



# Look closer: Andy is counting on it.

The better our hospital team can look inside, the better they can diagnose and treat patients. That takes advanced imaging diagnostics. That takes capital. And raising that capital is one focus of your Huntsville Hospital Foundation this year.

Andy is counting on you to learn more.

Huntsville Hospital Foundation  
**Community & Donor Report, 2021**







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\* Andy is not an actual patient. But he does represent the thousands of hospital visitors who are counting on your support today for generations to come. They are all counting on you to look closer.





MESSAGE FROM THE EXECUTIVE DIRECTOR

# Our Stars Shone Through The Pandemic

“we have also experienced the emotions  
that come with emerging hope.”

The past year unfolded in a manner that the vast majority of us have never experienced. Throughout the pandemic to date, we have felt isolation, fear, even despair. But I want to add another thought to that list: we have also experienced the emotions that come with emerging hope.

This community stepped forward to do what was needed during the pandemic and in almost every example, was inclusive and supportive. The majority of us opened our hearts as this community grew through the winter months.

Our hospital was and continues to be a beacon of hope. Our professionals, our support teams and administration were clear, compassionate, and they adjusted continuously to a state of endless change. As the stories in this Community Report attest, we are blessed to have this community hospital.

Your Huntsville Hospital Foundation was and continues to be on the receiving end of hope. We are inspired by our donors who stepped up regardless of the obstacles put in front of them. We were unable to hold events that would typically generate hundreds of thousands of dollars for the hospital. We were unable to have the meetings that lead to deeper relationships between the hospital and our community. Our local business owners continued to give even though their businesses were under extreme stress in many cases.

Despite every challenge caused by or related to the pandemic, your Foundation raised almost record donations over the past year.

I am so proud to be associated with this Foundation team, our extraordinary

Board, our hospital partners and the community of Huntsville. We counted on you. And over 1,781 donors came through.

That gives me hope for the future. It inspires me to think we can raise an additional \$5 Million in the coming three years to support new imaging diagnostics technology for Huntsville Hospital.

That is our next challenge together: the Focus on Imaging campaign. The better our hospital team can look inside every patient, the better they can diagnose and recommend treatment. That takes advanced imaging diagnostics. That takes capital. And raising that capital is a major focus of your Huntsville Hospital Foundation this year.

Thanks to you all. I have no doubt we’ll meet our goals.

*Katherine Craine*

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

<b>Total donations:</b>	\$4.73 Million
<b>Equipment purchased:</b>	\$1.6 Million
<b>Examples:</b>	
Patient Monitors	Patient Lift Replacement
Interventional X-ray	Bed/stretchers Replacement
Crash Cart	Epidural Pump
Portable Bronchoscope	EMR Cerner Upgrade
BP Unit (wall mounted)	Cooling Blanket
For the complete report on funds raised and authorized purchases please see Financial Statements.	





## a Huntsville Hospital Foundation Capital Campaign

The better the image, the more accurate the diagnosis. The more accurate the diagnosis, the more effective the treatment. The less invasive and more effective the treatment, the faster the recovery. There are very few visits to Huntsville Hospital that do not depend on imaging and diagnostics technology. And advanced imaging and diagnostics technology, expertly applied by well-trained professionals, is foundational to a great hospital.

Our focus as a community of donors for the next three years is on imaging - a \$5 million capital campaign that will equip this hospital to look closer (and faster) than ever.

### A MESSAGE FROM THE MANAGER...

Diagnostics and imaging tools evolve frequently - highly sophisticated equipment that needs to be replaced every 10 years, even with bi-yearly maintenance.

New technology is safer for patients and staff alike. It provides better images with lower doses, faster. And as the volume of patients at Huntsville Hospital increases, newer, faster technology will help us keep up.

A new nuclear medicine camera has technology which provides more accurate locations for lesions. It also acquires the images faster, so more patients can be seen daily.

Our ultrasound technology is ten years old, and much has improved in sound wave acquisition since; our new radiologists and sonographers are trained on this newer equipment. We need it to improve our diagnostics capabilities as well as to attract and retain great staff.

Mammography is another great example of what we can achieve with more advanced technology in diagnostics. With new tomosynthesis, 3D mammography technology, we'll be able to identify issues before they become issues, providing women with more accurate diagnosis. That can save lives; that's why we're here.

The Focus on Imaging Capital Campaign will give this hospital the capacity to make great choices, and to improve care throughout the hospital. Your donations will ensure we keep up by giving an outstanding team the opportunity to be their very best every time a patient comes in.



**Noreen Chan, BSc, RRT, MHM**  
Diagnostic Imaging and  
Cardiorespiratory Manager



#### MOBILE ULTRASOUND TECHNOLOGY

New portable medical devices bring analysis and care to the patient flow. This improves speed to diagnosis, patient flow throughput and patient flow comfort. It is especially important in emergency and OB applications.



#### ADVANCED FLUOROSCOPY

It's like watching a movie of your internal organs and tissues. Fluoroscopy helps diagnose and treat many conditions of the blood vessels, bones, joints, and digestive, urinary, respiratory and reproductive systems.

## \$3,890,000 just gets us started...

\$3,890,000 represents the total funds required just for the list below and that doesn't include installations, renovations or additional items for the list.

#### TECHNOLOGY UPGRADE NEEDS:

Portable Suction Unit

Ambulatory Blood Pressure Monitors

ETCO2 Monitor for Vents

Ultrasound Machines

Non-Invasive Ventilators (BiPap)

Echocardiograph Equipment

Bone Mineral Densitometer (BMD)  
(System Replacement & Computer Upgrade)

Cardio PACS System

General X-Ray Room

X-Ray Room #1, Fluoroscopy

X-Ray Room #3

Mammography Essential with Tomosynthesis

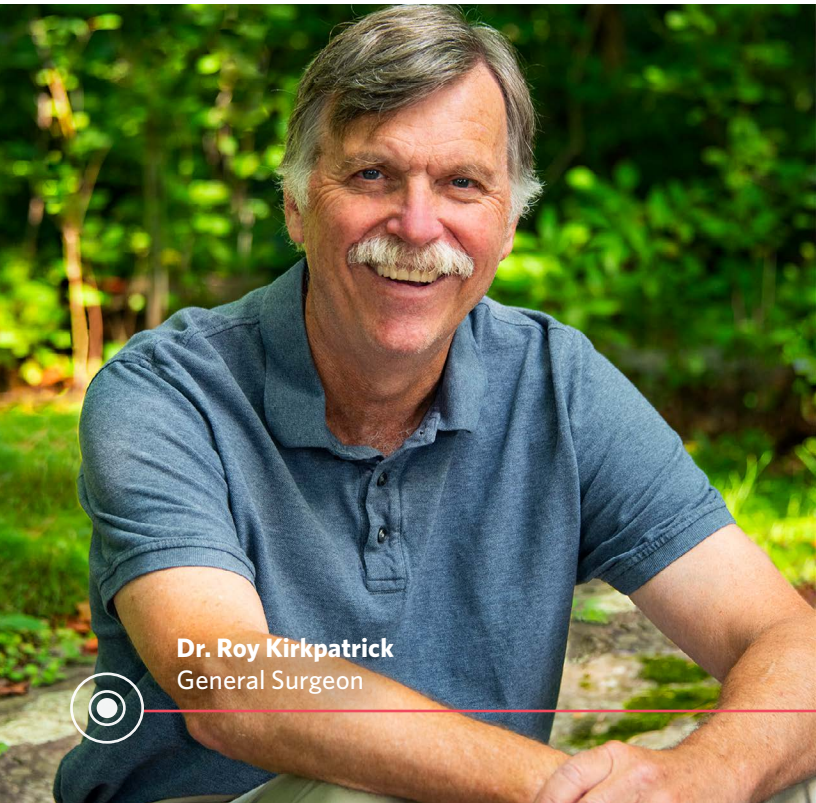
CT Replacement

Huntsville Hospital's diagnostics imaging evolution will include a wide variety of new technology and upgrades, examples of which are captured in the chart above. The Focus on Imaging Capital Campaign will also have to raise funds for potential renovation costs to house the new equipment. The goal with the campaign is to upgrade our entire capability by giving the department and administration teams the financial capacity to makes good choices in the order best suited to the hospital's needs.



# Patients and Pros: One Team

The relationship between patients, medical professionals and our community is uniquely symbiotic. We all work together, we live and play together, we all count on each other. Every donation fuels this positive relationship. Your gifts in the future sustain it for generations to come.



**Dr. Roy Kirkpatrick**  
General Surgeon

"I've worked in medicine around the world, in Pakistan with Médecins Sans Frontières for example. What we have here is a special, collaborative team and a unique relationship with the community we serve. We have that team because our hospital keeps up technologically - each new generation of professionals is trained using the latest tools. Recruitment and retention depends on having what they need to be their best. We have that unique relationship with people like cancer survivor Chris Woods because they are our neighbours, the people we line up in the grocery store beside. The team, the community and our donors, the technology - it all goes hand in hand."

- Dr. Roy Kirkpatrick

"Telling my adult children I had cancer was one of the toughest things I've ever done. That was about seven years ago here on Oxtongue Lake where we share adjacent properties. What made the rest of the journey more hopeful was the team at Huntsville Hospital - especially Dr. Roy Kirkpatrick. He helped me navigate the process, both here and in Toronto for specialized treatment. I'm playing with my children and my grandchildren today as a result. Having an amazing community hospital and team close by made the difference."

- Chris Woods



**Chris Woods**  
Oxtongue Lake



**Dr. Greg Stewart**  
Family Physician

"I have delivered hundreds of babies in the Huntsville area including Micha to Lydia and Jon. Every one is special. Having the right equipment and resources complements our amazing team and our equally amazing and supportive community. What COVID has taught us is that having community and family close by for the full circle of life makes a huge difference. Had people had to travel to have their babies during COVID, they would have been even further removed from their loved ones and their communities. Having our team here contributes to the integrity of the entire community."

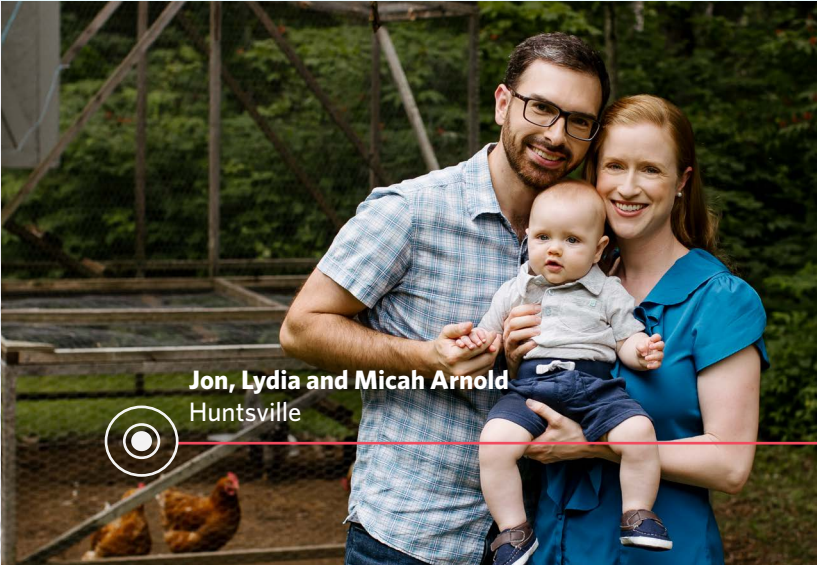
- Dr. Sheena Branigan



**Dr. Sheena Branigan**  
Chief of Obstetrics  
Huntsville Hospital

"Micah was born right in the middle of a COVID surge. Jon and I were on our own - our family wasn't allowed to be here and support us in person. Dr. Brannigan and the entire OB team at Huntsville Hospital understood our situation. They became our family when it mattered most."

- Lydia Arnold



**Jon, Lydia and Micah Arnold**  
Huntsville



# Our Hospital Heroes Count On Us

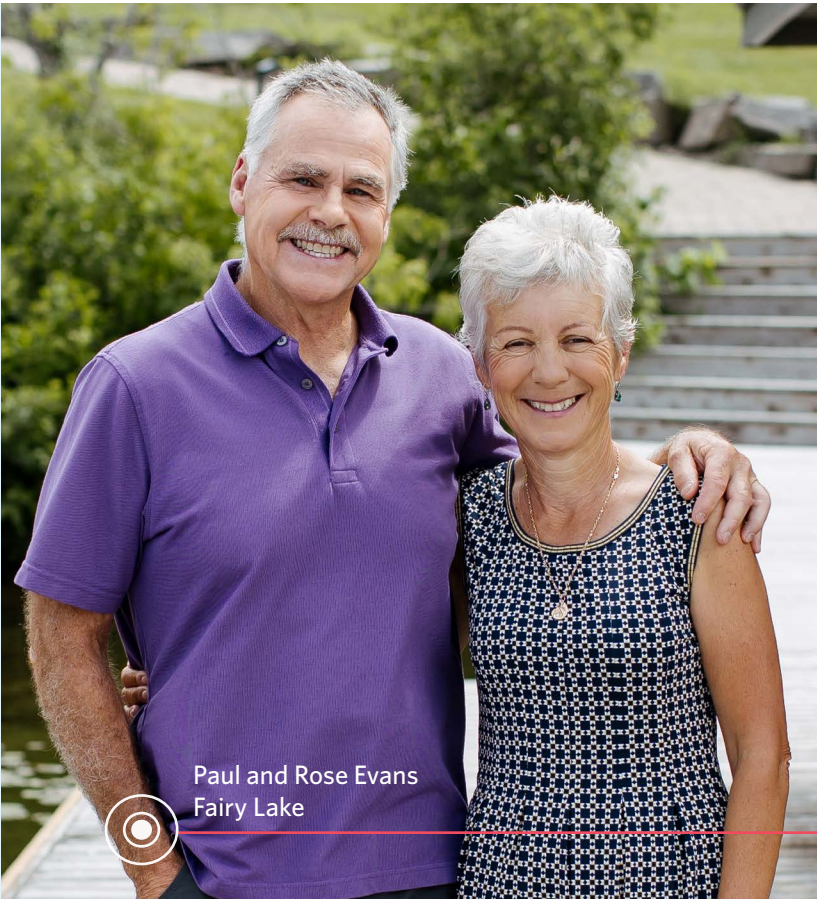


Deb & Warren Jestin  
Lake Vernon

## BY LAKE OR ROAD...

"As cottagers on Lake Vernon for many years, we see ourselves as part of the Huntsville community. When we're here, we're local. And that means we support our community by working and giving locally. Every lake around Huntsville is the same - we're all connected. In that context, giving to Huntsville Hospital serves all of us, the entire community. You don't plan to have an emergency. You can plan to have a great hospital close by. The government can't and won't go it alone. There has to be a community commitment to raising funds, to giving. And just as important, you have to champion hospital care here in whatever capacity you can to ensure this hospital gets noticed and is supported at all levels."

- Deb Jestin



Paul and Rose Evans  
Fairy Lake

## THE AMBULANCE RIDE, A FAIRY-TALE...

"Fairy Lake is a wonderful blend of three groups that make Huntsville the community it is: Our neighbours are full-time residents, part-time residents and visitors to local resorts or as weekend guests. We all share an amazing body of water to swim in and play on. We're all about seven minutes by boat to downtown Huntsville or 10 minutes by car to shopping and local restaurants. And we're only 11 minutes to the Huntsville Hospital emergency department by ambulance. I know this because I've done every trip including the ambulance ride. When I collapsed in my kitchen, I was in good hands, receiving spectacular care in no time. We are all amazingly fortunate to have that care so close. I counted on the team at Huntsville Hospital and they came through. And they can always count on Paul and I for support."

- Rose Evans

## IT ONLY TAKES A MINUTE TO GIVE MONTHLY...

Larry and Melissa see Burk's Falls as the perfect place to live. "We have horses here, nature all around and a supportive community. We wake up to this every day. We also wake up knowing an amazing hospital is close by. That came in handy when I found myself entangled in the tracks of my bulldozer in December of 2019. Melissa had to pull me free while calling 911. The emergency team was efficient and brilliant; I was stabilized and in Toronto by air ambulance inside three hours. Knowing that team is so close to me in Burk's Falls and to everyone on the lakes and rivers from here to Huntsville is reassuring. As a hospital maintenance employee, I give to Huntsville Hospital every month. They can count on me and I know we can count on them."

- Larry Marshall



Melissa and Larry Marshall  
Burk's Falls

## WE NEED EVERYONE...

"Try as they might, five thousand people alone can't generate enough support to sustain a great community hospital. Fortunately, we have 100,000 people in and around Huntsville and together we can. It takes every kind of resident to do the job. My step-mother, Alberta was one of those people who contributed for many years - as much as she could back then. She and Cliff - my father - invested, and their well-being grew. When the time came for her to consider leaving a substantial sum to the hospital in her estate, she asked me if it was a good idea. I said definitely. And she did give - happily. Her gift will help all the people who live here or visit the area for years to come. We need to keep investing in the best medical equipment available. A planned gift like Alberta's makes funding for continuous improvement predictable and possible."

- Roger Beaman



Roger Beaman  
Lake of Bays





## – 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.

# Board of Directors

## Margaret Mah

Board Chair

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

## Mike Harrower

Vice Chair

Mike is the President of Harrower Properties Inc., and a director and officer of a group of related companies. Mike has been engaged in property development and management for over 35 years.

## Carolyn Watson

Treasurer

Carolyn is a Chartered Accountant in private practice. She has volunteered on several boards including: Bloorview Children's Hospital, Centennial Infant and Child Centre, Moorelands Community Services, and the Emily Duff Scholarship Foundation.

## Chantelle Armstrong

Secretary

Chantelle works with Drive Muskoka as the Health and Safety Risk Manager, which is the umbrella corporation for four local automotive dealerships. Chantelle's background comprising extensive legal, municipal and governance environments has aided many not-for-profit organizations when reviewing by-laws and policies, as well as assisting with strategic planning and media/promotional material.

## Cathy McMurray

Past Chair

Cathy is the co-founder and co-owner of The Hunt House Fine Jewellers and has over 37 years of experience in the diamond and jewellery industry. Cathy led the marketing team at the Canadian Polar Diamond Group and was the marketing liaison to the Government of the Northwest Territories Diamonds Department.

## 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.

## Natalie Bubela

Natalie, appointed Chief Executive Officer of Muskoka Algonquin Healthcare (MAHC) in 2011. She has earned her Certified Health Executive Certification from the Canadian College of Health Service Executives, is a member of the American College of Health Care Executives and an Accreditation Canada surveyor. Natalie has served in the healthcare sector with distinction in a variety of roles for over 30 years.

## Amie Colquhoun

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

## Pat Dubé

Pat is a registered Professional Engineer & owner of Greystone Project Management, a Huntsville-based general contracting and development firm. Pat's projects include multi-residential condominiums in Muskoka, Parry Sound, Haliburton and the Kawarthas.

## 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.

## Sharon Mey

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

## Shelly Mclean

Shelly is a retired senior executive from a Canadian Financial Institution. She holds an Honours Bachelor of Science degree from the University of Guelph, a Masters of Business Administration from Athabasca University and the Chartered Director designation.

## Collin Reaney

Collin holds a Masters Degree in Public Administration (Public Policy and Finance) from the Kennedy School – Harvard University, and a Bachelor of Arts Degree from Brock University. He is a consultant in strategic planning, public engagement, management of change and facilitation & training.

## Dr. Shervin Rowshani

Dr. Rowshani has lived and worked in Muskoka as a full-time dentist since 2013. He is an avid volunteer and has been involved in not-for-profit initiatives in the community. In 2017, he went back to university to obtain his Executive MBA degree at Rotman School of management, University of Toronto.

## Geoff Shaw

Geoff is a partner at the firm of Cassels Brock and Blackwell LLP where his practice focuses on commercial litigation specializing in franchise law. He is recognized as a leading lawyer by the Lexpert Guide to the Leading US/Canada Cross-Border, Corporate Lawyers in Canada, Best Lawyers and Who's Who Legal.

## Eric Spinks

Huntsville Hospital Auxiliary, President  
Standing president of the Huntsville Hospital Auxiliary.

# Focus On The Future

## a message from the Board Chair

The past two years have been perhaps the most challenging of our lives. Together, we have supported each other through all phases of this pandemic: disbelief of a global pandemic, fear about what the future may hold, the abrupt "pivot" to live and work in this new world, dogged determination to persevere through successive waves, and with the arrival of vaccines - finally hope. As vaccination rates rise, and case counts fall, we are now able to turn our attention from the immediate, and can now focus on the future. At the Foundation, we too can now turn our attention from the immediate needs of the hospital and build new hope for the future.

This year, the Foundation is excited to launch our **Focus on Imaging** campaign. Focus on Imaging is about growing the hospital's capacity in diagnostic imaging. It's about giving the team of professionals we all count on the tools *they* count on, to improve diagnostic accuracy, enable quicker and more targeted treatment plans, and hopefully speedier recoveries. Here, in our community.

Our frequent donors, like The Sprotts and The Gilleys, are already leading the way in this \$5 Million Campaign. To all our donors – thank you. We have been overwhelmed by your support over this past year. We have counted on

you and you didn't let us down. We need every donor to Focus on Imaging to complete this journey. Please join us as champions of this campaign.

To our Board members, thank you for your passion, unwavering commitment, and your time. I would like to thank Cathy McMurray for her strong, thoughtful and outstanding leadership as Chair over the past two years. The Board is grateful to have exceptional, dedicated staff at the Foundation who work tirelessly and continue to push us forward. Our thanks to this fantastic team!

Finally, on behalf of the Board, I would like to thank Natalie Bubela for her leadership through this challenging year, and to all the healthcare providers, support staff, and administration at MAHC for their strength, and compassionate care of our community. It is a privilege and an honour for us to serve you.

Respectfully,



**Margaret Mah**

Board Chair  
Huntsville Hospital Foundation

# Your Hospital in the Pandemic

Muskoka Algonquin Healthcare is fortunate to have incredible support from many donors and supporters. Throughout the COVID-19 pandemic your giving has helped save lives and improve the hospital experience, and has helped our teams to cope with the difficult pandemic journey. In the last year, the foundation has funded over \$1.6 Million in equipment needs and renovations, and has facilitated donations of personal protective equipment, meals for staff, and staff appreciation and recognition – all because of your dedicated support. We've counted on you and we can't thank you enough for being there for us!

While the pandemic has consumed so much of the hospital's focus for the past 18 months, we continue to focus on the

future and ensuring our teams have the best tools and technology. With continued giving to the foundation, we are excited to make significant investments in diagnostic imaging that will expedite clinical diagnosis and improve patient outcomes. These advancements are critical to the highest quality of care for your family, friends and neighbours close to home. Please continue to give to make these much-needed improvements a reality for Muskoka.



**Natalie Bubela**

President & CEO,  
Muskoka Algonquin Healthcare



STATEMENT OF FINANCIAL POSITION

March 31	2021	2020
<b>Assets</b>		
Current		
Cash	\$ 468,255	\$ 1,184,005
Accounts receivable	37,827	31,949
Prepaid expenses	14,030	9,941
	520,112	1,225,895
Investments	7,209,359	4,370,221
Capital Assets	147,471	157,058
	\$ 7,876,942	\$ 5,753,174
<b>Liabilities and Net Assets</b>		
Current		
Accounts payable and accrued liabilities	\$ 20,011	\$ 24,305
Deferred restricted contributions	1,030,054	1,000,001
Due to Muskoka Algonquin Health Care	37,265	660,409
	1,087,330	1,684,715
Net Assets		
Internally restricted	1,500,000	1,500,00
Unrestricted	5,289,612	2,568,459
	6,789,612	4,068,459
	\$ 7,876,942	\$ 5,753,174

STATEMENT OF OPERATIONS

For the year ended March 31	2021	2020
<b>Operating Revenue</b>		
Donations – general	\$ 2,916,135	\$ 1,677,674
Donations – gifts in kind	18,426	36,828
Donations – bequest	262,877	1,698,921
Donations – special events	778,107	850,832
Investment income	283,923	106,416
Adjustment to fair value of investments	472,222	(146,093)
	4,731,690	4,224,578
<b>Operating Expenses</b>		
Administration	90,956	97,742
Donor development	235,424	307,065
Investment management fees	41,413	31,983
Other	39,700	27,555
Staff	432,221	406,340
	839,714	870,685
<b>Excess of revenue over expenses</b>	3,891,976	3,353,893
<b>Contributions made</b>		
Muskoka Algonquin Health Care	(1,168,823)	(2,657,600)
Scholarships	(2,000)	(12,000)
	(1,170,823)	(2,669,600)
<b>Excess of revenue over expenses and contributions made for the year</b>	\$ 2,721,153	\$ 684,293

STATEMENT OF CHANGES IN NET ASSETS

For the year ended March 31	Internally Restricted	Unrestricted	Total 2021	Total 2020
<b>Balance</b> , beginning of year	\$ 1,500,000	\$ 2,568,459	\$ 4,068,459	\$ 3,384,166
<b>Excess of revenue over expenses for the year</b>	-	2,721,153	2,721,153	684,293
<b>Balance end of year</b>	\$ 1,500,000	\$ 5,289,612	\$ 6,789,612	\$ 4,068,459

The \$1,500,000 has been internally restricted by the Board for future commitments relating to the Huntsville Hospital District Memorial Hospital Rebuild.

STATEMENT OF CASH FLOWS

For the year ended March 31	2021	2020
<b>Cash provided by (used in) Operating activities</b>		
Excess of revenue over expenses and contributions made for the year	\$ 2,721,153	\$ 684,294
Items not involving cash		
Amortization of capital assets	10,748	11,529
Adjustment to fair value of investments	(472,222)	146,093
	2,259,679	841,916
Changes in non-cash working capital balances		
Accounts receivable	(5,878)	(20,885)
Prepaid expenses	(4,089)	(2,147)
Accounts payable and accrued liabilities	(4,294)	(20,830)
Deferred restricted contributions	30,053	-
Due to Muskoka Algonquin Health Care	(623,144)	(628,698)
	1,652,327	1,426,752
<b>Investing activities</b>		
Purchase of capital assets	(1,161)	(1,696)
Purchase of investments	(2,366,916)	(639,793)
	(2,368,077)	(641,489)
<b>Increase (decrease) in cash during the year</b>	(715,750)	785,263
<b>Cash</b> , beginning of year	1,184,005	398,742
<b>Cash</b> , end of year	\$ 468,255	\$ 1,184,005

For audited financial statements, please visit: [huntsvillehospitalfoundation.ca/governance-board](https://huntsvillehospitalfoundation.ca/governance-board)

Celebrate Our Donors

[huntsvillehospitalfoundation.ca/donor-wall](https://huntsvillehospitalfoundation.ca/donor-wall)





# Thank you for supporting healthcare for life, here.

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Every adult regardless of where they come from or how long they stay has access to amazing hospital care right here in Huntsville.


The same goes for every child, infant and senior, full-time and part-time residents alike. Your donations ensure this access to compassionate expert care and advanced medical technology. Your donations make a difference right here. Thank you.

4-100 Frank Miller Dr, Huntsville, ON P1H 1H7  
705-789-4756

[huntsvillehospitalfoundation.ca](http://huntsvillehospitalfoundation.ca)

 **Huntsville  
Hospital Foundation**  
*Healthcare for Life. Here.*





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