



Beth and Scott Goodhew: Improving Donation Pipeline Security With a Gift of Securities.

Meet Grandview residents and Huntsville Hospital Foundation donors, Beth and Scott Goodhew. Beth is a former healthcare and IT consultant while Scott worked for Google in Canada. Beth also sat on the Muskoka Algonquin Healthcare Board for six years. Both retired about 10 years ago.

Hospital technology and equipment is ever-advancing, ever-changing and almost always on a continuous path to renewal. If we want and deserve the best hospital care in Muskoka, we have to look at philanthropy the same way: As continuous.

That truth may have inspired Beth and Scott Goodhew to look at their Huntsville Hospital Foundation donations through a different lens.

"The government doesn't fund most of the equipment and technology that our hospital team depends on and that we've come to expect," says Beth Goodhew. "Everything is changing including area demographics and how hospitals work. Surgery is a good example; so much day surgery now, and far less invasive techniques made possible by technology. We want to ensure our hospital and all of us have access to emerging services today and tomorrow."

"We pledged \$50,000 per year for five years," says Scott Goodhew. "We call it 'living giving'; giving what we can each

year and seeing the impact. We structure it so 50% of each donation goes to the hospital today and 50% goes towards hospital redevelopment for tomorrow."

"If we and our peers can continue to give, we can continue to expect great local hospital care," says Beth.

"What's really neat about how we made this work is in our use of securities as our donation," says Scott. "When you transfer securities, you can gift the entire amount as
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opposed to cashing in the securities, paying tax and gifting what's left. The approach works with our financial planning objectives. We are able to transfer the full amount every year as a result. And we were able to set everything up inside a few days."

The Goodhews worked with their financial advisor to create the plan and choose the investments for transfer over time. They also updated their Wills (through their lawyer) to include Huntsville Hospital Foundation in their estate. Scott

and Beth found the Huntsville Hospital Foundation website and the Foundation team to be especially helpful as they planned their gift.

"Giving over time continues to engage you in the hospital and in the community," says Beth. "You get a sense of where the money is going and how it's working every year. Without a great hospital today and tomorrow, it's hard to build and sustain a thriving community. Continuous or 'living giving' helps make the hospital's future more predictable."

Meet Rahim Ismaili Manager, Diagnostic Imaging

Tell us a little bit about yourself: A glimpse of your personal life, education, career path so far...

I am originally from London, England with Kenyan roots. I was halfway through primary school when I moved to Canada. Vancouver was home until I completed a Bachelor of Science degree at Simon Fraser University. My field of study was climatology and glaciology. After university, I had amazing opportunities to work in the Yukon with the Geological Survey of Canada, and across the prairies with the Canadian Forest Service. In 2000, I switched careers to diagnostic imaging. I completed a diploma in Nuclear Medicine in Calgary and worked in Edmonton for 10 years as a Nuclear Medicine Technologist. This is where I also received training in Computed Tomography (CT), Positron Emission Tomography (PET), and Magnetic Resonance Imaging (MRI). I was a point of care provider for over 20 years and had the opportunity to work at some amazing facilities including Vancouver General Hospital, BC Children's Hospital, Cross Cancer Institute, and the Ottawa Heart Institute.

What enticed you to choose Muskoka as a place for employment?

I have lived in densely populated cities most of my life, and it was time to find a place where me and my service dog Vesper could avoid the big city hustle and continue our lifelong connection with nature. Muskoka is the perfect place. The vastness of the surrounding physical environment with endless forests and a multitude of lakes, envelopes us within a nurturing environment.



What are your favourite things to do in Muskoka or Huntsville specifically and why?

I am an outdoorsman, with long distance bicycle touring at the top of my list. Right after my first year of high school, I jumped on my bike in Vancouver one morning and ended up in Banff a week later - I was hooked. I'm looking forward to cycling throughout the region and exploring as much as I can. I also enjoy hiking, snowshoeing, cooking, and photography.

Describe Muskoka's diagnostic imaging capability and capacity: Are our communities well-served?

Muskoka Algonquin Healthcare's diagnostic imaging capabilities are designed to provide the highest level of care and meet the diverse needs of our community. We understand the importance of timely diagnosis and strive to provide imaging services within a short time frame. We are equipped to handle a high volume of procedures, accommodating the growing needs of our community, from routine procedures to specialized imaging, we have the capacity to serve. Our integrated care model in working with a wide array of specialists such as oncologists, orthopedists, and cardiologists, enhances patient care. Our community partnerships with local healthcare providers, including primary care physicians and outpatient clinics, ensures imaging services are available to all patients.

Tell us about your imaging and diagnostics team at Huntsville Hospital. How do you work with the hospital and local healthcare community?

We have a multidisciplinary team of healthcare professionals, including radiologists, medical radiation and imaging technologists, nurses, and support staff. These professionals collaborate with the entire organization and the local healthcare community. Our imaging services are integrated into the hospital's operations, supporting emergency services and physicians across all specialties. This integration facilitates informed decision-making and coordinated care. As technology advances, we support education initiatives thereby contributing to the advancement of medical knowledge and practice within the community.

What will the new MRI mean to our healthcare system? What does it do for us?

It's a game changer: Following are some examples of how it can impact the healthcare system and benefit patients.

- 1) Improved Diagnosis and Accuracy:** Newer MRI systems offer higher resolution images. This can lead to earlier and more accurate diagnosis.
- 2) Faster Scanning:** New MRI systems can perform scans much faster which means patients spend less time inside the machine. Faster scanning reduces wait times and increases the accessibility of MRI scans for more patients.
- 3) MRI is Non-Invasive and Safe:** There is no exposure to radiation in MRI scans, unlike CT scans or X-rays. This makes MRI a safer option.
- 4) Reduced Healthcare Costs:** The ability to detect diseases earlier can lead to more effective treatments and

potentially lower healthcare costs over time. Early diagnosis can prevent the progression of diseases and reduce the need for expensive interventions.

5) Telemedicine and Remote Healthcare: Our MRI in Huntsville will facilitate telemedicine. High-quality MRI images can be shared instantly with specialists around the world, thereby enhancing and improving the quality of care for patients throughout the region.

Why do we need to keep investing in diagnostic and imaging technology?

Investing in diagnostic and imaging technology is crucial. Newer technology allows for earlier detection and an accurate diagnosis, leading to better-targeted treatments and improved patient outcomes. Modern diagnostic imaging technology has the potential to pose fewer risks. Better technology and precise imaging leads to safer and more effective treatments.

“With newer and faster technology, doctors can make quicker decisions which will reduce wait times, speed up the overall treatment process, and reduce hospital stays.”

Investing now will be cost-effective in the long run. Early detection will prevent the need for more expensive and invasive treatments later. Continuous investment in diagnostic and imaging technology is essential for improving patient care, making healthcare systems more efficient, reducing long-term costs, and advancing medical research.

What message do you have for our donors?

To our generous donors, your support is invaluable to the continued progress and growth of our healthcare system. By investing in advanced diagnostic and imaging technologies, you are directly contributing to saving lives, improving outcomes, and enhancing the overall quality of care for countless individuals. Your commitment allows us to stay at the cutting edge of medical advancements, ensuring that we can provide early, accurate diagnoses and personalized treatments for patients in need. Your donations are not just funding technology – they are empowering healthcare professionals to make better-informed decisions, helping patients recover faster, and reducing the burden of disease across communities.

promise.

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THANK YOU DONORS!!

\$3.8 Million for New Technology and Hospital Upgrades Between April 1, 2024 and Now

Huntsville Hospital is blessed with amazingly generous and consistent donors. With the latest disbursement cheque of \$1.5 million from your foundation to the hospital, we're getting close to \$4 million in disbursements this fiscal year (April 1, 2024 to March 31, 2025). But what's even more amazing is what your donations make possible. Your impact is changing the shape of hospital and healthcare in Muskoka.

- **MRI on the way!** Thanks to our donors, the deposit for Muskoka and area's new, state-of-the-art Siemens MRI technology is now paid and construction on the site has begun. This technology is a game-changer for all patients and for our professionals and staff. It adds a critical capability to our evolving imaging and

diagnostics department; it gives our team the ability to 'see inside', improving diagnosis, treatment and recovery. Once the technology is up and running, the team predicts up to 5,000 patients per year will experience the difference an MRI can make.



- **Bone Density Machine:** Bone Density technology allows a non-invasive diagnostic imaging procedure that uses low-intensity X-rays to assess and monitor bone health. With age, bone mineral density diminishes, and can lead to skeletal diseases like osteoporosis, which is characterized by low bone mineral density. And in turn, the risk of fractures, which can be life-changing for patients over age 50, goes up. As our population changes, ages and more retired property owners move North, access to this technology becomes increasingly important. The technology currently serves about 1,600 patients per year.
- **Other purchases:** New scopes, a new anesthesia machine that is so important to our surgical department and operating rooms, bedside ultrasound for the ICU, a specialized Bariatric bed and so much more!



Future State Update

Stay informed and learn more about Muskoka's multi-site regional hospital redevelopment. Visit [MadelnMuskokaHealthcare.ca](https://www.madelnmuskokahealthcare.ca) for details.

Help us keep our promise to ensure and pay for continuing hospital improvements in Muskoka. Please give today!

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