



2023/2024 ANNUAL REPORT

St. Francis Valley Healthcare Foundation

Incorporated in 2001, our very active registered charity works in partnership with three local healthcare organizations in the Madawaska Valley to fundraise for medical equipment and services based on the long-term plans for the healthcare needs of the community. The Foundation raises funds to ensure support for equipment purchases and services at:

- Madawaska Valley Hospice Palliative Care
- St. Francis Memorial Hospital
- Valley Manor Long Term Care

Many people are unaware that the government simply does not provide funding for healthcare equipment. Our local healthcare organizations rely on the generosity of the community to ensure that they have the specialized equipment and support they need to provide exceptional care.



A message from Board Chair Cheryl Reid and Executive Director Erin Gienow



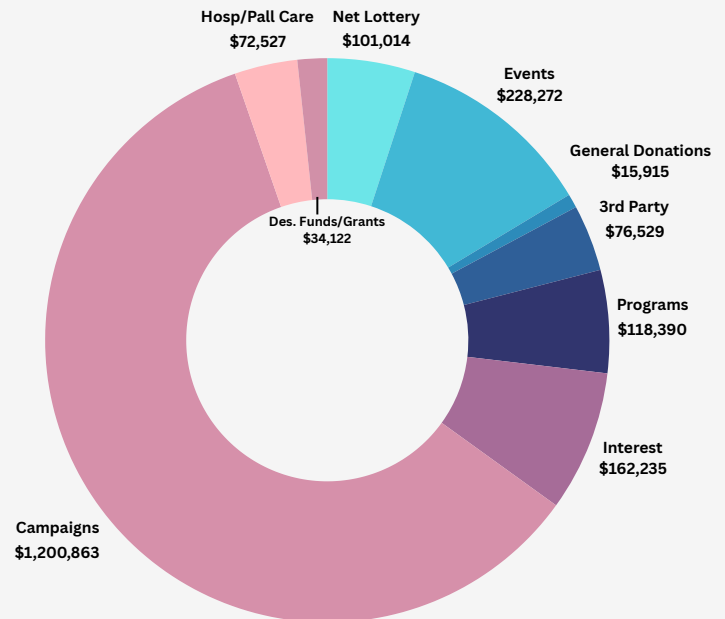
It is with profound gratitude and optimism that we present our Annual Report for 2023/24. Newly appointed as the Chair of the Foundation in June 2023, I had the pleasure of working with a diverse and talented team. A team that was supportive and encouraging, confident and trustworthy. Our regular meetings were filled with positive discourse and

suggestions for growth and improvements. Our donors should be reassured that their money has been well invested and utilized in the areas of greatest need amongst our healthcare partners. Through your generous donations, we raised over 2M dollars! The most ever in our 23-year history.

Our Results at a Glance

SOURCE OF REVENUE

Gross fundraising program, net lottery	\$2,009,868
Total grants to healthcare partners	\$400,692
Fundraising and administrative expenses	\$303,701



Our Accomplishments

Highlights from our 2023/24 Annual Plan included:

- Kicking off the quiet phase of the Emergency Department Redevelopment Campaign with a goal to reach 70-80% of the community share
- Receiving a grant of \$16,256 from the Community Services Recovery Fund (United Way) to pay for the revitalization of our website and connected portal; the purchase of ipad(s) and a laptop; salary expenses; signage; and advertising costs.
- Many incredibly successful 3rd party events
- Onboarding two new community Board members and another to join in 2024/25
- Ensuring prudent governance practices with the completion of several key policies
- Implementing a hybrid “Catch the Ace” lottery system for both in person and online ticket sales
- Capitalizing on interest rates and increasing our investment portfolio

Donor dollars at work



St. Francis Memorial Hospital
\$272,636

An ultrasound machine, baby isolette, stretchers, bi-pap machine, vital signs monitors and more.



MV Hospice Palliative Care
\$53,044

Items such as a new loan cupboard shed and program support including volunteer training, caretaker and bereavement assistance, and more.



Valley Manor Long Term Care
\$75,012

Resident lifts, mattresses, wheelchairs, wardrobes and items for resident activities.



Our Donors

Total Active Donors: 2098 (previous year 1927)

New Donors: 628 (previous year 582)

Donor Retention Rate: 59% (Industry benchmark 43%)

Donor Appreciation Calls: 550



“We are not put on this earth for ourselves, but are placed here for each other. If you are always there for others, then in time of need, someone will be there for you.”

JEFF WARNER

The Future

Looking ahead, we are cognizant of future purchases including a new mammography machine for the Hospital and new equipment for the residents at Valley Manor. Funding for MV Hospice Palliative Care remains status quo currently.

In 2024/25, we are committed to providing:

- **\$135,000** to St Francis Memorial Hospital for ceiling lifts and motors, bariatric mattress, hovermatt, telemetry capabilities, rovers for mobile charting and more.
- **\$35,000** to the Valley Manor for mattresses, resident lifts, bariatric bed, resident activities and more.
- **\$40,000** to MV Hospice Palliative Care for program support.

In addition, we will launch the public phase of the Emergency Department Redevelopment Campaign, go-live with our new website, and continue to explore opportunities for business practice efficiencies.

Volunteers in our community continue to be major players in local healthcare. This is evident by the numerous functions and events that would not be possible without them.

The excellent reputation of our healthcare partners is key to our success. Their ongoing commitment to putting patients and residents first and the excellent care that they provide makes our jobs easier. We are thankful for their ongoing collaboration.

It is difficult to put into words what our donors mean to us. It is with heartfelt gratitude that we extend our sincere appreciation for your generosity. Time and time again, you step up to the plate to ensure that our local healthcare needs are met.

The future looks intensely bright! The next phase of our campaign for the Emergency Development is within sight and we are confident that with continuing our team approach, best practices and strong relationships within our community, there will be much to celebrate!!



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