

MESSAGE FROM THE PRESIDENT AND CEO OF PEMBROKE REGIONAL HOSPITAL

Dear Members of the Pembroke Regional Hospital Auxiliary:

Congratulations are in order following another tremendous year for your organization that resulted in donations totalling \$130,500 for our hospital.

With each cheque we received, I offered heartfelt thanks on behalf of the Pembroke Regional Hospital's healthcare team – and yet “thanks” seems hardly enough for all that you do.

Faced with constant change, growth and challenges in the healthcare field, hospital auxiliaries continue to play a vital role in supporting a hospital's delivery of care, and for that we owe a huge debt of gratitude, not only for the significant amount of money you raise for our hospital and in turn our community, but also for providing a broad range of important services for our patients, our visitors and our staff.

While you continue to yield funds from some of the more traditional revenue streams, you have also had to make the tough call in some instances of breaking from tradition and introducing new ideas to both your membership and the community. A wonderful example of this are the spring fashions shows and “Brunch with Us” event which all sold out quickly and were very well received.

Fundraising in today's economic times certainly has its challenges but all of you rise above these to do what's necessary because, as a whole, you believe in what you are doing and know what a difference your efforts make in improving healthcare in our communities.

Your year-end brings with you more transition in some leadership roles and while we will miss having Anne at the helm once again, and Mary in the Café, we are confident that their successors will bring to the table as much enthusiasm and dedication as we have seen from each of them.

Your volunteer-based organization, 141 members strong, continues to carry on a decades-old tradition of supporting healthcare in our community while allowing each individual to contribute his or her own special gifts and talents to in order to achieve a common goal.

And while we recognize that there are many worthy volunteer opportunities within our region, we are grateful that you have chosen to give some or all of your time in support of our hospital.

Thank you so much for the work that you do, and for the valuable role you play as part of our healthcare team.

Pierre Noel
President and CEO

20014/15 Executives

President	Anne Sloan (to June 30, 2015) <i>Vacant</i>
Past President	Mary Olsheski
Honorary President	Pierre Noel
1 st Vice President	<i>Vacant</i>
2 nd Vice President	Mary McBride
Treasurer	Helene Giroux
Secretary	Diana Gagné
Press & Publicity/Historian	Eleanor Boire
HELPP	Vina Hearty
Gift Shop Operations	Brenda Long
Gift Shop Staffing	Trudy List-Radke
Mural Café Operations	Mary Banks/Christine List
Mural Café Staffing	Gail Arsenault
Special Events Telephone	Harlene Buske
Spiritual	Sister St. Mark (Rita Mahoney)
Bingo Committee	Eleanor Boire
Membership	Janet Campbell/Jane Kielman

PRESIDENT'S LETTER

Dear Auxiliary Members:

It is with mixed emotions that I am ending my term as the “recycled” President as of June 30th this year. I have moved to Stittsville to be closer to my boys and their families. I would like to take this opportunity to express my sincere appreciation and say what a wonderful experience it has been working alongside all of you over the years. I have made many lifelong friendships.

We have so much to be proud of over the years: We are well on our way to “annihilating” our second \$1M commitment to the Hospital... for the MRI Fund. We achieved our first \$1M commitment to the building fund in 2009, including sponsoring a \$75,000.00 Birthing Unit and a \$50,000.00 station in the Dialysis Unit in 2008.

This year, the Mural Café and the Sunshine Gift Shop experienced another excellent twelve months of sales. The Café netted close to \$40,000.00. The Gift Shop \$25,500.00 (yes, we had to include the inventory).

The Bingo proceeds were over \$22,000.00 this year.

The HELPP (Hospital Equipment Lottery Program for People) lottery (Nevada) ticket sales were \$8,000.00 this year.

\$20,000.00 for TV rentals, the Memorial Fund, and the operation of the ATM machine round out our fundraising efforts for the past year.

The Gift Shop, with the artistic Brenda Long at the helm, always has something up her sleeve with new inventory, new concepts and decorating designs. With all the new innovative ideas, Brenda seems to work around the clock. She is constantly reorganizing the shop and with help of a few dedicated volunteers rebuilt the storeroom to make it safe for everyone. Many thanks for the great output ladies.

The Café will be losing the talented Mary Banks as their Manager this year. We extend our sincere thanks to Mary for all her hard work over the past years. Thankfully, Christine List, having just returned to Pembroke, has stepped forward to take on the managerial role.

Thanks again to the entire executive, the coordinators, and all the wonderfully talented volunteers. By working and learning together, we truly make a difference to promoting the quality of health care in our community.

*Anne Sloan, President
... and Past President*

PRH AUXILIARY ANNUAL FINANCIAL REPORT (unaudited)

April 1, 2014 – March 31, 2015

BANK BALANCE - April 1, 2014			\$ 23,613.03
REVENUES - 12 months:			
Sunshine Gift Shop		\$ 195,765.93	
Mural Café		112,482.25	
Bingo Funds		22,000.00	
HELPP (Nevada Account)		8,000.00	
Tips		2,523.00	
TV Rental		26,988.80	
ATM		14,709.00	
Bank Interest		728.23	
Membership Dues		610.00	
Fashion Show		2,980.00	
Donations		4,135.00	
Spring Conference		1,399.00	
Mural Memory Wall		300.00	
Sales Taxes		32,493.15	
TOTAL REVENUES			\$ 425,114.36

DISBURSEMENTS - 12 months			
Sunshine Gift Shop		\$ 170,110.93	
Mural Café		73,313.81	
Office Expenses		2,266.41	
Travel & Conventions		3,135.88	
Bank Charges		2,200.21	
Loan Payment on Cash Registers		3,337.92	
T.V. Purchases		5,218.80	
Donations to Hospital		130,500.00	
General Fund	100,500.00		
BINGO	22,000.00		
HELPP	8,000.00		
Spring Conference Expenses		1,022.18	
Fashion Show Expenses		453.82	
Health & Safety Expenses		949.70	
Miscellaneous		101.00	
Sales Taxes		31,796.22	
TOTAL DISBURSEMENTS			\$ 424,406.88
BANK BALANCE - March 31, 2015			
			\$ 24,298.66

Helene Giroux, Treasurer

Recording Secretary Annual Report 2014/15:

Throughout the year, we send out Get Well cards, Sympathy cards, and Thinking of You cards to the Executive and our immediate families, volunteers, and close friends of the Hospital.

Cards Sent:

Sympathy	4
Get Well	7

Visits to sick in Hospital	3
----------------------------	---

Memory book at Funeral Homes	3
------------------------------	---

I also do the Minutes for each meeting, printing and photocopying. I spent well over 50 hours on secretarial work for the year. As well I volunteer in the Mural Café and Gift Shop two to three times a month at each location. I help decorate for the Fashion Shows and help with inventory taking.

Diana Gagne, Secretary

Press and Publicity Annual Report 2014/15:

Notices of the monthly meetings were forwarded to various churches via e-mail, for inclusion in their bulletins. Special events notices were posted at several businesses, places of worship, the Senior Drop in Centre, St Joseph's Housing as well as the retirement and nursing homes.

With the help of Carolyn Levesque, Hospital Public Affairs and Communications Coordinator, news items were forwarded to the various Valley newspapers, in the hope of raising public awareness of our operations.

An attempt was made to take photos at all newsworthy events. The current history album is a work in progress at all times. All photos, press releases and other historical data are kept in the albums.

The annual newsletter will be published in April, and again in December when a Christmas letter with the membership renewal is sent out. These mailings are sent to all members and volunteers.

The history of the Auxiliary is the responsibility of all of the executive and members and as such I appreciate any information and assistance that I receive.

Again I thank everyone who took pictures and forwarded newsworthy items to me while I was away in the winter.

Eleanor Boire, Convenor

Bingo Committee Annual Report:
April 1, 2014 to March 31, 2015

Bingo revenues are on the increase this year. The past two years have seen big changes in the operation as the Bingo Hall has become the Gaming Hall. Bingo is now played electronically. The hall was closed for the renovations to allow for the changeover, for a period of time, in each of the past two years which decreased our proceeds during that time.

A review of the last five years Bingo proceeds are as follows:

April 1, 2010 to March 31, 2011 =	\$32,000.00
April 1, 2011 to March 31, 2012 =	\$32,000.00
April 1, 2012 to March 31, 2013 =	\$26,000.00
April 1, 2013 to March 31, 2014 =	\$21,000.00
April 1, 2014 to March 31, 2015 =	\$22,000.00

A special thank you to all members of the Bingo Committee:
Elwood Fitzpatrick, Eleanor Boire, Raymond Boire, Donna Rielly, Geraldine Levesque, Bryan Boucher, Brenda Reid, Linda Lavallee, Rita Fox, Mary Olsheski, and Leigh Costello.

This Group donated a total of 264 hours in the past year.

Eleanor Boire
Bingo Committee

Mural Café Operations Annual Report 2014/15:

This past year has proven to be another busy and successful year for the Mural Café. We have continued to expand our menu: a constant is our delicious chili for the winter months and our new introduction of squares has been very popular with our customers. We all needed a little extra sweetness during this cold winter. Our extra tables and chairs have been well used by both the staff and the public. Also added this year was a new freezer for ice-cream, which seems to be very popular with both young and old.

This year we decided to add extra volunteers to our staff. We advertised at the schools in Pembroke for students that would be interested in getting their 40 volunteer hours, working at the Cafe. We trained 19 students, with our thanks to Trudy List-Radke for contacting the schools and the students in the months of November and December. They worked at the Cafe from 4:00 to 7:00pm. This was popular with the afternoon volunteers as the students would do the closing. Some of the students were really keen to get as many hours as possible and often arrived around three o'clock, which was a bonus for our afternoon ladies! The favourite pastime of the students was making the cookies and then taste testing to see if they were good! We were amazed at the change in some of the shy students. As the months progressed so did the smiles and interaction between the students and the patrons. Our gratitude goes to Betty Anne Henson for mentoring the students on many nights.

At this time, I would also like to thank all of the volunteers for their dedication and a very special thank you to Betty Anne Henson, Diana Gagne and Gail Arsenault (scheduling) for taking on additional duties and all their extra help, sometimes on very short notice.

I will be giving up my position as Manager of the Cafe at the end of April. I have had a great time meeting and working with some wonderful women who have made my job easier and at times humorous. I welcome Christine List, an experienced member of the PRH Auxiliary (having just moved back to Pembroke), who will be taking over as the manager, knowing that she will be most welcomed by all of the Café volunteers.

Mary Banks, Manager

<p>On behalf of the Auxiliary we cannot thank Mary enough for all her expertise and hard work that she has put into the management of the Café over these past years. It has grown and thrived with her leadership. We have been very fortunate to have such strong management in the years since the inception of the Mural Café.</p>
--

Sunshine Gift Shop Operations & Staffing Annual Report: 2014/15

The Gift Shop has been busy during the past year hosting “Fashion on the Move”, “Brunch with Us” and our extremely busy “3*50” sales. For added variety, Customer Appreciation Days, Trunk Sales and “Pick-a-Purse” events have rounded out the year.

Our volunteer base has grown to 90 of which 60 are regular volunteers and 30 are students earning community hours. Since September of 2014, thirty new volunteers have been trained and join us each month in the Gift Shop.

Renovations were completed in February of this year to the Auxiliary storeroom and have resulted in better organization and cataloguing of stock for the Gift Shop and the Mural Café. A new display case and LED lights have been added to the shelving units in the store. A lot of expensive overhead this year has cut into our bottom line. We have also had security cameras installed to try to curb the undue amount of shoplifting.

We have a number of new companies supplying us with unique items at reasonable prices. Customers and volunteers are notified by email and radio announcements are used to advertise upcoming events. Our “Save the Dates” flyer is available to all customers in the store.

The store’s success is possible because of the dedicated volunteers who cover shifts and who volunteer to assist at our various innovative events. Thanks for your continued support and happy shopping.

*Brenda Long, Manager
Trudy List-Radke, Staffing*

Special Events Telephone Committee Annual Report: 2014-2015:

The Telephone Committee donated approximately 33 hours to the Pembroke Regional Hospital Auxiliary for the following Special Events:

- **Strawberry Social**
- **Pot Luck**

Thank you to my phoning committee consisting of: Janet Borne, Marie Chaput, Lorraine Murphy, Arabella Prescott, Kathleen (Kay) Roach, and Simone Schroeder.

Harlene Buske - Convenor

Spiritual Annual Report : 2014/15

When an active or Honourary Life Member of the Pembroke Regional Hospital Auxiliary dies, phone calls are made to the Executive and Members to attend the wake at the Funeral Homes.

The Funeral Director advised the family that the Auxiliary Members will attend to say appropriate prayers. Prayers cards are available at the Funeral Homes for the Auxiliary Members.

Experience has shown that family members have appreciated this visit and prayers said for this Love One.

*Sister St. Mark, Convenor
(Rita Mahoney)*

H.E.L.P.P. Tickets Annual Report 2014/15:

During the 2014-2015 year, we saw proceeds from the sale of tickets grow to \$8,000.00. These monies will be used to help meet the Auxiliary's one million dollar commitment to the MRI Campaign.

Thank you to our roster of faithful and dedicated HELPP volunteers.

Vina Hearty, Convenor

Membership Annual Report 2014- 2015:

Membership runs from January 1 to December 31 of each year. Fees are \$5.00 per year, with some members often paying for two years or longer.

In our Christmas Newsletter, a membership reminder and a form for membership renewal was enclosed. The reminder states that the members can mail or leave their membership dues at the Sunshine Gift Shop. Once the monies are received and recorded, updated membership cards are made available for pickup at the Gift Shop.

As of March 31, 2015 our membership was:

Provincial Life Members	8
Honorary & Life Members	12
Regular Members	<u>121</u>
TOTAL	141

*Janet Campbell (retired)/
Jane Kielman, Convenor*

We would like to take this opportunity to thank Janet for doing such a superb job of membership for the past 15 years. Your outstanding dedication to the Auxiliary has not gone unnoticed. Take care and get well soon!