

MESSAGE FROM THE PRESIDENT AND CEO OF PEMBROKE REGIONAL HOSPITAL

Dear Members of the Pembroke Regional Hospital Auxiliary:

Once again, following another banner year for the PRH Auxiliary, I bring to each of you a message of thanks on behalf of the Pembroke Regional Hospital's healthcare team – and yet “thanks” seems hardly enough for all that you do.

Despite constant change and growth in the healthcare field, hospital auxiliaries continue to have a vital role to play 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.

The innovative fundraising activities each of you undertakes goes beyond what auxiliaries may have been known for in the past and is often done behind-the-scenes and in ways which may go unnoticed but pay huge dividends in the end.

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.

Truth be told that the simplistic way of fundraising from days of old has given way to the need for innovation, business expertise, marketing and management skills and more, but in every instance where modernization had been required or circumstances have left for no option but change and forward thinking, each of you has stepped up and risen to the occasion.

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

Your total financial contribution this past year in the amount of \$138,196 is the direct result of that time you have given and the generosity it represents.

Your volunteer-based organization, 156 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.

For this and more I thank you. It should be known that the legacy of the Pembroke Regional Hospital Auxiliary lives on in the hearts and minds of each of you and I am very proud to know that your organization is a valuable part of our healthcare team.

Pierre Noel
President and CEO

2013/2014 Executive

President	Mary Olsheski
Past President	Anne Sloan
Honorary President	Pierre Noel
1 st Vice President	Anne Sloan
2 nd Vice President	
Treasurer	Helene Giroux
Secretary	Diana Gagne
Press & Publicity/ Historian	Eleanor Boire
H.E.L.P.P.	Vina Hearty
Gift Shop Operations	Brenda Long
Gift Shop Staffing	Trudy List-Radke
Mural Café Operations	Mary Banks/Judy Johnston, Pat Bergsma
Mural Café Staffing	Pam Lavoie
Special Events Telephone	Dolly Pick
Spiritual	Sr. St.Mark (Rita Mahoney)
Ways & Means	Carmel Harrington/ Dorothy Devine
(Fundraising/Bingo)	
Membership	Janet Campbell

PRESIDENT'S LETTER

Dear Auxiliary Members and Volunteers:

I recently received a promotional poster for Volunteer Appreciation Week which was circulated from the Ontario Charitable Gaming Association. On it was a photo of some people wearing a white T-shirt with the word Volunteer written across the front. Below were the following two sentences – **Good times for you. Good things for your community.** The shortest of sentences with the largest of messages! How succinctly this sums up the whole essence of volunteering. It is a wonderful way to meet new people, develop new friendships and give back to your community. **Your decision to volunteer with the Pembroke Regional Hospital Auxiliary has enabled us to do great things!**

We had another excellent year of sales in both the Sunshine Gift Shop and Mural Café with net profits of \$36,859 and \$42,094 respectively. Bingo proceeds came in at \$20,846 and our H.E.L.P.P lottery profits increased to \$10,000. Rounding out our fundraising efforts are the annual Fall Tea, TV rentals, ATM and Memorial Fund. **Total donations to the Pembroke Regional Hospital for the fiscal year 2013-2014 were an impressive \$138,196.00 bringing our one million MRI pledge to \$659,500.00!**

My term as President is ending in April 2014 and I would like to say it has been a real pleasure working alongside all of you! Anne Sloan, who is no stranger to the auxiliary, will return as your very capable leader. We are also saying good bye to Pam Lavoie who has done an exceptional job staffing our café and to Susan Morrow our 2nd vice who so capably assisted with our Fall tea. Thank you Pam and Susan for all your hard work! We are pleased to welcome Margaret Dickerson as our incoming 2nd vice president and we would like to thank Eleanor Boire for taking on our bingo co-ordination in addition to looking after press, publicity and archives.

In March we presented the first annual Pembroke Regional Hospital Auxiliary Bursary to Kayla Holmes, a very deserving nursing student at the Pembroke Campus of Algonquin College.

In April we hosted the HAAO Ontario East spring conference at the Best Western Pembroke Inn and Conference Centre. In addition to our annual meeting and networking, we were treated to two wonderful presentations – the first by Dr. Ben Hoffman who shared his documentary titled 'That Dance in Buttonville' and the second by Dagmar Friedrichson who gave a very spirited presentation on the benefits of laughter yoga. A special thank you to Diana Gagne's son Dale and the staff at the Best Western for all their assistance in putting on this conference!

Thank you once again to the executive, convenors and volunteers for without all of you none of this would be possible. Keep up the great work!

Sincerely,
Mary Olsheski, President

PRH AUXILIARY ANNUAL FINANCIAL REPORT (unaudited)
April 1, 2013 - March 31, 2014

Bank Balance - April 1, 2013			\$28,647.77
REVENUE - 12 months:			
General Revenue:			
Gift Shop		183,779.02	
Cafe		104,164.19	
Tips		2,260.00	
TV Rental		27,822.10	
ATM		14,669.75	
Other Revenue:			
BINGO Proceeds		\$20,846.00	
HELPP Tickets		10,000.00	
Bank Interest		643.09	
Membership Dues		695.00	
Donations		1,300.00	
Fall Tea		2,093.00	
Memorial Fund		150.00	
Sales Taxes		30,209.79	
TOTAL REVENUE			\$398,631.94

DISBURSEMENTS - 12 months:			
Gift Shop		\$146,919.35	
Cafe		62,070.03	
Office Expenses		2,574.06	
Travel & Conventions		6,269.76	
Bank Charges		2,202.25	
Miscellaneous		980.35	
T.V. Purchases		9,868.06	
Spring Conference Expenses		206.00	
Fall Tea		370.80	
Loan Payment on Cash Registers		3,337.92	
Donations to Pembroke Regional Hospital:		138,195.10	
General Fund	107,349.10		
BINGO	20,846.00		
HELPP	10,000.00		
Sales Taxes		30,264.68	
TOTAL DISBURSEMENTS			\$403,258.36
Bank Balance - March 31 , 2014			\$23,613.03

Helene Giroux, Treasurer

Recording Secretary Annual Report 2013/14:

I record the minutes of our meetings, type them up and photocopy them. I also send out sympathy, get well and thank you cards and any other correspondence required.

Cards Sent out this year:

Sympathy	7
Get Well	3
Thank You	1
Online Condolences Sent	3

Diana Gagne, Secretary

Press and Publicity Annual Report 2013/14

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 again in April, and in December, 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 of 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

H.E.L.P.P. Tickets Annual Report 2013/14:

During the 2013 – 2014 year proceeds from the sale of H.E.L.P.P. tickets were \$10,000.00. These monies will be used to help meet the Auxiliary's one million dollar commitment to the MRI campaign.

A big thank you to the dedicated roster of HELPP volunteers who make this all possible.

Vina Hearty, Convenor

Ways & Means Committee Annual Report April 1, 2013 to March 31, 2014

The year 2013-14 has been both stressful and exciting as our bingo volunteers adjust to the new e-gaming centre and bingo format. The hall closed for 2 weeks and then re-opened on February 26th, 2013. 140 touch-screen electronic bingo machines were installed as well as many tap tix gaming machines. The surroundings are very attractive. Charity volunteers are responsible for assisting bingo players who may need help and promoting our charity within the hall.

Shares decreased initially but have shown steady increases. Our total contribution to the hospital for the period April 1, 2013 – March 31, 2014 is \$20,846.

Other funding prospects remain the same including T.V. rentals, H.E.L.P.P. lottery tickets, Fall Tea, Sunshine Gift Shop, Mural Café and A.T.M. machine.

A total number of 500 hours were donated by Bingo volunteers over the past year.

On behalf of the ways and means committee I would like to thank all our volunteers who give of their time and talents to these projects.

Respectfully Submitted by:

Carmel Harrington, Co-chair Bingo Committee

Dorothy Devine, Co-chair Bingo Committee

Membership Annual Report 2013/14:

Our membership year runs from January 1 to December 31. Fees have remained at \$5.00 per year, with some members opting to pay for more than one year at a time. A membership reminder and renewal form will be included in the Annual Newsletter. Members can either mail in their form or drop it off at the Sunshine Gift Shop. Once the monies are received and recorded, an updated membership card will be made available.

As of March 31, 2014 our membership was:

Provincial Life Members	9
Honourary & Life Members	13
Regular Members	<u>134</u>
TOTAL	156

Janet Campbell, Convenor

Mural Café Operations Annual Report 2013/14:

During this reporting season the auxiliary café has been busy.

We have continued to expand our menu. Mary is constantly on the “look-out” for new products (on sale of course) therefore our sale items change weekly according to which sales the best. We are supporting local business stores by buying locally and at the lowest prices.

This year we will be hiring students to help them with their volunteer hours.

As you might have noticed, in keeping with health standards, we are utilizing hair nets (or you can wear your own hat).

Pam Lavoie will no longer be doing scheduling after June 2014. Thank you Pam for all of your efforts. We continue to look for volunteers, female or male. We want to THANK those volunteers who have had to leave us for various reasons.

The gift cards and payroll deduction for employees are adding greatly to our sales. Now that we are all familiar with our new cash register it is great. See we are still capable of learning new procedures.

DO NOT FORGET THE DINNER FOR VOLUNTEERS.

All of us are looking forward to another exciting and profitable year in 2014.

THANKS TO ALL.

REMEMBER: WITHOUT ALL OF YOU THIS WOULD NOT HAPPEN.

Mary Banks, Judy Johnston, Pat Bergsma: Co-convenors

Spiritual Annual Report 2013/14:

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 advises the family that the Auxiliary Members will attend to say appropriate prayers. Prayer 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 their Loved One.

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

Sunshine Gift Shop Annual Report 2013/14:

The PRH Sunshine Gift Shop continues to “shine” and has become a popular shopping destination known for its unique but affordable merchandise. As our customer base continues to grow, so do our events and 2013 was a year of “firsts” for the Gift Shop.

From April 2013 to March 2014, the number of volunteers increased to 84 of which 57 are regular volunteers and 27 are students completing community hours. Doubling up on shifts has proven to be a positive change and volunteers are making an effort to cover for each other or to find replacements. The “Training Information for Volunteers” package continues to be updated as needed and is then emailed to our volunteers.

In the Spring of 2013 we had our first very successful “Fashion on the Move” show at the Marguerite Centre. Featured products from 11 new companies carried us through the Summer and into the Fall. Our annual “Customer & Staff Appreciation Days” and our “Trunk Sales” continued to be popular but our first “3*50” day exceeded all expectations. Customers cheerfully lined up for 3 hours of shopping at 50% off the regular price of all store merchandise. Our email list has become a popular method for making customers aware of upcoming events.

Tea, coffee and hot chocolate are now being sold during evening and weekend hours at the Gift Shop and watch for more “firsts” in the upcoming months as we continue to “shine” with new events and new product lines. Our success is truly a reflection of the dedication of our 84 volunteers. Thank you.

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

Special Events Telephone Committee Annual Report 2013/14:

The telephone committee donated approximately 58 hours to the Pembroke Regional Hospital Auxiliary for the following special events: Strawberry Social, Fall Tea and Pot-Luck Supper.

A big thank you to Committee members: Frances Kennedy, Janet Borne, Kay Roach, Marie Chaput, Lorraine Murphy, Arabella Prescott, Simone Schroeder and Diane Martin.

Dolly Pick, Convenor