



# *A* LEGACY *of* GOOD HEALTH



**G&M HOSPITAL  
FOUNDATION**

# INVESTING *in the* HEALTH of YOUR COMMUNITY



*When it comes to health care in our community, we're all in it together.*

Every one of us is here because we share a love of seeing the stars in the night sky. We want to end our days in nature rather than gridlocked traffic. We want to ride our bikes, and hike our trails, breathing in the fresh clean air of the countryside. And we want access to exceptional health care when we need it most, right here in our community.

*It is that way and always will be that way.*

But some things have changed. When we opened our Hospital way back in 1886, Collingwood was a busy port and many of our first patients were sailors and other mariners. Our first physician, Dr. A.R. Stephen, set the hospital up using a couple of rooms in his rented white wooden house.

Right from the start we embraced our responsibility to care for the people who live here, as well as those who are just passing through.

More than a century later, the Hospital has grown into an exemplary community hospital that employs almost 500 health care professionals, and serves a population of 70,000 full-time residents, which jumps to more than four million with daytrippers and cottagers during the summer and winter seasons.

Despite our incredible growth, one thing hasn't changed. We always put our patients first and we never let our size determine what we can do.

## YOU CAN COUNT *on* US

Our incredible group of health care professionals provide the quality of care that you and your loved ones might expect in a large urban hospital.

*You can count on us to...*

- Provide emergency care and diagnostic services
- Provide specialty care, such as obstetrics, orthopaedics, intensive care and surgery
- Provide out-patient care, such as dialysis, mental health and rehab services
- Provide care close to home for our community

**But that's not all.** You can rest easy knowing that we continue to build a team of leaders who take great pride in the work they do. We embrace new technology and offer 'service excellence' (we're the only community in Ontario that has an e-prescription system, designed by our own physicians).

*We're small, but we're mighty.*

## The GIFT of HEALTH



*When you or a loved one faces a health care crisis, you want to be sure that you'll receive the right care at the right time, close to home.*

You can trust that the Collingwood General & Marine Hospital will be here for you when you need us most and that, thanks to our generous supporters, the latest equipment and technology will be ready and waiting.

The fewer things that our patients need to worry about, the more they can focus on healing and quality of life. And the less their families have to worry about, the more they can focus on providing love and support through the health care journey of their loved one.

*But what about future generations? How can we ensure that they receive the same excellent care that we enjoy today?*

Every day, community members just like you leave gifts in their will to Collingwood General & Marine Hospital Foundation. Doing so makes them a part of our journey toward the health care system of the future.

The beating heart of our beautiful, vibrant, health-promoting region surrounds us. We are supported by the people that matter most—our patients and the people who work on the front lines—our team, our physicians, nurses, and incredible staff. We are doing the right things to bring together the best people with the brightest ideas.

Together we are designing the system of the future—for us and for future generations.

## THERE'S NO BETTER FEELING *than* GIVING BACK

### *Mary & Barrie's story*

Like many of their friends and neighbours, Barrie and Mary Lennox began visiting The Blue Mountains on weekends to enjoy skiing in the winter and hiking in the summer. Both were volunteer ski patrollers, which is how they met. Attracted by the local lifestyle, they expanded the ski cabin they built following their marriage in 1965 and moved permanently to the area in 1989.

Over the years, Mary and Barrie have visited the Hospital numerous times for diagnostic tests and procedures, to visit patients and, most critically, when they needed the services of the Hospital's emergency department. During these emergency visits they have always appreciated the

*"Giving back in this way makes us both feel wonderful. We know we're doing something important that will have an impact long into the future. There's nothing better than that," says Barrie.*



*Mary & Barrie Lennox*

competent and compassionate care they've received. "Every experience we've had at the Hospital has been a very positive one," Mary says. "We've been embraced like family."

For Mary and Barrie, these experiences have reinforced their understanding of the vital role the Hospital plays in the community and why the Hospital needs the community's support. That's why their decision to leave a legacy to the Hospital through a bequest in their will was such an easy and satisfying one. They know their gift will benefit a great many people: their friends, their neighbours, and the entire community, today and for years to come.



# A HOSPITAL *of the* FUTURE



No longer a best-kept secret, the Georgian Triangle is being called the “Canadian Hamptons” which means a growing contingent of former weekenders and new retirees are joining generations of long-time residents in our region to continue building a vibrant, caring community unlike any other in the province.

Looking ahead just 5-10 years, it’s amazing how much things will change. There’s good news: we have tremendous opportunity for innovation. We know our seniors’ population is growing quickly. We know these are the folks that are going to need hospital services the most. We know what we will need to be ready to take care of them. And that could be you or somebody you love.

It’s no secret: health care in our community is getting more complex. We need solutions that take us beyond the current challenges and to place us in the best possible position for sustaining the challenges of the future.

As a true community hospital we have learned to be big at the right times and small at the right times. We can see the path ahead, and we are finding the best route towards world-class health care in our community. We are The Little Hospital that Can.

*At this moment, your community needs you. You are part of the engine that is driving us forward as we embrace the opportunity to design the system of the future—for all of us.*



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## The FABRIC of FAMILY

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### *John’s story*

There’s nothing like the sparkle of mischief and excitement in the eyes of a three-year-old. John gets such joy being with his little grandson and experiencing his wonder at the world around him.

He wants him to always be this healthy and curious, and so he spends time thinking about what the future will be like for him, and for his children and future grandchildren.

John’s daughters and grandson were born at the Collingwood General & Marine Hospital, as was John and his mother before him. His father was an architect and designed the extension that was added to the Hospital back in the 1950s.

But it goes back even further than that. John’s grandfather was the Chair of the Hospital Board, and his great-grandfather was a generous donor. His mother followed in her father’s footsteps and was a board member, too. It won’t surprise you to learn that John is also involved!



*John Carswell*

*“I guess you could say that the Hospital is woven into the fabric of our family, and I imagine that the reason we’ve all been supporters of the Hospital has been the same through the generations,” says John. Hospitals and the health care they provide are so very important to a community and, no matter what, they need community support in order to provide the best of care.*

John can’t predict the future but having recently turned 60, he’s grateful to know that he’ll have access to superb care without having to travel to get it. And leaving a gift that leads to a better health care system for the future generations of his family is a very satisfying feeling.



## Your QUESTIONS ANSWERED

### **DO MANY PEOPLE LEAVE GIFTS IN WILLS?**

More than one million Canadians have left gifts to their favourite charities in their wills. As our population ages, that number is sure to rise. Individuals with families often find that with their children well-established, they have the ability to make this kind of transformative gift. And those without children find that they can make an even greater impact long into the future by leaving a charitable bequest in their will.

### **WHAT IF I ALREADY HAVE A WILL?**

Whether you are having your first will drafted or are revising your current will, including a bequest to Collingwood General & Marine Hospital Foundation is easier than you may think. If you already have a will, there's no need to re-write it in order to include your gift. Instead, you can use a special legal clause called a codicil to amend your will after the fact, and it gives you the flexibility of choosing how to make that gift. Some choose to make a residual gift, and others choose to gift a percentage of their estate. As always, we strongly encourage you to speak with your financial planner or lawyer when making a charitable bequest.

### **WHAT IF I WANT TO HELP MORE THAN ONE CHARITY?**

You can remember all of your favourite charities through a gift in your will. There's no limit to the number. Think of your estate as a pie. You can cut it into as many different sized slices as you like, some small and others large.

### **WOULDN'T IT BE BETTER TO HELP NOW RATHER THAN LATER?**

Fortunately, you don't need to make a choice between making a gift now or making a gift later. Many donors choose to continue making annual gifts in addition to their intention to leave a gift in their will. Both present and future gifts are very much

needed and appreciated. There's even an option to contribute to our endowment fund, which is a fund that preserves the capital that's contributed to it, while the interest is used to support the Hospital every year.

### **HOW CAN I LEAVE A CHARITABLE BEQUEST AND PROVIDE FOR MY FAMILY?**

We understand that family comes first. Fortunately, there are many ways to support health care in our community through a gift in your will while also providing for your family. Some choose to do this by making a residual gift, which ensures that all of your other priorities are met before the charitable gift is made. Others choose to divide their estate into portions and allocate those portions according to their wishes.

### **DOESN'T THE GOVERNMENT COVER THE HOSPITAL'S FUNDING?**

Here in Ontario, the government provides funding for hospital operating costs, such as providing medical care, medications or operating medical technology. But it's often up to the hospital itself to raise the money needed for capital projects, such as new equipment and technology. This is particularly evident at the Collingwood General & Marine Hospital where over 90% of all medical equipment & technology is funded through caring donors just like you who support our Foundation.



Martha Lawrence

One Sunday morning, Martha was drying her hair and all of a sudden her arm started feeling really heavy. She figured it would pass and kept drying her hair. But it didn't pass.

As a former nurse, she knew something wasn't right, so after monitoring her irregular heartbeat for 20 minutes with no improvement, she called her friends down the street and they drove her straight to the Hospital. Thank goodness for that, because it turned out that she was experiencing atrial fibrillation (an irregular, rapid heartbeat that can increase your risk of stroke or heart failure).

"I was beautifully looked after in our emergency department by Nurse Betty and the rest of the team, and I was just so happy that my Hospital was there for me," says Martha. It was exceptional care, but it's also what she says she's come to expect from our Hospital after volunteering there for almost 20 years.

## From VOLUNTEER to PATIENT

### Martha's story

Martha spent her early career as a nurse, then her later years as a physiotherapy assistant in downtown Toronto. It's safe to say that she's spent a lot of time in hospitals, and so she knows how fortunate we are to have the Collingwood General & Marine Hospital here in our community.

*"The Hospital is truly world class in the care it provides, while maintaining the warmth and friendliness of a community hospital. That's a rare thing these days," Martha says.*

Collingwood is where Martha's home and heart are. She's surrounded by family, including three precious grandchildren, and she has a wide circle of friends. For her, it's important that our Hospital be there and ready when her loved ones need it. And she wants it to be there and ready for generations of her family and friends long after she's gone. The bequest that she has left in her will to the Foundation will help to ensure that happens.



## HOW TO LEAVE A GIFT *in your* WILL

*You've chosen to leave a legacy of exceptional community health care to future generations. How do you go about setting up your gift?*

There are a number of ways that you can leave a gift in your will. The following are the most common:

- You can choose to leave a residual gift. This ensures that all the other commitments in your estate, including gifts to your loved ones, are met in full before the remainder is given to the Collingwood General & Marine Hospital Foundation;
- You can choose the flexibility of leaving a percentage of your estate to the Collingwood General & Marine Hospital Foundation; and
- You can leave a specific dollar amount. This is a good option for those who feel confident in their estate's ability to meet all their priorities.

### SAMPLE WORDING

To make it simple, the following is the information you need to add the Collingwood General & Marine Hospital Foundation to your will. You can bring this along to an appointment with your lawyer:

*I direct my Estate Trustee to pay or transfer (describe the gift, i.e. sum of money, article of property including sufficient detail to describe it accurately) to the Collingwood General & Marine Hospital Foundation and I declare that the receipt of the person professing to be the Treasurer or other proper office of such charitable institution shall be a sufficient discharge to my Trustees who need not see to the application thereof.*

If you already have a will, a simple amendment to your will (or 'codicil') may be all that you need.

# MEET *the* TEAM



**JORY PRITCHARD-KERR**

*President & CEO*

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Jory, who's been the Executive Director of the Foundation since 1988, moved to Collingwood shortly after graduating from the University of Waterloo.

Jory has volunteered extensively with the Association for Healthcare Philanthropy (AHP). She is a frequent speaker on the topic of health care philanthropy having presented on multiple occasions for the AHP in Canada, the US and Germany; the Ontario Hospital Association and the Association of Fundraising Professionals.

Jory is married to Doug Kerr. They have raised three boys in Collingwood and recently welcomed their fourth grandchild to their family.



**JESSE DEES, CFRE**

*Chief Development Officer*

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Jesse Dees, CFRE, is the Chief Development Officer and has worked for the Foundation since 2015.

Jesse is a York University graduate and has a Post-Graduate Certificate in Fundraising and Resource Development from Georgian College, where she later served on the Advisory Committee for the program.

Jesse earned her Certified Fund Raising Executive (CFRE) designation in September 2017. In August 2018, she was named as one of the Association for Health Care Philanthropy's Top Forty Under Forty leaders in North America. Jesse previously served on the Board of Directors of My Friends House in Collingwood.

Outside of work, Jesse enjoys hiking the beautiful trails in South Georgian Bay with her husband Dylan and their two dogs.



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