**

A simple conversation can help ensure your wishes are honoured and your impact is felt for years to come. Connect with Victoria or join us for a coffee or tea at the Foundation office.



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705-526-1300 ext. 5344



*A RENDERING OF THE NEW MAMMOGRAPHY SPACE, WHICH WILL ENHANCE ACCESS TO SCREENING AND DIAGNOSIS FOR OUR COMMUNITY.*

## HOSPITAL UPDATE FROM MATTHEW LAWSON, GBGH CEO BUILDING BETTER CARE, TOGETHER.



**At GBGH, “We See You” is more than a fundraising campaign. It’s our promise to our community: every patient, family member, and donor.**

We see the challenges you face, the long waits and burden of travel, and the hope for better health care close to home. Every project we invest in is a response to what we see and hear from our community.

In March, we are preparing to celebrate a major step forward: the completion of our new mammography suite. We see thousands of local residents eligible for breast screening, and we know our region has some of the lowest screening rates in Ontario. That’s why we have designed our program for accessibility and comfort. We will offer flexible booking options (phone, email, online), extended hours, and a welcoming environment with private spaces and patient-centered touches. We’re listening to your feedback and consulting with people in our community to ensure every detail meets the needs of our diverse population.

But our vision doesn’t stop there. We also see the urgent need for better mental health care in North Simcoe. Patients seeking acute mental health support at GBGH are waiting, on average, 66 hours for admission to a regional bed (the longest in Simcoe County), and nearly 45% of these patients also require medical care – care that should be delivered holistically, without delay. We are working tirelessly with the Ministry of Health to advocate for a new acute mental health program at GBGH, which will provide both medical and mental health care, together, under one roof, ensuring timely and equitable care for those in crisis.

**These projects are possible because of you.** Your generosity continues to empower us to live out our purpose of making excellent care personal. Thank you for seeing the need, sharing your support, and investing in our hospital.

# YOUR IMPACT EQUIPMENT HIGHLIGHTS

Equipment saves lives.  
**YOU** make it possible.

When a child arrives struggling to breathe or a parent clutches their chest in pain, every second matters. Our care teams rely on the right tools — ready, reliable, and advanced — to act with confidence and compassion, without hesitation. In those critical moments, the right equipment can mean the difference between fear and reassurance, uncertainty and hope. Every piece of equipment our GBGH teams depend on is here because of incredible donors like you. **Thank you** for helping ensure life-saving, excellent care is always within reach.



## PORTABLE LIFT & CEILING LIFTS

The new portable and ceiling lifts at GBGH help staff move patients securely, reducing the risk of falls and injuries while preserving comfort and dignity. They also support nurses and care teams by preventing workplace injuries, allowing them to focus on what matters most: being present with their patients.

## RECUMBENT STEPPER

Recovery isn't always about big milestones. Often, it's about the small first steps in the healing journey. The new recumbent stepper at GBGH provides patients with a safe, supported way to rebuild strength, mobility, and confidence at their own pace. It also gives care teams a valuable rehabilitation tool to guide recovery while reducing strain and risk of injury. Because of donor support, care at GBGH continues beyond critical moments and into healing, independence, and renewal.



## 9 NEW STRETCHERS

Thanks to the success of Giving Tuesday and the generosity of the Boudouris Family and an anonymous donor who helped triple the impact of gifts, nine new stretchers were purchased for GBGH! These stretchers improve comfort and safety for patients while supporting staff with better mobility and ergonomics — helping care teams respond faster and move patients with greater dignity every day.

heartfelt  
thanks!



**"IT'S ONE THING TO PROVIDE EXCELLENT MEDICAL CARE, IT'S ANOTHER TO TRULY CARE FOR PEOPLE. DURING MY TIME AT GBGH, MY HEALTH CARE TEAM DID BOTH WITH PROFESSIONALISM, PATIENCE, AND COMPASSION, EVEN IN THE MOST DIFFICULT MOMENTS. THEY DO INCREDIBLE WORK EVERY DAY, AND THEY DESERVE TO KNOW HOW MUCH IT MATTERS."**

**RICK M. GRATEFUL PATIENT**

# 2025 REASONS TO Celebrate

**We see the care you give. We see the moments you create. And we see the difference your support is making for GBGH patients, families, and our entire community.**

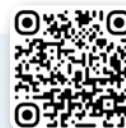
Since our last issue of *The Wave* in July 2025, local businesses, service groups, and community members have shown what's possible when care comes first by coming together through partnership events and everyday generosity to support excellent care close to home.

This issue of *The Wave* celebrates that collective impact, from standout Business Cares partnerships and community events to the everyday moments captured along the way. Each effort reflects a shared belief that when our community shows up with empathy and intention, GBGH patients and families truly feel seen, supported, and cared for.



Learn more about Business Cares:  
[gbghf.ca/get-involved/business-cares](https://gbghf.ca/get-involved/business-cares)

or contact Robyn Blanchet, Key Relationships Officer  
[blanchetr@gbgh.on.ca](mailto:blanchetr@gbgh.on.ca) or 705-427-3841



## BUSINESS CARES PROGRAM: 2025 IMPACT

Through our Business Cares initiative, **42 generous partners** came together in 2025, raising **more than \$105,000** to support the tools and technology that help GBGH deliver excellent, compassionate care. We are deeply grateful for these partnerships and for the generosity of local businesses whose commitment to giving back is making a meaningful difference for patients, families and care teams across our community.

## NEW IMPACT PARTNERSHIPS

Since our last newsletter, two great Impact Partnerships have truly shined – and we can't wait to share them with you.

In November, **MegaMindful Living** donated 20% of sales from their house-made Ginger Cookies and Ginger Lattes totaling \$233, spreading warmth while supporting patients and families close to home.

In a heartfelt tribute, **Let Me Be Frank** honoured the legacy of Tom Meridis, raising \$685 in their one-week promotion with a Fish & Chips special – a meaningful celebration of a life lived with kindness and dedicated to community.



Read all the Foundation's latest news  
at [GBGHF.ca/your-impact/news](https://GBGHF.ca/your-impact/news)



**GLENN HOWARD CHARITY GOLF CLASSIC**



**CEDAR RIDGE COMMUNITY BBQ**



**CELIA'S BAKE SALE**



**HINDSON MARINA**



**SEGBAY GOLF TOURNAMENT**



**RICHARDSON'S PICKLEBALL TOURNAMENT**



**MIDLAND DISTRICT SHRINE CLUB**



**MAPLE LEAF MARINAS**



**TEE OFF WITH TAY**



**OAK BAY COMMUNITY BBQ**



**SUSIE'S BIRTHDAY FUNDRAISER**



**HARBOUR WEST MARINA**



**CELEBRATION OF OLIVE OIL & WINE**



**TAY CANADA DAY**



**NO ONE FIGHTS ALONE PARTY**

# AN EVENING OF GRATITUDE

## CORNERSTONE PARTNERS



On October 15th, 2025, we were pleased to host more than 60 of our Cornerstone Partners at the Bourgeois Nissan Dealership for an evening of celebration and impact.

The gathering highlighted the strength of this remarkable group of supporters who, since 2014, have collectively contributed more than \$1.8 million to the hospital's highest priorities – enabling GBGH to grow, plan, innovate, and deliver excellent care close to home.

Guests were provided an update on the **We See You: Inside and Out** campaign from GBGH leadership, but the focus of the night was honouring the long-standing loyalty at the heart of this program. More than 65 partners were recognized as having supported GBGH for more than a decade!

Cornerstone Partners program Founder, Bob Burk, shared his reflections on the meaningful impact of sustained giving, reinforcing the important role Cornerstone Partners play in strengthening care close to home.

We are deeply grateful for the commitment of more than 100 current Cornerstone Partners who have each committed an annual donation of between \$500-\$10,000 in support of GBGH's highest priorities.



Scan here to watch a snippet from the event!



To become a Cornerstone Partner, please contact Victoria or visit: [gbghf.ca/cornerstone-partners](https://gbghf.ca/cornerstone-partners)



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# STAFF SPOTLIGHT: JACQUIE BELCOURT



*We interviewed Jacquie Belcourt, Manager of Pharmacy, about what a pharmacy renovation will mean for patients and staff at GBGH.*

## **CAN YOU TELL US A LITTLE ABOUT YOURSELF AND WHAT YOU DO HERE AT GBGH?**

I have worked in the Pharmacy at GBGH for 21 years, 20 years as the manager. The pharmacy team supports patient care across the entire hospital by preparing and managing medications safely and accurately. This covers everything from oral unit dose medications to sterile compounds for injection. Our work distributing medications touches every patient who comes through GBGH. I'm proud to be part of a team that plays such a critical role in patient care.

## **CAN YOU SHARE A MOMENT WHEN YOU SAW FIRSTHAND HOW YOUR WORK MADE A PATIENT OR FAMILY FEEL TRULY CARED FOR? HOW DO EXPERIENCES LIKE THAT MOTIVATE YOU EVERY DAY?**

One moment that stuck with me was a patient whose pain was difficult to manage, even using a patient-controlled analgesia pump. The pharmacist worked closely with the patient, family, and the care and pharmacy teams to modify medications and doses to ensure the patient was comfortable, even coming in on their day off to ensure the patient felt supported. Knowing that our teamwork helps to support patients and families at difficult times is incredibly motivating.

## **THE UPCOMING PHARMACY RENOVATION WILL BRING IMPORTANT IMPROVEMENTS FOR PATIENTS AND STAFF. CAN YOU DESCRIBE WHAT CARE LOOKS LIKE TODAY, AND HOW IT WILL CHANGE ONCE THE RENOVATION IS COMPLETE?**

Today, our Pharmacy team prepares more than 350,000 medication doses each year. Although we have made modifications to accommodate technologies that enable best practices and support our commitment to safety and meeting standards of care, our space was built for a staff of 3 in the 1970s. The pharmacy now employs 23 staff. While we are committed to safety and care, physical space is often a barrier.

Once the renovation is complete, we'll have a purposefully designed, modern space with a sterile compounding facility and secure narcotics storage that meets today's highest safety standards and supports our staff. These changes will help us work more effectively, reduce risks, and ultimately ensure patients receive the safest care possible.

## **WHY IS DONOR SUPPORT SO IMPORTANT FOR PROJECTS LIKE THE PHARMACY RENOVATION, AND HOW DOES IT ALLOW YOU TO PROVIDE EXCELLENT CARE FOR LOCAL AND SEASONAL PATIENTS?**

Donor support makes projects like this possible. Hospital funding doesn't cover equipment or significant capital investment, so community generosity directly impacts our ability to modernize and grow. Because of donor support through the **We See You** Campaign, we're building a future-ready pharmacy that can meet the needs of both our year-round community and the seasonal patients who rely on GBGH. It's an investment that strengthens safety, efficiency, and care for everyone.

**To our donors and community, please know that your generosity truly makes a difference every single day, and we are so grateful.**



To learn more about our We See You campaign, please visit [WeSeeYouGBGH.ca](https://www.weseeyougbgh.ca)

# 2026 UPCOMING EVENTS



**IMPACT  
MARKET**  
June 17



**GLENN HOWARD  
CHARITY GOLF CLASSIC**  
July 17



**SEGBAY GOLF  
TOURNAMENT**  
August 20



**POWER  
OF GIVING**  
September 19



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