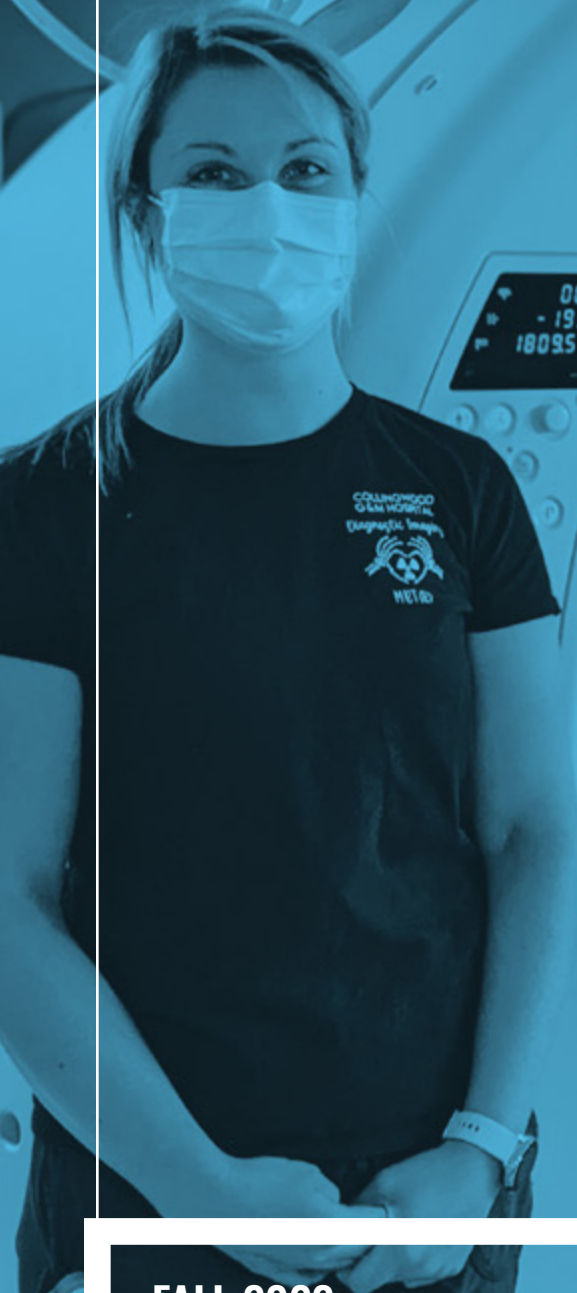




**G&M HOSPITAL  
FOUNDATION**



FALL 2022  
**NEWSLETTER**

# A community of care



As we write this, summer is cooling off and we can now look back at the amazing fundraisers that took place over these past couple of months. Community members hosted golf tournaments, a fashion sale, Jax pays it Forward, Battle of the Bands and more. Two passionate and caring young girls tirelessly canvassed their neighbourhood for donations. While some fundraise because they have been affected by the extraordinary care at the Collingwood G&M Hospital, others have had loved ones in critical need of our services, including the equipment and technology available locally. At the heart of all of these events is a sense of interconnectedness and the importance of helping our community by helping our hospital.

Fall is a season of change. We are gearing up for one of our biggest changes yet; the funding for a new hospital. We are a community that both believes in and invests in our hospital. That's why it's so important to understand what the capacity of our building is right now, and the possibilities posed by a new hospital facility. We have a once in a lifetime opportunity to drastically impact the delivery of healthcare in South Georgian Bay. We will continue to work closely with the Board and Administration of the Hospital to make our community's vision a reality.

Fall is also a season of preservation. As we work toward a new hospital facility, we continue to need the very best medical technology to care for our patients. We need the best in healthcare now. That's why we are continuing to equip ourselves with the best equipment and technology available, including a new CT Scanner. As you will see on page 8, our current scanner has reached its limit, slowing down and increasing wait times.

Thanks to the generous support of our Into the Woods attendees (p.6), we were able to raise close to \$500,000 and are well on our way to funding the cost of a faster, more advanced CT Scanner.

As we prepare for Winter, we will utilize the quiet time, planning for 2023 critical needs, and preparing our next steps for a new hospital. This winter, through our annual Tree of Life campaign, we must raise \$1.5M to fully fund the new CT Scanner. We will be asking our greater community to support these efforts in any way they can.

**Thank you for your continued, generous support!**



Jory Pritchard-Kerr  
CGMHF President & CEO



Michael Dick  
CGMHF Board Chair

On page 11, you will notice that our Tree of Life branding has been updated as we strive to be more inclusive to our community. Everything we do at this Foundation is based on our core values and we try to keep those values at the forefront. The Tree of Life campaign celebrates those values through community and compassion, but most of all, connection. It is time for us all to come together, united in ensuring we have outstanding care, now, and for future generations to come.

## BOARD OF DIRECTORS & STAFF LISTING

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Brad Miller - Vice Board Chair	Michael Lacroix - Hospital President & CEO
Monica Quinlan - Treasurer	Barry Goodwin - Hospital Board Chair
Jim Anderson - Community	Dr. Michael Lisi - Medical Staff Appointee
Debora Bloom Hall - Community	Jennifer Young - Ex-Officio - Campaign
Joan Emmans - Community	
Kara McIntosh - Community	

### Foundation Staff

Jory Pritchard-Kerr, FAHP - President & CEO  
Jesse Dees, CFRE - Chief Development Officer  
Alison Sheffer - Donor Relations & Stewardship Officer  
Maria Borges - Annual Giving Coordinator  
Alison Smith - Communications & Marketing Coordinator  
Jill Stevenson - Personal Giving Officer  
Melissa Davis - Data Entry Clerk  
Shania Paterson - Executive, Communications & Marketing Assistant



# The Giving Circle



On September 7th, the Giving Circle hosted its annual meeting at the Summitview Pavilion at the top of Blue Mountain. The Giving Circle, an inclusive group of like-minded women in support of the Collingwood G&M Hospital Foundation, focuses on funding projects that measurably impact the quality of care provided to patients at CGMH while providing a unique opportunity for donors to be part of a decision-making process that will direct how their gifts are used.



This year's members met over food and drinks to listen to 3 pitches for funding. They heard from Dr. Alyssa Boyd, Medical Director for Hospice Georgian Triangle, who presented a Narrative Medicine Training program for physicians and nurses with a goal of combating burnout while bringing empathy and compassion back into practice. Next they heard

from Dr. Susan O'Toole, from the Department of Obstetrics and Gynaecology, who spoke to the importance of a colposcopy, a procedure done to find cancerous or abnormal cells in the cervix and her need for a camera adapter to give patients the option to view their exam and to offer teachable moments to Medical Residents. CGMH Chief of Staff Dr. Lisi and Marianne Beardsall, Director, Patient Experience finished off the pitches with a wire-

free, radiation-free magnetic wand that searches out magnetic beads (markers) that are placed to locate lymph nodes during breast cancer surgery.

We are pleased to announce that all 3 of these pitches will receive funding and look forward to the impact they will have on both patients and staff at CGMH.

**The Giving Circle is an inclusive opportunity to join a group of like-minded women in support of healthcare in South Georgian Bay. To learn more about joining this growing group of compassionate and informed women, head to [cgmhf.com/giving-circle](https://cgmhf.com/giving-circle)**



*Giving Circle founding members Andrée Dell, Kara McIntosh, Joan Schatz & Joan Emmans*

## Your Future Hospital

Stage 2 planning for the future hospital has been underway now for almost one year and much has been accomplished.

The original direction from the HCIB to expand and renovate on the current site has proven to be a challenge based on the age and infrastructure of the existing building and the small footprint of the current site. CGMH planning teams have been directed to "think outside the box" to come up with the best possible solution for our community.

The recent support of the Town of Collingwood in requesting consideration of a Municipal Zoning Order (MZO) from the Ontario Ministry of Municipal Affairs and Housing on the Poplar Sideroad property owned by Di Poce Management Limited (DPML) not only leads the way for the development of a Health and Wellness Village visionary community (by DPML and partners Live Work Learn Play) but will also provide appropriate zoning to allow a hospital to

be built on the property. Should the government grant this MZO request, the Poplar Sideroad site would provide a viable alternative to the existing site on Hume Street.

Design and costing of the plans for the new building are underway and the Hospital is on track to provide the final Stage 2 report to the Government early in 2023. Infrastructure Ontario, the procurement and commercial lead on this project, continues to list Fall 2026 as the date that a final construction agreement would be in place allowing for the construction of a new hospital to begin.

Visit [yourfuturehospital.com](https://yourfuturehospital.com) for ongoing updates on the project.

# Gratitude & Community



**MONTHLY GIVING CLUB**  
SUPPORTING CGMHF

## WE ARE ALL IN THIS TOGETHER

Paul & Karen Jackson were born and raised in Collingwood. In the 1970s they moved to Toronto so Karen could attend nursing school and moved back to town in 1981, when Karen was offered a job as a nurse on the Surgical Floor at the Collingwood G&M Hospital (CGMH).

As proud parents of 3 daughters and grandparents to 3 boys, Paul enjoys his retirement playing golf and Karen follows her late mother's tradition of crafting and knitting baby hats for CGMH's tiniest patients.

When asked about her experience as a nurse at CGMH, Karen's face lit up. She described her 38 years working at CGMH as a wonderful time. *"I started my CGMH nursing on the McCarthy Wing in 1981,"* recalls Karen, *"and then in 1995 the Obstetrics (OBS) and Surgical departments were combined. When asked if any of the surgical nurses wanted to become OBS nurses I jumped at the opportunity. I loved every minute of my time there."*

When Karen's mother passed away, the Jacksons decided to make a donation to the CGMH Foundation in her memory. *"This was meant to be a one-time gift but then we thought: why not give monthly instead?"*, explains Paul. And that is how they started their monthly giving journey.

Paul & Karen know that 90% of all CGMH equipment and technology is funded by community support and they thought it was important to make a monthly contribution. *"Our donations are not large, but if there's a big number of us doing the same thing, it all adds up,"* says Paul. *"We are all in this together."*

Karen has seen the impact of donations as a nurse, and both she and Paul, alongside so many monthly donors, understand that steady, ongoing funds allow the Hospital to plan and allocate resources where they are needed most.



*"This is a small hospital, and they do a great job at staying on top of technology, attracting good surgeons and a great healthcare team. I think our hospital has a lot to offer, and this is part of the*

*reason why we think it is important to donate, and we hope others will do so as well."*

**- KAREN JACKSON**

To join or learn more about the Monthly Giving Club, visit [cgmhf.com/monthly-donations](https://cgmhf.com/monthly-donations) or contact Maria Borges at 705-444-8645 or [borgesm@cgmh.on.ca](mailto:borgesm@cgmh.on.ca)



## HEADSTRONG: IN PARTNERSHIP FOR YOUTH MENTAL HEALTH

From 2009-2017, the number of ER visits in Ontario for mental health issues increased by 47% and the largest increase was found for youth ages 10-21. The COVID-19 pandemic has exacerbated an already strained mental health care model in our community, and across Canada. The Toronto Hospital for Sick Children cited a 120% increase in visits to the ER for mental health as of May 2021.

Recognizing that mental health services in our community, particularly for youth, need greater investment, the Collingwood Youth Centre (CYC) wants to make mental health support available to young people in a way that prevents additional strain on an overburdened healthcare system. Mental health support has been out of reach for the majority of our youth due to long wait times, expensive fees, lack of comfort, cumbersome process, and more. The CYC wants to change that.

Through their new program Headstrong, the CYC aims to provide preventative care in the CYC building, assisting as many young people as possible with direct access to mental health professionals so that they can gain the tools necessary to move forward with their lives in a healthy way.

*"We should give students better outlets to express their emotions and conflicts freely so that they don't resort to things such as self-harm, addictive substances, impulsive acts and reckless behavior to cope with their emotions."*

**- Michele Rich, Registered Psychotherapist and CYC advisor.**

In 2016, Hank & Marilyn Knowles approached the Foundation to set up the Henry J. & Marilyn Knowles Fund to support mental health initiatives, specifically targeted at youth. "We were particularly interested in funding programs that either researched or provided services for youth anxiety and depression," says Marilyn Knowles, "When I visited the CYC, I was so inspired by the creative leadership and how engaged the youth are with the activities and resources available. It is clear these youth are positively impacted by the CYC's programs and we are so happy to support them in their latest initiative Headstrong."

The Knowles Fund is endowed so that the income from the Fund will support youth mental health initiatives for years to come. Marilyn Knowles was proud to present the CYC with a cheque for \$22,000 this past spring to support the launch of the Headstrong program and to fund its operation for the first year. Based on the results of the pilot program, consideration will be given to ongoing funding.



*"CGMH and the CGMH Foundation understand that community partnerships create better healthcare for all. It was such a joy to connect Marilyn and her family with Headstrong." says CGMH Foundation President & CEO Jory Pritchard-Kerr, "The program aligns perfectly with the Knowles' philanthropic goals and will help reduce emergency admissions of youth suffering from depression and anxiety."*

The team at Headstrong has nearly 3 decades of experience working in South Georgian Bay identifying the needs and issues affecting our youth. By partnering with professionals and volunteers alike, they aim to deliver positive solutions to improve the quality of life for those youth and help alleviate pressure on our healthcare system.



If you would like to learn more information, head to [collingwoodyouthcentre.ca](http://collingwoodyouthcentre.ca).

## TRANSFER OF SECURITIES

Donating publicly traded stock to the Collingwood General & Marine Hospital Foundation is a smart way to make a charitable donation and eliminate any tax on the capital gain plus the donation tax credit. You can benefit from preferred tax treatment allowing you to make a larger gift than you may with cash. Gifts made today, or in the future through your estate, means you can support leading-edge research and patient care while saving on taxes.

For more information about donating securities, now or in your estate, contact Jory Pritchard-Kerr at **705-444-8645** or [foundation@cgmh.on.ca](mailto:foundation@cgmh.on.ca)

# Fundraising Events

## COLLINGWOOD HOSPITAL FOUNDATION RAISES CLOSE TO \$500K AT INTO THE WOODS

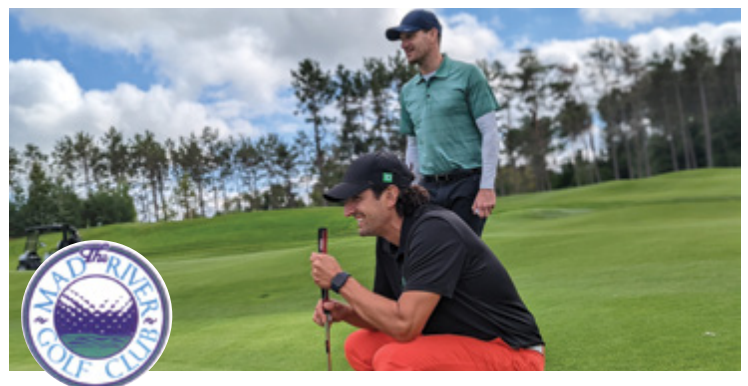
On August 20th, The Collingwood Hospital Foundation raised over \$475,000 at their signature event, Into the Woods, in an effort to fund a much-needed CT Scanner for the Collingwood G&M Hospital (CGMH).

An exclusive event, Into the Woods brought together a dynamic group of individuals, who are passionate about supporting the CGMH and the future of healthcare in South Georgian Bay. It was an inspiring evening of philanthropy, community, and celebration.

This event hosted over 300 supporters of the Hospital Foundation. Held at the GNE Fairgrounds, the "Cabin in the Woods" was magically transformed, bringing the outdoors in, with tall spruce trees and projected light displays that cycled through the 4 seasons, ending the evening with a vibrant display of the Aurora Borealis. CGMH's Dr. Lisi, Chief of Staff, and Dr. Miller, Chief of Radiology, spoke to the guests about the need for the new CT Scanner. "We bought our current scanner in 2012 to meet the need of 6,500 scans a year", says Dr. Miller, "We are now up over 11,000 scans per year".



ROUND THE CLOCK FUN  
FEBRUARY 25-26, 2023  
IN SUPPORT OF  
G&M HOSPITAL FOUNDATION  
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## 28<sup>TH</sup> ANNUAL MAD RIVER CLASSIC: ANOTHER SOLD OUT SUCCESS!

Presented by lead sponsor Tatham Engineering, this year's golf tournament was held on September 14th at Mad River Golf Club. It was a beautiful day to be on the green with 132 golfers out in support of CGMH where they enjoyed some friendly competition, contests, raffle prizes, and more.

Thanks to the generosity of our incredible sponsors and spirited golfers, we were able to raise over \$57,000. Proceeds from this year's tournament will go towards our campaign to equip CGMH's Diagnostic Imaging Department with a faster, more advanced CT Scanner.

A special thank you to Mad River Golf Club for their ongoing sponsorship of the tournament.



# Jax's family moved to Collingwood to be close to CGMH

Three-year old Jax Davenport has been rushed to the emergency department over 115 times. Born with a heart condition called Supraventricular Tachycardia (SVT), Jax has an irregularly fast/erratic heartbeat (arrhythmia) that affects the heart's upper chambers. When Jax starts to feel unwell, her parents have to rush her to the Emergency Department so that they can "reset the heart" through medication and even defibrillation.



*"It's pretty startling, the number of times Jax has had SVT in her life and how disruptive that is for Jax and her family. It is not easy seeing a paediatric patient*

*with a heart rhythm issue. 99.9% of patients we see with this type of problem are adults. Paediatric arrhythmia is uncommon."*

**Dr. Greg Devet, CGMH Chief of Emergency.**



Born in Guelph, Jax spent a lot of time at McMaster Hospital dealing with multiple SVT episodes. Thought to be through the worst, they decided to move to a new town. However, the week their house closed, Jax suffered a really bad episode. She was rushed to a small hospital and had to be defibrillated. The incident caused the family to lose confidence in moving to the area, so they found themselves temporarily without a home. As opportunity would have it, their tenant had just moved out of their one-bedroom rental property in Cranberry Resort and they were able to stay in Collingwood while they figured out their next move.

The first time Jax was rushed to the Collingwood General & Marine Hospital, the team found the right IV site, administered her meds, and got her heart reset...all within 40 mins (vs a typical timeline of 3 hours). The Davenports looked at each other in relief and said "We are moving here."

Jax is known as a *frequent flyer*. From the paramedics, to the staff at emergency, everyone knows Jax. Trained and prepared with protocols from McMaster Hospital, the Davenports have a file prepared whenever they are in a new city or town and can notify any hospital to be prepared for the situation. Now full-time residents, the Davenports have great confidence in the team at CGMH and are constantly impressed by their diligence, compassion, and support.

CGMH trains for these (hopefully) unlikely events. Led by Dr. Guscott, Dr. Bolton, nursing staff and a Respiratory Therapist, CGMH runs numerous scenarios and drills around taking care of critically ill patients. Paediatric patients add an additional layer of complexity and stress so the more the team improves their real-world skills, the more prepared they are to take care of these situations.

The Davenports have been so grateful for the care that they have received that they have launched an annual family-fun fundraising event, "Jax Pays it Forward" supporting CGMH and Ronald McDonald House. *"We believe that If you cannot pay it back, pay it forward and we want to help other families in need."* - Shawtelle Davenport





## CGMH needs a new CT Scanner

Like any other profession, healthcare teams need the very best tools to successfully complete their tasks but unlike any other profession, using outdated technology or worn-out tools can result in serious impacts to our patients' health and their recovery.

Every year in South Georgian Bay, over 10,000 patients require a CT scan to make an accurate diagnosis for things like cancer, heart disease, internal bleeding, bone and joint problems, and so much more. Our current CT was first of its kind in Canada when it was installed over 10 years ago and has helped diagnose over 100,000 cases during the last decade.

CGMH relies heavily on the CT scanner as the best available diagnostic option and wait lists are growing as both inpatient and emergency scan requests increase. The Emergency Department is receiving sicker patients as a result of covid impacts and physicians are increasingly using CT scans as their imaging tool of choice to provide a faster, more accurate diagnosis.

**Today, we're working hard to continually maintain our CT scanner to avert breakdowns and significant delays in patient diagnosis.**

The current CT scanner is failing and desperately needs to be replaced so we can meet the 1,000 requests for CT

diagnosis that we get every single month. Since 2017, CGMH has seen wait times grow by 30% due to the increased demand as well as an increase in maintenance and repairs to try to keep up. Full days of scanning have been lost because the equipment is not available for on-site repairs and it has to be flown in. For many patients, either their diagnosis and treatment will be delayed, or their physician will be forced to utilize another modality that might not be as good or accurate.

**To bring the best possible Diagnostic Imaging technology to South Georgian Bay, the Foundation must raise \$2.15 million to cover the capital costs for the CT scanner replacement and installation.**





*"Our health care is in such crisis. And there is just so little that we can do about it. But this is something we can do. We can join together. We can provide these machines for our hospital. So I think it's very important. And that's why I'm a donor."*

**Susan Little, Donor**

The new CT technology is faster and will allow CGMH to scan more patients in a day. The images are better quality, much clearer and more detailed, providing more information at one time, right here in South Georgian Bay. The new CT scanner will also have feature enhancements to reduce radiation doses including filters to stop radiation from going where it isn't needed; a safer option for our patients.

**The current CT scanner was purchased in 2012 to meet the need of 6,500 scans per year. We now perform over 11,000 scans per year.**

The images produced from the CT scanner could be the picture that saves your life, or the life of your loved ones. Please consider how you might help equip the Diagnostic Imaging Department at CGMH with state-of-the-art technology that will help reduce wait times and ensure quality care close to home.

*"I think it's not a wish list, it is a need, it's a real thing that needs to be there and needs to be updated."*

**Brian Hunt, Donor**

**Head to [cgmhf.com/current-needs](https://cgmhf.com/current-needs) to watch a short video from CGMH physicians and donors on the importance of supporting CGMH with a faster, more advanced CT Scanner that will help reduce wait times and ensure quality care close to home**

# Every day is a gift



“You can’t know Narda and *NOT* love her” - like much of the community, our team at the Foundation was captivated by Narda Hunt and her fight with cancer. Married to a professional filmmaker, Narda’s vibrant life was shared with the world, highlighting her love of South Georgian Bay and her way of finding extraordinary in the ordinary. From her fairytale romance to her fierce love of family, her life exuded a joie de vivre that we sometimes take for granted as we get bogged down with the monotony of the everyday. Together, Brian and Narda documented Narda’s story in the hopes that others could benefit. Narda wanted to make sure that her fight would impact and inspire others.

In 2011 Narda was diagnosed with breast cancer and discovered that she carried the BRCA2 gene that she subsequently learned runs in her family. She underwent chemotherapy and thought she had beaten the disease. In the spring of 2017 she fell skiing and broke a rib. This is when CGMH’s Diagnostic Imaging Department discovered Narda’s breast cancer had returned and was metastatic.

CGMH Radiologist Dr Micheal Carstensen saw something on Narda’s liver in the Xray and advised her to have a CT scan and later a biopsy that showed it was in fact breast cancer. The Hunts knew this was not great news and knew what metastatic breast cancer meant; a terminal diagnosis. However, with Dr Carstensen’s quick diagnosis and care, the Hunts felt fortunate that Narda was able to start treatment quickly.

Having lost her own mother at a young age, Narda didn’t want to let her daughters grow up without her. She was determined to do anything possible to extend her time with her two young girls and to raise them. She was fulfilling her dream of being a mom, a job that was so important to her and she never took it for granted. She chose to live everyday with her family with her whole heart and mind.

To fight this horrible disease, the Hunts wanted to send Narda to Germany for treatment for the cancer to enhance the effectiveness of the chemotherapy she had already received in Canada. A private specialist clinic in Germany offered regional treatment that had tremendous effects for people in Narda’s situation. Through a Go Fund Me campaign, friends and family, and strangers all rallied to

raise the needed funds. The treatments were very successful and Narda would go on to visit the clinic again, extending her life by another 5 years.

Over the past 5 years, the Hunts have developed a special and important relationship with CGMH. They built lasting relationships with their healthcare teams and also relied heavily on the CT scanner for many scans. Unfortunately, there were also times when the scanner wasn’t able to produce the quality images that some of Narda’s specialists required and therefore meant they had to go elsewhere. Having to travel to Barrie or Toronto always elevated an already stressful and worrisome situation for Brian and Narda. Being at CGMH was a source of comfort and convenience.

*“I don’t know if the majority of the population of the area knows how lucky we are to have such an exceptional health care team at CGMH. Knowing the level of care that we did and would receive when we needed to go back into Emergency really helped to ease our anxiety. I have lost track of how many times we ended up in the emergency department. I still think of Collingwood as a small town and the hospital as a “small town” hospital, but I can say that the care we received in many ways surpassed the “Big City” hospitals we visited doing her treatment journey.”*

**Brian Hunt**

In August of 2022, Narda Hunt passed, leaving a community heartbroken, but grateful for having been part of her life. Narda leaves a legacy of unconditional love and mindfulness. She truly understood the importance of living in the moment and paying attention to the things that matter. Life is a gift.

*“Staring death in the eye, one good thing that comes from that is that it really changes your perspective on life. It makes you enjoy the little things, it helps you to see what really matters in life.”*

**Narda Hunt**





# TREE *of* LIFE

CAMPAIGN

## **We believe.**

**We believe that South Georgian Bay deserves the best in healthcare. We believe that when our community shows support, we are stronger for it. The Tree of Life Campaign brings together the caring and compassionate communities of South Georgian Bay to fund vital equipment for CGMH.**

**We believe that together, we can make a difference in the quality of care close to home.**





# G&M HOSPITAL FOUNDATION

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