



# Count On Us





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# Mutual Reliability

a message from the Executive Director

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To say 2020 has brought challenge and tragedy in equal measure would be an understatement. Yet Huntsville has pulled together to define the very essence of community in all its parts. From courageous frontline workers in health care to the hardworking people who bag our groceries, we came together. And this year, more than any year previous, we have learned that we can count on each other when the need is greatest.

We have learned that there is comfort and certainty in our community healthcare system now and for whatever the future holds. We have learned that the people who work for Muskoka Algonquin Health Care actually work for us. What an amazing team.

We have learned that there is no difference between full and part-time residents; that when it comes to community resiliency, we all do better when working together.

We have seen local businesses step up this year like they do every year, even though this year is nothing like previous years. And for that, I want to say clearly, thank you.

For our volunteers who create fund-raising events, this year has been put on pause. Yet there is no less passion for planning and preparing for next year. We'll be back! Social distancing also didn't stop our Board from making great choices and building new relationships. Having an outstanding Board in times like these is truly inspiring.

This year has been special with regard to Foundation staff. Cheryl, Trish, Natasha and Jennifer - you show up every day, even when remote, and you have made this year of all years so much better than it might have been.

From every donor, regardless where they're from, to local businesses and every healthcare worker, I've learned that there is certainty here in Huntsville, and that I can count on every part of this community when it matters. And for that, I thank you all.

A handwritten signature in black ink that reads "Katherine Craine". The script is fluid and cursive.

**Katherine Craine**  
*Executive Director, CFRE*  
*Huntsville Hospital Foundation*

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# Board of Directors

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**Cathy McMurray**

*Board Chair*

*Cathy is co-founder and co-owner of The Hunt House Fine Jewellers, and has enjoyed a distinguished career in the diamond industry. Resident.*

**Mike Harrower**

*Director and Officer of Harrower Properties, former Imax executive, engaged in property development for over 30 years, and married with three children living in the Muskoka area. Resident.*

**Carolyn Watson**

*Vice Chair*

*A Chartered Accountant in private practice, Carolyn has served on several Boards including Bloorview Children's Hospital. Seasonal resident.*

**Pat Dubé**

*Pat is a registered Professional Engineer and the Owner of Greystone Project Management in Huntsville. Resident.*

**Margaret Mah**

*Treasurer*

*Margaret is a Chartered Professional Accountant and current Director of Budget Administration and Institutional Planning at University of Toronto. Seasonal resident.*

**Karen Girling**

*Karen's career includes marketing and investor relations roles in health care among other sectors. She continues to volunteer tirelessly in consumer protection and education. Seasonal resident.*

**Chantelle Armstrong**

*Secretary*

*Chantelle has lived in Huntsville for 10+ years and is the Health and Safety Risk Manager for Drive Muskoka. Resident.*

**Dr. Shervin Rowshani**

*Moved to Huntsville full-time as a dentist in 2013, formally trained at University of Toronto, Business Cares donor and currently working toward his MBA at Rotman. Resident.*

**Paul Thomas**

*Past Chair*

*Former President and CIO of Cornerstone Capital Partners, Co-Head of the Global Rates Group and other senior roles at Merrill Lynch. Resident.*

**Collin Reaney**

*Colin holds a Master's Degree in Public Administration / Public Policy from Harvard's Kennedy School. Resident.*

**Tom Anselmi**

*Tom is the current President, Business Operations and Chief Operating Officer of the Edmonton Oilers Hockey Team. An accomplished Canadian sports and entertainment executive, he also has extensive board experience including Toronto Board of Trade and Covenant House. Seasonal resident.*

**Geoff Shaw**

*Geoff is a partner at the firm of Cassels, Brock and Blackwell LLP, where he specializes in commercial litigation and franchise law. Seasonal resident.*

**Sharon Mey**

*Sharon is an accomplished communications professional, and is currently the co-leader of the acclaimed Huntsville Hospital Charity Golf Tournament at Bigwin. Seasonal resident.*

**Natalie Bubela**

*Natalie is the CEO of Muskoka Algonquin Healthcare, and has served the healthcare industry admirably for over 30 years. Resident.*

**Amie Colquhoun**

*Amie is a public relations and digital specialist who has run her own internet project management company since 2008. Resident.*

**David James, Huntsville Hospital Auxiliary, President**

*David is the current President of the Huntsville Hospital Auxiliary and has lived in the Muskoka area for 35 years. He's enjoying his retirement and giving back after 31 great years with Ontario Hydro. Resident.*



# Confidence in Governance

a message from the Board Chair

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Our 2019-2020 year was like no other in recent history. Although 2019 was a very successful year financially, with an impressive increase in our donor base, 2020 began with the COVID-19 pandemic that changed the world, and also how we as a Foundation would function.

The new Foundation office had to immediately close and all team members switched to working from home. Not ideal for a philanthropic organization, but it was our new normal. Our team quickly refocused efforts to provide support for our hospital and community by taking charge of community donations of PPE and organizing frontline worker meals and snacks from March until the end of May.

We have had to re-strategize since our upcoming signature events, the After Party and the Bigwin Golf Tournament, had to be cancelled. We have shifted our focus to acquiring donations from 3rd party events. Communications with donors has increased through phone calls, emails and media. Our team is currently concentrating on online and social media philanthropy, stewardship and building on our staff and physician campaign.

Even though it is not business as usual, we are happy to report that we are right on track with our strategic plan, created in May 2019 by the Foundation Board and staff. Despite these unprecedented times, we have received unbelievable donations from individuals that had planned to play in our golf tournament, donations from third party events, and donations from both seasonal and local community members who all support our mission to invest in our hospital. Residents, cottagers, donors and municipalities have all played a big role in supporting our hospital when we needed them the most. There has never been a more important time for our community to continue to show its support for the excellence in health care our hospital provides.

A personal thank-you, and one on behalf of our entire Board, to our Foundation staff. You have so quickly shifted your entire way of doing business and have been so responsive and adaptable for our hospital and community.

Finally, I would also like to thank, on behalf of the Board, the MAHC doctors, nurses and support staff for their incredible sacrifices and tireless efforts to make sure our hospital is prepared to take on the current and future challenges of the pandemic. We have a very committed and engaged team that I feel so very fortunate to be a part of.

Respectfully yours,

A handwritten signature in black ink, appearing to read 'Cathy McMurray'.

**Cathy McMurray**

Chair, September 2020

# Our Hospital Community



## A CIRCLE OF CARE...

Drs. Heather Sawula and Derek Smith see Huntsville Hospital as having the right blend of experience and fresh expertise. It's a complete circle of care and the community is part of it.

Drs. Heather Sawula and Derek Smith met over a cadaver in medical school. That's not something you hear every day. Now married and working in Huntsville (emergency and anesthesiology respectively), they see MAHC and Huntsville Hospital as its own unique environment and so worthy of support.

"We chose to work here because of the unique spirit of collaboration," says Derek. "Huntsville is such an innovative healthcare community: new professionals and experienced professionals working together, ongoing research, a teaching hospital, all in one place."

They both believe the community is a key component of that circle of care.

"New ultrasound equipment is a great example of what community fund-raising makes possible," says Heather. "It improves diagnosis, anesthetic accuracy - without it, there can be delays in appropriate care when it matters most. With it, we can act faster and with more confidence. That's what we count on the community for."

## NEW LIFE TAKES A TEAM...

Expectant moms, while superwomen to be sure, are not immune to the threat and anxiety of COVID-19. Clinical Lead, Katie Zammit counts on a team to pull together for them.

Huntsville Hospital welcomes over 160 new babies into the world most years. And the team even had a small baby boom of their own recently, with five new babies in 36 hours.

Seneca / York U. Nursing Grad and Clinical Lead, Katie Zammit understands their primary accountability is to the moms and babies in their care: "Our physicians, midwives, nurses and the rest of the interdisciplinary team all count on each other to achieve the best patient outcomes for these new families. We couldn't do it individually."

"It's an integrated circle of care," says Katie. "We care for mom and baby, the community cares for us with donations to buy the equipment we need. A good example is the baby warmer: resuscitating newborns can be a stressful experience for everyone - the Panda baby warmer reduces the stress because it is more efficient."

"The Panda is a great example of the team here at the hospital, our patients and our community all working as one because that baby warmer was made possible by a donor gift. That donation allows us to be our best."



## OUR CULTURE IS FAMILY...

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MAHC Chief Executive of People, Quality & Safety, Robert Alldred-Hughes believes staff at the hospital count on each other like family, especially when challenges loom. The patient experience improves as a result.

The true story that defines Robert's assessment of the Muskoka Algonquin Health Care culture goes like this:

"I was the administrator on call one evening and we had an issue arise in the ICU. The team came together to ensure the safety of our patients under less-than-ideal conditions. One critically ill patient's family was there, watching as the team remedied the situation successfully. And they were so impressed, they thanked their heroes by becoming donors."

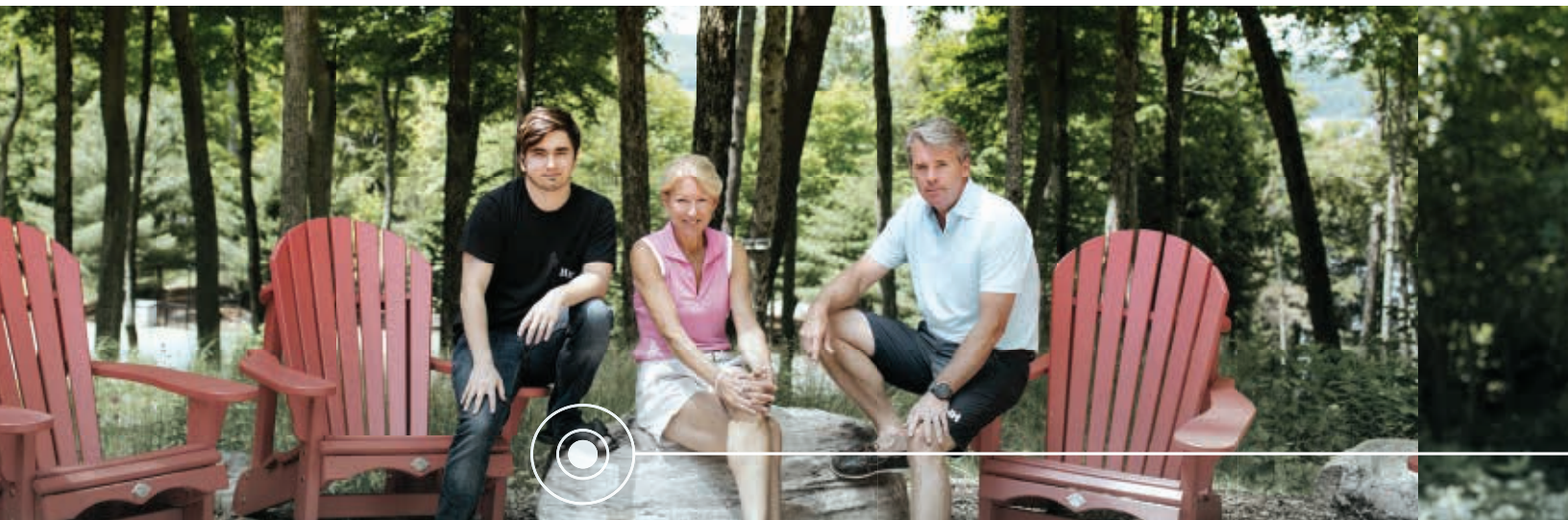
Robert's story reflects not only the nature of the team at Huntsville Hospital but the impact of that culture on families too. We count on each other.

"The kindness expressed by Huntsville for all the MAHC team members coming to work every day through the pandemic has been nothing short of beautiful," says Robert. "I've been touched and humbled by the support from every part of our community."

**"I've been touched and humbled by the support from every part of our community."**



# Our Donor Community



“Our health is our greatest wealth.”

## BRINGING PEOPLE TOGETHER...

Nothing unites people like music. Huntsville Hospital Foundation donors, Lynn Richardson and Greg Mills knew that when they built their event space on Lake of Bays to incorporate both music and fund-raising.

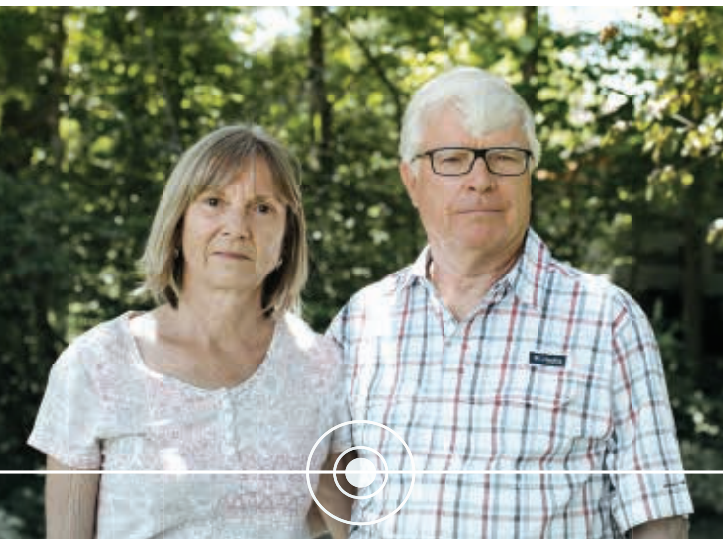
Originally from southwestern Ontario and most recently from Toronto, Lynn Richardson, Greg Mills and musician son, Adam believe in connecting people, whether through Adam's compositions or by helping their community.

“We spend a considerable amount of time here, and it's important to support the place where we live,” says Greg. “The community here on Lake of Bays has come together around our hospital.”

When Greg and Lynn decided to use their custom event space to raise money for Huntsville Hospital Foundation, they contacted their neighbours from one end of Lake of Bays to the other: Come for a great night and let's do some good for Huntsville Hospital.

“When we put out the call, no one said no,” remembers Lynn. “Everyone chipped in to make a difference for this community, and in one night, we raised \$75,000 for our local hospital.”





## EVERY AGE TOGETHER...

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According to lakeside property owners, JoAnn and James on Peninsula Lake, Huntsville is far more than a retirement community. It is young and vibrant too, and the hospital reflects that.

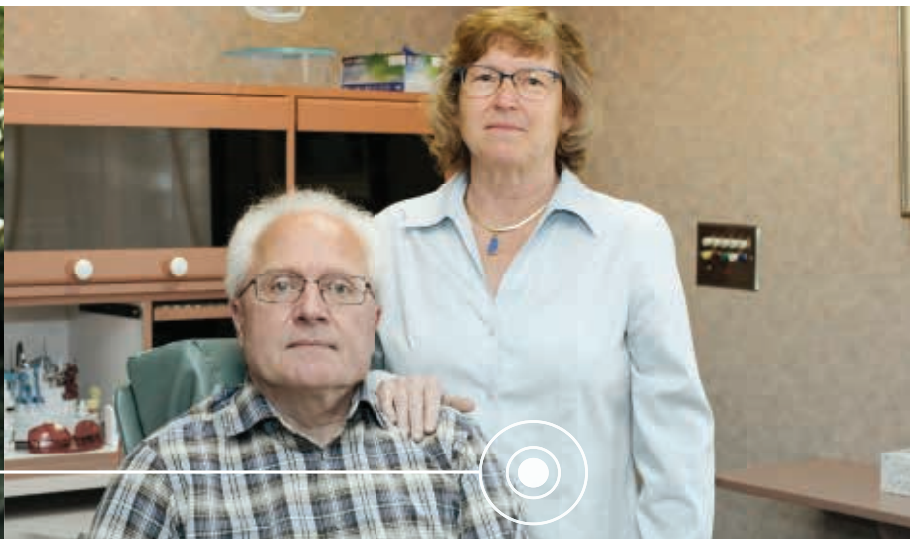
After many long years in accounting, JoAnn and James count themselves fortunate as ski club and lake association members in their quiet corner of Peninsula Lake.

"Our life here is exactly what we were hoping for when we first bought a Hidden Valley chalet in 1987," remembers James. "Our kids 'grew up' here and we hope they live here one day - this community is a great place for young families."

As an auditor who included hospitals on his client roster, James knows the importance of a community hospital and that importance or dependence increases the smaller the community.

"The community has to provide support where the government does not," says JoAnn. "We see that as our job even though we don't live here year round."

"Our entire family has been to Huntsville Hospital on different occasions over the years," says James. "Giving to the hospital foundation is how we support the community we love."



## PROFESSIONALS SUPPORTING PROFESSIONALS...

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Huntsville is an integrated community according to dental professionals, John and Sharon Koncan. We all depend on the hospital in different ways and they in turn depend on us.

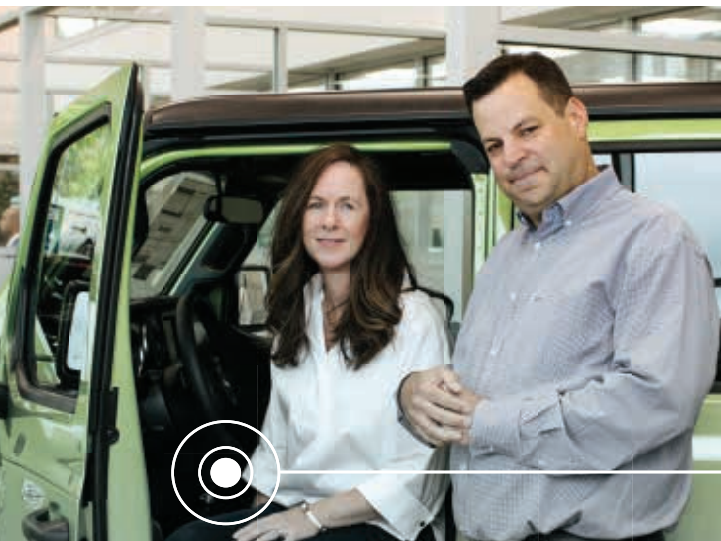
Dentists John and Sharon Koncan of Sunrise Centre Dental in Huntsville, have worked closely together for 38 years. They've become dependent on each other, often to the point of finishing each other's sentences. So they understand the concept of mutual dependency and they describe Huntsville's health care community as a great example.

"This is an integrated community of health care professionals," says John. "We all depend on the hospital in different ways and they know they can count on us."

"Our hospital is central to the success of everyone connected to this community," says Sharon. "We wouldn't have the practice we have without a vibrant health care community here."

"Our health is our greatest wealth," finishes John. "That's why we've supported the hospital for 15 years and why we're part of the Business Cares program now."

# Our Amazing Community



## HEALTHCARE IS A TEAM EFFORT...

Business Cares supporters, Jason and Chantelle Armstrong believe teamwork is the key to business success. They see it working the same way for supporting local hospital care.

Chantelle and Jason Armstrong both grew up in the Tri Towns area and moved to Huntsville with Jason's first foray into automotive retail. Car dealerships were part of Jason's DNA and landing in Huntsville was a blessing - they both loved living in a close-knit community.

"We focus on teamwork at our dealerships," says Chantelle. "We see local health care and Huntsville Hospital in the same spirit: a team effort from hospital care to community support - it takes all the parts working toward common goals to achieve success."

Jason and Chantel support the Business Cares program and go above and beyond that, chairing events like the annual After Party which has raised \$240,000 since its inception.

"A sustainable hospital strengthens our employees - their careers, raising families - it helps us to be an employer of choice," says Jason. "This community can count on us to continue our support for the hospital because this community continues to support us."

## SUM OF THE PARTS...

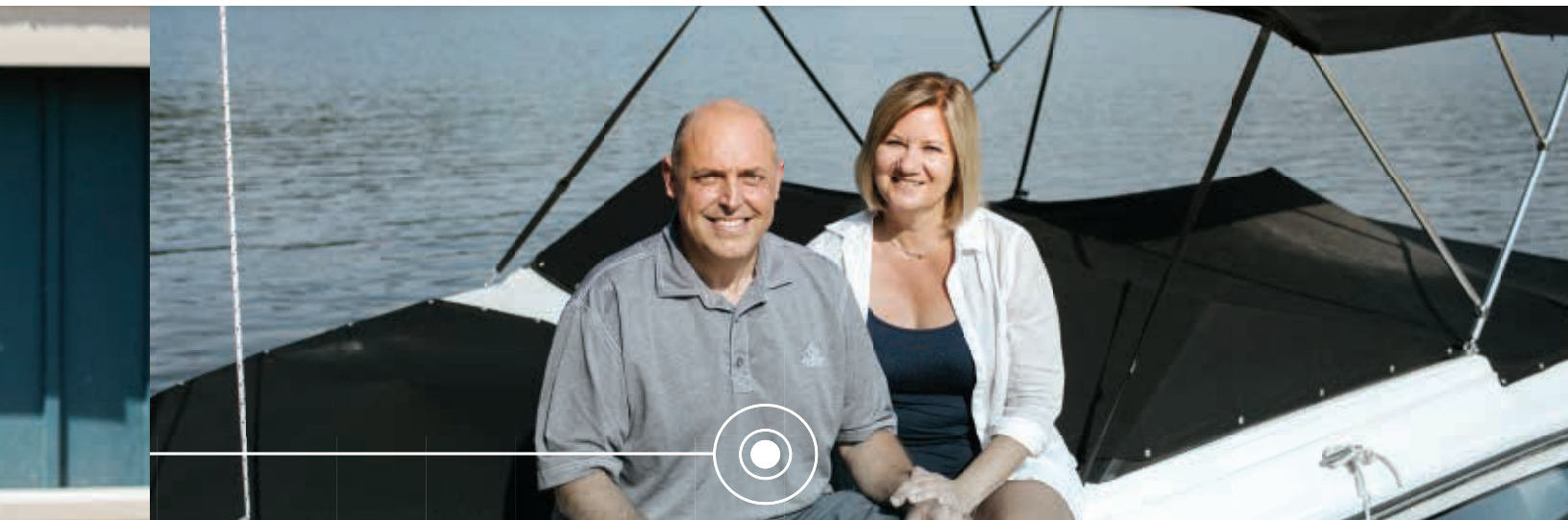
Gary Hollo organizes the annual Huntsville Downs Golf Tournament for the Hospital Foundation. Over the last seven years, he's learned that people love being part of something bigger.

Gary Hollo was born in Hamilton, spent his work-life in Toronto and now resides in beautiful Katrine, Ontario just north of Huntsville. To say he knows a thing or two about fund-raising is an understatement.

"Whether it was raising money for our hospital in Mississauga or now with the Huntsville Hospital Foundation, I've learned that our healthcare system is for all - so it takes all of us in different ways to support it," says Gary. "And the importance of that fact has never been greater than now."

Gary, the Huntsville Downs Tournament committee and the Huntsville Downs ownership have come together to raise over \$143,000 since 2014 when the tournament started. And they'll get back to work next year when COVID-19 has hopefully run its course.

"You get to meet and work with great people on an event like this," says Gary. "And we get to work with the amazing Foundation team who help us pull it all together. That's a win-win for the entire community."



## CONNECTING THE LAKES...

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Tracy and John DiCesare have never used Huntsville Hospital (touch wood). But over the last four years of cottaging on Lake Vernon, they have become passionate supporters and donors.

John DiCesare remembers Lake Vernon from his youth at summer camps close by. Four years ago, he and his wife, Tracy bought a cottage on here with plans to turn it into their long-term retreat from the city. Having high-quality hospital care close by was part of the decision process.

"There are no tribes in health care regardless of where you're from," says John. "So what better way to invest in this community than in our shared health and well-being."

Entrepreneurs Tracy and John give and participate in fund-raising events for their hospital in Huntsville and for their hospital back home in the GTA. The beneficiaries of their philanthropy are connected:

"We see life as a symbiotic relationship - our success comes from others, and by understanding that, we have to put others first. The more you directly give, the more you indirectly get back."

**“There are no tribes in health care regardless of where you’re from.”**



# A Future You Can Count On

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At Muskoka Algonquin Healthcare, we know the importance of planning for the future. The healthcare needs of our population are always changing, and so are the ways that we take care of them. We are preparing for changing demographics in our communities, demands on the health care system, and technological advancements that impact the way care is delivered. The recent COVID-19 pandemic has highlighted many of the deficiencies in our buildings, and how they have challenged our ability to provide safe, effective care to our community across two sites.

MAHC's future planning is for the healthcare needs for Muskoka and East Parry Sound in the year 2030 and beyond. We know that the status quo is not an option for a sustainable future. Aside from

meeting the Ministry of Health's capital planning requirements, MAHC's priority is to ensure that we will continue to deliver the very best in health care to the communities we serve. This work ensures that investments in our services and our aging buildings, and most importantly in the people we serve, are thoughtful, appropriate and they effectively meet demands – both of the healthcare system and planning and infection control standards – for the long term.

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To learn more and follow our progress through the planning process, **please visit [www.mahc.ca](http://www.mahc.ca)** and click on About Us, Planning for the Future.

# Counting On You

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Why are your donations more important now than ever before? Primarily because change has descended upon us from out of nowhere and adjusting for change is expensive.

Here's one good example: Our snowbirds may not be flying south this year and our hospital may have to accommodate a larger winter population as a result. That requires capital, and accessing capital depends on our donor generosity.

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## **Your donations help us adjust for new realities today...**

- Reconfiguration of hospital rooms to create as many private rooms as possible, reducing the need for constant patient movement in the facility while maintaining bed capacity and surge capability
  - Improve patient flow through the Emergency Department, in Diagnostic Imaging and other outpatients areas to ensure staff and patient safety
  - Create barriers, where needed, to ensure adequate protection of staff and patients
  - Changes to waiting areas to enable physical distancing
  - Changes to South Wing to become a COVID-19 Unit with the creation of new negative pressure rooms
  - Longer-term reconfiguration will continue in order to expand patient capacity
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Meantime, we have already committed to the hospital for vital capital equipment such as ultrasound technology, patient bed replacements, vital signs monitors, C-Arm, a bladder scanner, epidural pumps, endoscope and cystoscope equipment, pharmacy automated dose packager, technology for breast biopsies and urology replacement equipment. Your donations today help us overcome shortfalls due to pandemic-related cancelled events and help us continue to equip your hospital for the future we can plan on.

# Ways To Give In 2020 And Beyond

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Huntsville Hospital Foundation donors are generous beyond compare and creative in how they give. Each gift of better healthcare for everyone here is, after all, as unique as the families, business owners and individuals who make it a priority.

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YOU CAN GIVE IN SO MANY WAYS...

In Celebration

The Gift of Securities

Our Cottage Cares

Event Participation

Name a Room

Give Monthly

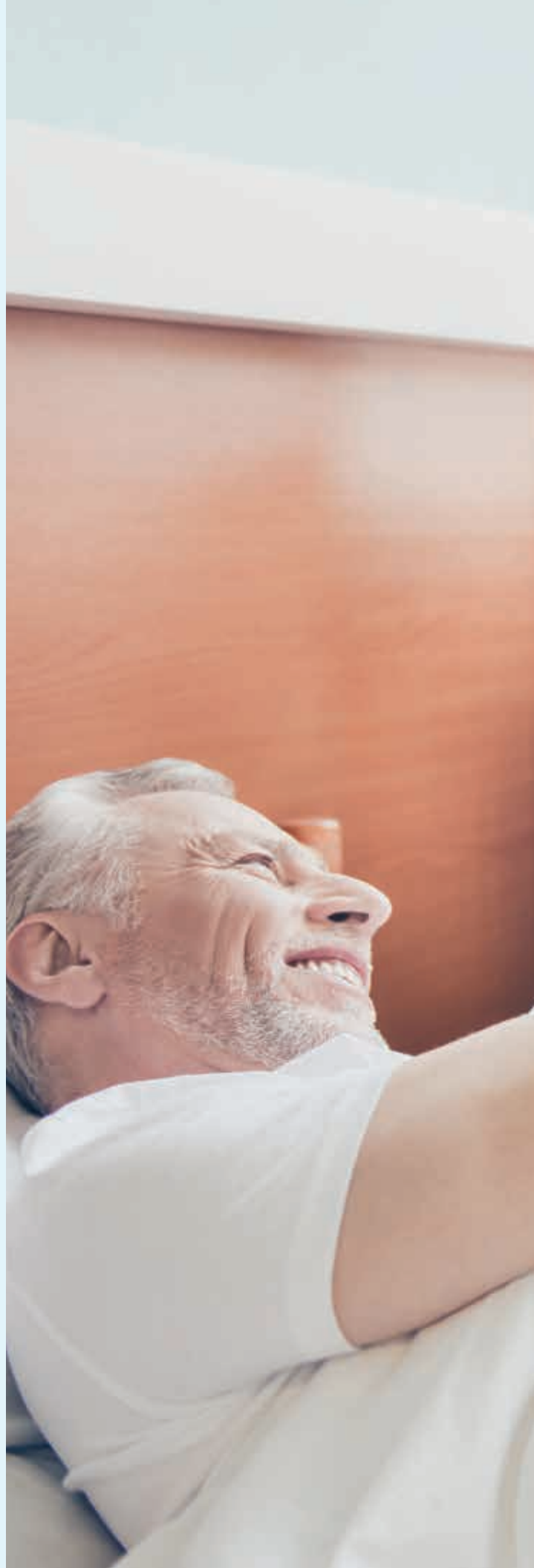
Legacy Giving

Business Cares Programs

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**Legacy Giving**, the process of leaving a portion of your legal estate to the Huntsville Hospital Foundation, says you care about your hospital now and well into the future for others. Talk to the Foundation team about the tax and giving advantages of Legacy Giving today.

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– OUR VISION –

Healthcare for life. Here!

– OUR MISSION –

Inspire *giving* to support our hospital.

– OUR VALUES –



**BUILD PARTNERSHIPS**

Be the bridge between advanced healthcare and a generous, engaged community.



**BE ACCOUNTABLE**

to Huntsville Hospital; be effective in delivering capital funding to meet its needs.



**BE LEADERS**

Earn the respect of the community, their pride and the right to be a choice for their giving.



**FULFILL DREAMS**

Provide stewardship and cultivate relationships, express gratitude and recognize the gifts we receive.



**IMAGINE THE FUTURE**

with energy, optimism, professionalism and accountability.

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Healthcare *for Life*. Here.