



G&M HOSPITAL
FOUNDATION



SPRING 2023
NEWSLETTER

Nothing can stop South Georgian Bay.

One can draw a strong parallel between the transformational season that is Spring and the inner energy that fuels us as we turn towards a life beyond lockdowns and pandemic restrictions. To quote the late poet Emily Dickinson: "A light exists in spring". Spring is an opportunity to reset. To set new intentions, to organize, to cleanse, and to create. However, the hospital remains in what we might call a "really long winter". Our healthcare teams are working around the clock. Tirelessly? No. They are tired. It is hard. Within these walls are over 600 healthcare professionals and staff who show up, day after day, to provide care to those in need because they believe in CGMH and they are committed to providing care to our community. We thank them for that.

Here at the Foundation we are setting our sights on some pretty hefty goals. We are launching a \$5M campaign to purchase and install an MRI machine. We are raising an additional \$1.5M for critical hospital equipment, and most importantly, we are preparing our team for a larger campaign for a new hospital. These are big goals...but we are excited by these goals. Having such incredible fundraising goals means that we are working to bring the best equipment to our team that needs it most.

While some may find these goals daunting, we do not. We are motivated and encouraged because we know that our community has our back. Last year's Tree of Life campaign raised over \$1.5M. This is proof that no matter the situation (looming recessions, rising interest rates) you are generous. You continue to give and to support CGMH when it is needed most.

We are witnessing an extraordinary time for healthcare in South Georgian Bay. As the Hospital puts the finishing touches on its Stage 1.3 proposal, we look forward to launching our Building Fund Campaign. So much thought and hard work has gone into the Functional Program and Block Schematics that we are certain we will build the healthcare facility that South Georgian Bay needs and deserves. Watch for information on community engagement sessions on the plans this spring.

This newsletter feels like a celebration; chalk full of stories of generosity and kindness. We are honoured to feature two, milestone fundraisers: the Christie Cummings Ski Day and Ski Movie Night. And, be sure to check out the various ways our community is giving back from monthly gifts to remarkable gifts of gratitude.

On the note of gratitude...while our mission is to fund equipment for the hospital, our goal is really to equip our healthcare team with the best tools and equipment. They are going to extraordinary lengths to keep this hospital operating and while we all have the opportunity to move ahead, they are still stuck in it. So we ask only this. Find a healthcare worker in your life and tell them you appreciate what they do. Thank them, hug them, write them a note or buy them a coffee. Tell them you see them and you are grateful for them.

Thank you for your continued, most generous support.



Jory Pritchard-Kerr

Jory Pritchard-Kerr
CGMHF President & CEO



Michael Dick

Michael Dick
CGMHF Board Chair

BOARD OF DIRECTORS & STAFF LISTING

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MONTHLY GIVING CLUB
SUPPORTING CGMHF



Bringing peace of mind

Originally from the GTA, Mark and Jane Palmer relocated to Collingwood with their two sons in the mid 1990s. Two decades ago, they purchased GREENLAND® Consulting Engineers, the first of a few engineering and technology enterprises that they operate from the headquarters in Collingwood.

Ever since then, Mark and Jane have been involved with the Collingwood G&M Hospital (CGMH) Foundation in some capacity. They knew the hospital was a cause they wanted to support, either by attending events or making donations in honour of their physicians.

A little over 10 years ago, the Palmers decided to start making monthly donations to the CGMH Foundation. "The hospital is such an integral and important part of the community. Everyone will need it at some point in their lives," says Jane who was formerly a Registered Dietician.

"CGMH is a place of caring individuals. And even though we are a small town we have so much great expertise here. People should have great confidence in our hospital."

Jane Palmer

Mark recalls when they first moved into town, they used the emergency services quite a bit, just like any family with sports active children: "Our boys had their fair share of hockey, basketball and soccer injuries. There were also times when I decided to be a backyard warrior and had to go into the emergency department for a stitch or two. The hospital has always been there for my family. And sometimes it is easy to take it for granted."

But they never really took it for granted. The Palmers have always understood the importance of giving back: "I know the Ministry of Health only covers a very small share of the cost of hospital equipment & technology, so we thought it was important to contribute in a steady way", shares Jane.

And because they've lived in this area a long time, Mark & Jane have witnessed the difference their monthly donations make. Throughout the years they have helped purchase many pieces of equipment with their monthly gifts. Just in the last couple of years, Mark has had to use the CT scanner a few times. And even though the new CT scanner has not been purchased yet, Mark knows his recurring support is helping towards updating this critical piece of equipment and more at CGMH.

"Knowing the hospital is here, and that I can help in some way, brings peace of mind. The older I get, the more I realize it," says Mark.

Reflecting on their monthly donations, the Palmers share that these contributions make them feel like they are part of the community. "If everyone gives a little, we will have the resources that we need," says Jane. "This hospital is important and we need to make an effort to get involved and invest in our local healthcare, not just for us, but for many future generations in our community," concludes Mark.

To learn about the Monthly Giving Club, please visit cgmhf.com/monthly-donations or contact Maria Borges at 705 444-8645 or borgesm@cgmh.on.ca.



Community Fundraisers

Ski Movie Night Surpasses \$100k In Fundraising For The Collingwood G&M Hospital Foundation

Ski Movie Night, an annual fundraiser hosted by Kevin & Andrea Nash, surpassed an incredible milestone of raising \$100k for the Collingwood Hospital Foundation at their 10th and final event this past November. The event brought ski lovers and movie buffs together to view the latest Warren Miller ski movie. Attendees enjoyed the film, an auction, a 50/50 draw, trivia about our local ski clubs, and learned about our hospital's current fundraising needs.

"When we started Ski Movie Night over 10 years ago, we had two goals" said Kevin, "to celebrate one of the best sports in the world and to raise some much-needed funds for our local hospital".

Throughout the past decade, the funds raised at Ski Movie Night have supported the purchase of many pieces of vital equipment

at the Collingwood Hospital. The funds raised in 2022 went towards the purchase of a new CT scanner, which will replace the previous machine that is out-dated and in constant need of repair. Other pieces of equipment include a Nuclear Medicine camera for Diagnostic Imaging, a Trauma and Joint replacement for Orthopaedic Surgery, and an Emergency Department upgrade.

Hosted at the Historic Gayety Theatre, Ski Movie Night quickly became a tradition for many to welcome the start of the season with friends and family. Although it is sad to see this momentous event come to an end, it is inspiring to see the impact it had on the community and on the Collingwood G&M Hospital.

Ski Movie Night Raised
\$111,798



Watch the Video!

Upcoming Foundation Events

Mad River Classic

Presented by lead sponsor Tatham Engineering, the 29th Annual Mad River Classic will be held on Wednesday, September 13th, 2023 at the picturesque Mad River Golf Club. This event is close to capacity so please call 705-444-8645 to register.

Gather Round

An evening of captivating storytelling where guests will hear powerful stories from donors, patients, and a panel of Collingwood G&M Hospital physicians & leaders. Learn how innovation thrives within and outside the walls of CGMH and how community support stretches the limits of government funding to provide care that surpasses that of a typical rural hospital. Get tickets at cgmhf.com/events



Slopes for Hope raises \$30,000

On February 10th the CGMHF Young Professionals Committee hosted Slopes for Hope, a retro-themed ski day to engage and inspire their peers to support the Collingwood G&M Hospital Foundation. An action-packed day, both on and off the hill, skiers enjoyed raffles, prizes, silent auction, games and more. This event brought in over \$30,000; kick-starting the Foundation's campaign to raise funds for the new MRI machine.

Thank you, Young Professionals!



Christie/Cummings Ski Day

When Stephen Christie and Mary Anne Cummings moved to Collingwood and established their law firm, they wanted to establish a meaningful presence while also raising funds for a central cause in the community. Fortunately for the Foundation, they chose to direct their philanthropic efforts to the Collingwood G&M Hospital. Together with Stephen's spouse, Jennifer, they created their annual, legendary, Christie/Cummings Ski Day, which ran for 21 consecutive years.

With a grassroots mentality and a team that operated like a well-oiled machine, this trio consistently hosted an event that was fun, wildly entertaining, and incredibly successful at bringing in funds to support CGMH's Orthopaedics.

"I think what was so special about this event is the continued support of participants year after year," says Jennifer, "We established a caring group of individuals who came out for year one, but then came back every year. They made the event a priority. It was a rare opportunity for them to come together, and they looked forward to it every year."

The Christie/Cummings Ski Day has made a tremendous impact on healthcare in our community, raising over \$800,000 for the Collingwood G&M Hospital. While the funds were typically designated to the Orthopaedics Department, they have also benefited other areas of the hospital such as patient room renovations, emergency room upgrades, diagnostic imaging equipment, and more.

"We felt that the Christie/Cummings Ski Day was a great way to introduce new people to the Foundation and bring awareness to the need to fund our hospital. Through our personal networks and word of mouth, we were able to mobilize a passionate group of skiers and rally them around such an important institution in our community. And, we had a ton of fun doing it"

Stephen Christie.

After a full day of on-hill activities, the crowd at the après was welcomed by Stephen and entertained by his no holds-barred roasting of local "dignitaries" and participants. "If you were there, you could expect to get your chops busted", says Stephen Christie (with a bit of a mischievous glint in his eye).

When it came to the silent auction and draw prizes, this team didn't hold back. Each year, Jennifer Christie and her incredible

volunteers would source fantastic items from local merchants, businesses, and artisans. While some of the prizes and auction items were quite large, the most famous may be Susie Saunderson's homemade chocolate chip cookies. These cookies were so sought after that, one year, someone bid \$160 for one dozen cookies!

With no shortage of activities at the ski day, guests enthusiastically participated in a friendly "guess your time" race, ski-lessons and the infamous heads or tails feather game at the après. During the day, they were pampered with on-site massages by Marsden Wellness Centre.

"The event really brought the community together" says Mary Anne. "Not only was it a chance to ski with people you wouldn't normally ski with, it also made Osler Bluff Ski Club accessible to non-members. People really enjoyed getting to ski at a private club while also supporting the hospital. Osler was always very generous in supporting this event. We are so grateful for their support all those years."

The team always looked forward to the tallying up of the funds raised as a result of their hard work and planning. "We always presented an oversized cheque at the end of the day for the amount raised. It felt great and recognized the generous collective contribution of the participants to the hospital Foundation", says Jennifer.

The Christie/Cummings Ski Day was a remarkable tradition that not only brought in much-needed funds for the Collingwood G&M Hospital, but it was also a beautiful tradition for the community it created. Fond memories have been made and relationships have been built that will last a lifetime. At the Collingwood G&M Hospital Foundation, we are incredibly grateful to Jennifer Christie, Mary Anne Cummings and Stephen Christie, Osler Bluff Ski Club, and the volunteers who put so much work into hosting this event. It was no small feat.

From the bottom of our hearts, thank you.

Christie/Cummings Ski Day Raised
\$800,000+



CT Scanner



MRI Machine

Better quality of care, closer to home.

To bring the best possible Diagnostic Imaging technology to South Georgian Bay, the Foundation has spent the last few years raising funds to update all technology in the Diagnostic Imaging Department. Due to the incredible generosity of our donors in 2022, we met our goal of \$2.1 million needed to purchase the new CT scanner for CGMH. This year, we are focusing our fundraising efforts on a \$5 million campaign to fund the purchase of our first ever MRI and a modular building in which to house it. This machine will positively impact care for both inpatients and outpatients including those with significant cancer, stroke, orthopaedic, and emergency medical conditions. We sat down with 4 CGMH physicians to learn about the benefits of reduced wait times and how investing in an MRI will end the need for travel for essential imaging care. Right now, our healthcare teams must use other technology that would be otherwise done by MRI. Ultimately it doesn't give them the proper answer and then many of those patients get referred on to MRI anyway and must go on to travel to Barrie, Owen Sound, or the GTA to try to get more appropriate imaging done. Having excellent healthcare in the region is a priority for all of us.

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 at collingwoodhospital.ca



"Thank you to our generous community for helping us raise the much-needed funds for the new CT scanner. We are confident that there will be overwhelming support to get behind the MRI Machine."

Jory Pritchard-Kerr, Foundation President & CEO



“MRI is an essential diagnostic technique that we really need access to on a local level. Right now, if someone needs a specialized examination, they have to sit in the car for close to an hour (at minimum), get to another site, lie on the table, wait to be sure things are clear, and then get sent home. This is versus getting it done locally where we could expedite it and get things done quickly. We are very fortunate in the CGMH area that we have a family health team that works very closely with our Diagnostic Imaging Department. Communication is an essential part of the diagnostic paradigm. A family doctor can call me, explain the situation, I will tell them the correct test to do is an MRI and we'll get it expedited because we've had that person-to-person communication. As soon as you go outside the community, that communication level is lost.”

Dr. Murray Miller, Chief of Radiology

“A common diagnosis that comes across our desks here in the ICU is the diagnosis of a new neurological disability from something like a stroke, a brain bleed, or a dissection of an artery. MRI technology is the gold standard way to make that diagnosis. When we need that test, patients often have to wait a long period of time to get that done. They have to be transported-which can be quite dicey in the winter months-to get it done elsewhere. If we could do it locally, we could diagnose people quickly and accurately, and start them on proper treatment here in our hospital without a delay in care. For all of our outpatients who are going around with numbness, tingling, headaches, maybe problems in the gallbladder (which is another great area to visualize with an MRI), we can make the diagnosis here locally rather than wasting critical time traveling many kilometers to get this done. Ultimately, less time in hospital means fewer complications and better outcomes.”

Dr. Mark Bonta, Chief of Internal Medicine



“Delays in obtaining MRI imaging sometimes lead to longer suffering, and potentially to injuries that we cannot repair with surgery. In an emergency situation there are many circumstances where we would require an urgent MRI. For example, if a patient has an injury to their spine where it damages the spinal cord, we need to be able to make an accurate diagnosis and be able to treat them as soon as we can. Without an MRI, we have to transfer these patients out to another facility for diagnosis and treatment. If we have an MRI machine in Collingwood, we would be able to help the patient to access care faster and they will be able to return to work or return to sport in a more timely manner.”

Dr. Olivia Cheng, Chief of Surgery



“MRI is really important in emergency care in Collingwood. We are growing as a centre and seeing more complexity than ever before. MRI is central to management for traumatic spinal cord injury, spinal cord infection, and stroke care. In these types of emergencies, we often cannot get our patients the help they need without an MRI. Having MRI locally can make a big difference for our emergency patients.”

Dr. Greg Devet, Chief of Emergency Medicine



Updates from Your Medical Team



Narrative Medicine Training Program

Every day, healthcare professionals live an extraordinary paradox between the witness of pain and suffering, and a life of courage, love, and resiliency.



"I feel that allowing groups time to reflect and enhance their narrative medicine skills will create a more unified team and ultimately help bring empathy and compassion back into our work."

Dr. Alyssa Boyd
Palliative Care Physician

Narrative-based medicine is based on the understanding that practitioners and patients together create stories over the course of their encounters; impacting the nature and meaning of health events in all our lives; and that getting better at working with stories of all kinds has a powerful impact on both patient care and physician fulfillment.

Since the COVID pandemic hit, CGMH has been experiencing increasingly high rates of physician and nursing burnout. People are exhausted, overworked and feeling undervalued. Nurses are leaving the profession and some physicians are discouraging their own children from entering the healthcare field. With increased stress and workloads, we don't want CGMH to lose sight of the meaning behind their work.

Narrative medicine offers healthcare professionals the means to improve the effectiveness of their work with patients, themselves, their colleagues, and the public. If the physician cannot connect with a patient on a more human level, the patient might not tell the whole story, might not ask the most frightening questions, and might not feel heard.

Dr. Alyssa Boyd took the request to the Giving Circle membership and was granted the \$15,000 to run the program. So far, attendance has been high and feedback has been extremely positive as participants have time and space to reflect and enhance their narrative medicine skills to create a more unified team and ultimately help bring empathy and compassion back into their work.

Magnetic Seed Technology



"We believe in investing in cutting-edge care that will improve our operating rooms and provide a safer and more comfortable patient experience"

Marianne Beardsall
(Retired) Director of Patient Experience

After a successful trial of the MOLLI Wand, Dr. Lisi and Marianne Beardsall made the recommendation to have this "cutting edge" process available to patients at CGMH. MOLLI employs a small (about the size of sesame seed) magnetic marker which is implanted by a radiologist in the patient to localize the breast cancer tumour. During the procedure, the surgeon uses the MOLLI Wand, which detects the MOLLI Marker, to remove the lesion more efficiently, and ensures surgeons have the very best chance to locate and remove cancer areas.

Thanks to the generosity of our Giving Circle members, the MOLLI Wand has been in use at CGMH since September. This replaces the previous practice of marking the tumour with wires that are implanted the morning of the breast surgery. The magnetic seeds can be placed up to 30 days prior to surgery, reducing the length of a very stressful day for patients and allowing them to focus on their surgical experience.

Working ~~tirelessly~~ tired.

Jessica Smith (RN, Emergency & Clinical Educator) returned from her maternity leave early to help CGMH with staffing shortages.

Our healthcare team works every day under extraordinary pressure and demand. Although they are strong, committed, and compassionate, they are tired. In fact “tired” doesn’t begin to cover it. These teams ensure that our hospital can continue to operate. They cut vacations short, miss birthday parties, dinner parties, and time with family. They provide care to those in need because they believe in CGMH and they are committed to providing care for our community. Our healthcare team continues to show up, to take care of all of us. **Now, it’s our turn.**

MAY 1ST
Doctors’ Day

MAY 10-16TH
Nurses’ Week

Show your gratitude for doctors, nurses and all health care professionals with a gift in their honour at:
collingwoodhospital.ca/gratitude

The question that got me thinking



Someone recently asked me how I wanted to be remembered, and the first thing that came to mind was “as someone who cared”. I want to be remembered as someone who made a real effort to take action on the future of healthcare in South Georgian Bay, and cared about the impact my life would have on others.

Considering your involvement in The Collingwood G&M Hospital Foundation, I’m guessing you are someone who cares about making a meaningful contribution too. Have you ever thought about how to keep the good work you’ve already started with the Collingwood G&M Hospital Foundation going? How to amplify it so that you make a difference for the generations to come?

One way is by leaving a gift to the Foundation in your Will. Imagine making a bigger contribution than you ever thought possible, without using any of the money you need during your lifetime, or significantly taking away from your loved ones. You can have the best of both worlds with a charitable gift in your Will.

Consider an average estate of \$845k. You probably want to leave the majority of your estate to your loved ones. But what if you left a small portion of your estate – 5% of it – to your charity of choice? That small percentage translates to a \$42,000 donation, a bigger impact than most of us would ever be able to make during our lifetime. Imagine what could be accomplished with a donation that size!

If this is something you have ever considered, here are a few simple steps you can take to get started:

Identify your goals. What kind of difference do you want to make? You can visit our Will Power page to see how a gift in your Will could be used, and calculate your future impact after family is taken care of.

Talk to your family. A discussion around a shared legacy is a powerful way to bring loved ones together. It can become a bonding exercise, a way to create lasting memories.

Speak to an expert. A financial advisor can help you realize the full potential of your future gift and the tax benefits involved. Find an advisor here in South Georgian Bay by using our Will Power’s advisor finder search page.

Find these resources and more at our Will Power webpage willpower.ca/charities/collingwood-hospital-foundation/

If on your journey, the discussion around legacy gets you thinking about how to make a lasting contribution to the Collingwood G&M Hospital Foundation, please get in touch. I would love to talk to you about how a gift in your Will can become a powerful tool for change.

Jory Pritchard-Kerr
Foundation President & CEO

Gratitude in action



Funding proactive solutions to keep patients safe and healthy: This is gratitude in action

When a skiing accident landed Art Church in the Collingwood G&M Hospital Emergency Department, he was glad that he could be referred to Orthopaedic Services where expert surgeon, Dr. Henry Koo took over his care. To show his appreciation to Dr. Koo and the entire surgical team, Art decided to make an extraordinary gift of \$1 million to the program. "I will be forever grateful to Dr Henry Koo and his team for their skill and my ultimate recovery," says Art Church, "I have been very lucky in life and I am more than pleased to repay some of that to support our hospital to allow them to continue to improve and serve our community."

The \$1 million commitment from Art Church & Family allowed the Surgical Team to go beyond what had been budgeted for capital equipment purchases in 2022. Not only does the Orthopaedic Program benefit from this gift, but other surgical specialties, as well as the Anaesthesia Program. Most exciting will be the installation of state-of-the-art Indigo-Clean lighting to safely kill bacteria during surgical procedures in all three operating rooms – the first of its kind in Ontario. John Widdis, CGMH's Manager of Plant Operations & Maintenance presented this leading-edge technology to the Foundation as a way to help CGMH maintain patient and frontline worker safety as they deliver urgent, high-quality care.

ambient illumination for the space. Unlike UV light, Indigo-Clean technology uses safe, visible light to automatically and continuously kill harmful viruses and bacteria in the air, and on surfaces. Research shows that manual cleaning and disinfection of operating rooms isn't sufficient and can actually pose risk of infection to patients post surgery. Indigo lighting, used in conjunction with manual cleaning, has been shown through clinical research to help reduce infections, leading to better health outcomes for patients while creating no additional safety hazard in the room. It also operates automatically using sensors to reduce operational costs and ensure that the disinfection is properly applied for maximum benefit.



We are so grateful to Art for showing his appreciation with such a generous gift and look forward to keeping you updated on its continued impact. If you received exceptional care at the Collingwood G&M Hospital and want to say thanks, consider making a donation as a gift of gratitude. Your gift, no matter big or small, will be a meaningful testament to

the person you choose to honour; ensuring more people have the opportunity to experience similar, extraordinary care. Learn more at cgmhf.com/grateful-patient



"Being a smaller hospital means we have the ability to be nimble in our decision-making and also innovative in our solutions for better patient care. However, as an overburdened hospital, we have limited resources and a lot of constraints, so it's important to be proactive and resourceful when coming up with solutions

to keep our patients safe. The Foundation understands that and is always willing to explore new ways to keep our community healthy"

John Widdis, Manager of Plant Operations & Maintenance for CGMH

Indigo-Clean, a continuous disinfection technology, is patented and proven to kill harmful viruses, such as SARS-CoV-2 and Influenza-A, and bacteria linked to healthcare associated infections. Indigo-Clean technology emits narrow spectrum light that kills viruses and bacteria while providing

Equipment Purchased Thanks to Art Church's Donation

Lead Aprons	Sterile Containers
Overhead-Blue Disinfect Lights	Endo Monitor
OR Lights	Central Station
Head Lamp	OR Physicians Lounge Refurb
Hip and Knees - 3 sets	Mini C Arm
Trimano	Power Drills x 2
Large C Arm	MCgrath Mac Handle
Blanket Warmer	Decontamination sinks
Laparoscopic Sets	

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