



2023/2024 ANNUAL REPORT TO DONORS

# The Power of Change

CHINOOK REGIONAL  
HOSPITAL FOUNDATION





# The Power of Change

To many in southern Alberta, a hoodoo is a familiar sight. Carved across centuries by wind, time, and water, they silently stand as proud landmarks looking down across the prairies. But though they may seem timeless, when you think about it... They're actually symbols of change.

Because a hoodoo wasn't always a hoodoo. Once, it was just a cliff face. Then, over a lot of time and thanks to a lot of steady, continuous erosion, that blank cliff face was gradually shaped into the iconic towers of rock we know and love today. And that's change, right there.

**And look around the base of that hoodoo, too. Where once there was only barren, wind-swept stone, now there are grasses and bushes and flowers blooming, new life and vitality reaching up towards the bright blue sky.**

Healthcare is much the same way. At Chinook Regional Hospital Foundation, we channel the steady, continual power of your donations to shape our healthcare systems (our 'hoodoos') for the better. But for us, it's not just a matter of taking away our communities' pain and sickness. It's about the new life that follows, too.

Because when people get the treatment they need, when they can put their health issues behind them, they're empowered to live their fullest lives, and to enrich the lives of their loved ones and the community around them, too.

This is the true power of change. A power that expands outwards and affects us all. And it's only made possible thanks to your generosity. Here's how you have made a difference across southern Alberta in the past twelve months: our Annual Report to donors for 2023/24.



## From Our CEO

I was privileged to start in my role as CEO for the Chinook Regional Hospital Foundation (CRHF) on January 2, 2024. Since then it's been a whirlwind of activity, most of all getting to know about all the

incredible things that happened in the previous year thanks to the time and energy of our donors, volunteers, staff, and the wider community.

My first taste of CRHF life was at the Christmas Tree Gala in November, 2023. Seeing all the lights and happy people uniting together for one common cause – that's when I knew I had joined a truly special organization. Kudos to everyone involved in planning the event, I'm already looking forward to the 2024 version!

One of the major works I am excited to continue moving forward is our Cardiac Sciences Centre of Excellence Campaign, building on groundwork completed in 2023. Together with leading experts like Dr. Sayeh Zielke,

Marilyn Bartoshyk, Jordan Cleland, the assembled Campaign Advisory Cabinet, and Global Philanthropic, we're working to dramatically boost the level of cardiac care in southern Alberta. I'm learning so much, and can't wait to see this Campaign gain speed and ultimately power true change.

I was privileged and thankful to meet previous Foundation members Pamela Rockerbie and Shonna Lamb, who have since moved on to exciting new chapters in their lives, and Sherri Odland, who will shortly be leaving us. I'd like to say a big thank you to all three for their combined efforts, wish them well in their futures, and promise that we'll live up to their legacy of kindness and commitment.

Lastly, looking ahead to the near future, I'm prioritizing a grounded approach to growth and expansion. By continuing to build a strong, capable team, I believe we can continue to do what this Foundation has always done best: channeling the donations we receive to make sure we are making the biggest positive impact possible. I'm certain we can uphold this legacy, and make a real difference – together.

Thank you,

**Crystal Elliott**

**CEO, Chinook Regional Hospital Foundation**

The Chinook Regional Hospital Foundation has had an eventful year.

We had to say goodbye to Allan Bartolcic (Executive Director), who steered us through the Covid lockdown. He decided to relocate back to Edmonton to be closer to his family. Long time, highly regarded, employee Shonna Lamb moved to Kelowna to be near her son and Pam Rockerbie, who was our front of house Executive Assistant and general "know-it-all" retired. We are slowly building a new team and they are amazing. We welcomed our new CEO

Crystal Elliott in January 2024. Crystal was literally dropped in at the deep end. She hit the ground running!

We have had, as always very successful events. They are all so well supported by our local community and help us to fund some essential and very expensive equipment for our local hospital and patient needs. Thank you to everybody who donates to us financially, and as a volunteer. We couldn't do it without you.

I would also like to thank the volunteers who work on the Foundation

Board with me. They give their valuable time and expertise willingly. It is very much appreciated, and together we have achieved so much.

We have an exciting and challenging year or two coming up. Watch this space for important updates.

**Karen Raphael**

**Chair, Chinook Regional Hospital Foundation Board of Directors**



## From Our Board Chair

# 2023/24 at a Glance

Your donations powered change in so many ways in 2023/2024. You helped us purchase much-needed medical equipment, boost programs that promote physical and mental health and wellness across generations, and provide small comfort items so that patients and staff in our healthcare facilities can share in little moments of joy.

THE YEAR IN NUMBERS	4,560 TOTAL DONORS	13,799 TOTAL GIFTS	2,667 REPEAT DONORS	736 NEW DONORS	\$575 AVG. DONATION
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## Programs Funded: Ongoing Improvements

Our roster of ongoing programs channel your donations to provide ongoing improvements to the quality of life for patients in our healthcare facilities. A key achievement this year was the Hospital Beautification Project, which renovated our Indigenous Healing Garden, Psych Garden, and other green spaces to provide a serene and safe environment for patients to recover in. Your funding also enabled the following programs:

- Clothing Closet
- Beads of Courage
- Annual Schwartz Rounds Membership Fee
- Physician Recruitment
- Life Fitness Treadmill
- Christmas Packages
- Outdoor Christmas Decorations
- Elliptical
- FEES Tower Scope
- ECT Machine

## Special Projects: The Extra Mile

We also committed your donations to several special projects designed to achieve unique, one-time goals throughout the year. A key success in this area was the Lethbridge Consolidation Project, which outfitted new office spaces in Lethbridge with furniture and equipment to enable impactful behind-the-scenes support for our healthcare services. Other unique projects you made a reality include:

- Connect Care Staff Support
- Pediatric Unit Floor Projector
- Isolation Carts
- Supplies for Staff Engagement Events
- Cardiac Sciences Centre of Excellence Feasibility Studies (see page 8)
- LINAC Replacement Project in the Jack Ady Cancer Centre (see page 8)





chinook regional hospital

**\$1,759,402.04**

**COMMITTED TO EQUIPMENT, SPECIAL PROJECTS, AND PROGRAMS**

## Equipment Purchased: Changing Lives

Among the most life-changing pieces of equipment your donations funded this year was the purchase of a ZEISS OPMI Lumera Microscope, which gives our surgeons greater visualization while performing cataract surgery. Your kindness is literally helping your neighbours see the world clearly again. Other key equipment you empowered us to purchase includes:

- STRYKER LIFEPAK 15 V4+ Monitor/Defibrillator
- Elliptical Trainer for Lethbridge Recovery Centre
- Medtronic ENT Navigation System
- Sonosite Portable Ultrasound Machine
- 2 x Gerichairs
- Sit/Stand Lift
- Portable Lyko Lift
- 2 x Bladder Scanner
- 2 x Bedside Spacelab Monitors
- 2 x Pivot Discs
- Ice Machine
- Wheeled Walkers / Crutches
- Medtronic ENT Navigation Equipment
- 2 x Stryker 115 Prime Big Wheel Electric Stretches
- Blanketroll
- Toys

## Signature Events

Your impact across southern Alberta is not just measured in the money you give. It's also the time and effort you contribute as volunteers, organizing events and fundraisers to bring our community together. We're blessed to have such an active group around us, continuously working together for the common good. Thank you to everyone who got involved!

### Lights of Hope

RAISED: \$148,200+



LIGHTS  
OF  
HOPE

### 29th Annual Christmas Tree Festival

RAISED: \$142,000+



### Care From the Heart Radio-a-thon

RAISED: \$573,296



CARE FROM THE  
HEART  
DAY

### 26th Annual Val Matteotti Italian Open

RAISED: \$143,250



### 2023 Truck Raffle Draw

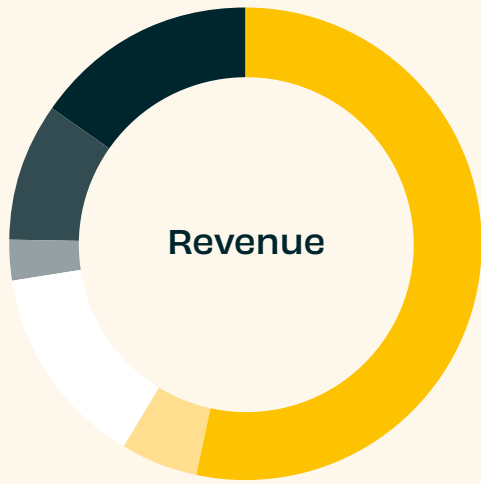
RAISED: \$201,612



# F23/24 Financial Performance

F23/24 was a spectacularly successful year for the Chinook Regional Hospital Foundation. Thanks to renewed efforts in fundraising, campaigns, and other outreach, we managed to more than double our previous annual revenue. Following deductions and expenses, that leaves us with a **net income that has risen by an incredible 562.82% compared to the previous year.**

Because of this dramatic rise, we were able to fulfill all our commitments to AHS disbursements while retaining a considerable surplus to carry forward. We now have an exciting opportunity to channel this extra community funding into both ongoing operational security for our Foundation and – more importantly – investments in future Foundation healthcare support efforts.



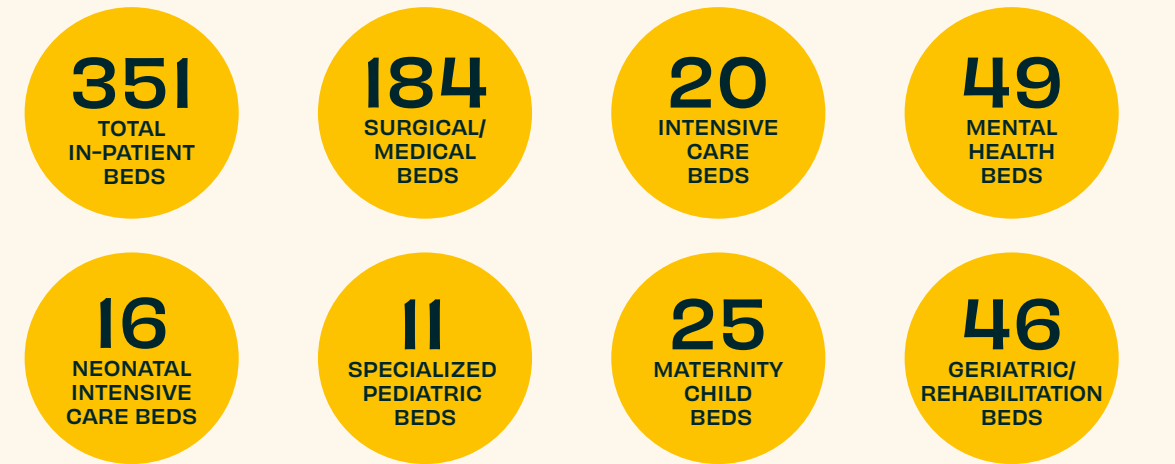
- General Donations \$2,957,405
- Events \$298,761
- Gaming Activities \$770,064
- Grants \$142,500
- Annual Campaigns \$520,971
- Investment Income \$844,096



- Administration \$223,987
- Professional Fees \$131,551
- Fundraising \$1,109,326
- Committed Disbursement to Chinook Regional Hospital \$1,759,402
- Available for Future Disbursements and Investments \$2,309,532

# Spotlight: Capacity in Chinook Regional Hospital

Chinook Regional Hospital is a major centre for healthcare in southern Alberta, and where our Foundation is based. Every day we treat hundreds of patients with varying needs under our roofs, which means we need hundreds of beds to ensure their comfort and security. Your donations make sure these beds are up to date, well maintained, and ready to offer life-changing support... Literally.



2023/24 Key Donors	Amount	Area Supported
Cornelius H. Van Raay	\$1,923,951 (Combined)	Cardiac Care
Gift Funds Canada	\$250,000	Greatest Needs
Hebrew Congregation of Lethbridge	\$218,490	Equipment
Rolf Freund	\$146,291	Oncology
Turin 4-H Club	\$53,043	Oncology
Thomas F. Lightbound	\$49,998	Greatest Needs
Lino Cheste	\$15,000	Greatest Needs
Steve J. Markus	\$15,000	Greatest Needs
Marianne Blythe	\$2,500	Intensive Care Unit

## Parker's Story

Your Donations in Action

In early 2022, 24-year-old Parker Kasko was diagnosed with stomach cancer. Despite the unusual diagnosis for someone of his age, Parker had three key allies in his battle against the illness: his loving family, a fantastic support network, and the tireless efforts of the healthcare professionals at Chinook Regional Hospital boosted by equipment and facilities purchased by your donations.

In 2023, Parker and his family chose to donate directly to our Foundation. "I basically just wanted to give back," explains Parker, "because those nurses, especially, they made sure I was always comfortable in every room right after my surgery, every time I woke up, every time they had to do checkups."

Thank you so much, Parker - and good luck on your continuing recovery!





# Looking Ahead

## What We're Planning in 2024 and Beyond

Healthcare keeps changing, with new technology, new methodologies, and new ways of supporting patients always on the horizon. So it's our mission to change with it. Here's what we're planning both in the short and long term to make sure southern Albertans can continue to receive the leading healthcare they deserve.

### Short Term: Grow Our Foundation Team

We're so fortunate to already have a great team in place at our Foundation, with talented professionals contributing everything from donation coordination to marketing and comms management. By

strategically recruiting for specialized positions, learning from our friends across the Hospital and Health Foundation communities in Canada, as well as planning for steady growth in our range of operations, we can dramatically increase our reach and impact.

### Long Term: Position Our Foundation For Maximum Legacy Impact

Our Foundation was founded in 1988. In many ways, almost 40 years later, we are still building on the goals and vision set out back then. Because when it comes to charity, long-term thinking is essential. We were blessed with a very strong financial performance this year, and we now have the opportunity to not only fulfill our immediate funding goals but to make smart investments to ensure ongoing stability for CRHF. By shoring ourselves up with a nest egg (or in reality, a lot of separate nest eggs!) ready to hatch in the future, we guarantee CRHF will continue to be an active contributor to the well-being of the communities within southern Alberta and their people for decades to come. **This is legacy in action.**



# Bringing Hearts Home



## Cardiac Sciences Centre of Excellence

Cardiac disease is the #1 cause of death in southern Alberta. Working with proven partners and local and provincial governments, it is our Foundation's multi-year vision to create a Cardiac Sciences Centre of Excellence to serve the AHS South Zone. We are currently in the preliminary phases of making this vision a reality, with initial feasibility studies to be completed in June, 2024.

We foresee the need for fundraising to achieve these goals. Using donations, we intend to upgrade or renovate existing cardiac care facilities, equipment, and services at both regional hospitals for all southern Albertan patients, and secure the purchase of technology to drive our region's healthcare forward. This will improve access to care, prioritizing excellence in heart health by focusing on prevention, detection, and treatment to benefit people of all ages and demographics. It's an ambitious goal – but with the backing of our outstanding community, we're certain it's within our reach!

## LINAC for Jack Ady Cancer Centre

The Jack Ady Cancer Centre is situated in the Chinook Regional Hospital, and is one of the leading sites for ongoing cancer care in southern Alberta. The Centre currently needs a new LINAC machine – otherwise known as a linear accelerator. The LINAC is a vital tool in cancer treatment, using literal laser-focus to deliver pinpoint beams of radiation that kill cancer cells without damaging nearby healthy tissue.

The full price of a new LINAC machine and all associated costs is \$3.6M. We are working with our partners and friends to organize institutional funding for the majority of this total, but as always we're counting on donations to help us across the

finish line. Keep your eyes peeled: we'll announce our specific campaign goals on social media when details are finalized.



## A Testimony From the Front Lines

"The Chinook Regional Hospital Foundation is a strong and bold partner with our clinical teams to ensure our teams deliver care in optimized environments, with optimal equipment and with the education and [support systems] to provide exceptional care. For example, the Foundation has purchased specific surgical equipment for ambulatory and inpatient patients at Chinook Regional Hospital. At the same time, they have enhanced the equipment used by home care, public health and ambulatory rehabilitation teams who help individuals avoid hospitalization or are recently discharged from hospital. The Foundation has also aided many clinical team wellness supports including Schwartz Rounds, led International Women's Day celebrations, and helped our teams launch a new computerized charting system. Finally, the Foundation has boldly embraced a transformative vision to support enhanced cardiac care in Southern Alberta."

**Colin Zieber**, Senior Operating Officer,  
Alberta Health Services South Zone

# Ways to Give

## Help Us Power Change

Every success we've had and all the exciting plans we have for tomorrow were and are made possible entirely by your charitable donations. And as a not-for-profit organization, your generosity is our sole source of income. As individuals, businesses, and organizations, you've come through time and time again, and we want to say thank you for everything you've given. You've enabled so much change already, tangibly boosting healthcare and shaping lives for the better across southern Alberta.

**Let's imagine what we can do tomorrow with your continued support and kindness. There are so many ways to give – and through tax incentives, you can feel the benefit, too!**

## Single Donations

A one-time donation is a powerful act that leads to direct change. However much you want to give, we will find a use for it. And remember: charitable donations of any amount can be written off on your tax return.

## Monthly Donations

Setting up a monthly donation is a great way to give a lot over an extended period of time. Just a few dollars off every paycheck really adds up. With a regular income to count on, our Foundation can also do more to plan ahead and allocate resources.

## Securities and Other Donations

We accept more than money at Chinook Regional Hospital Foundation. Insurance policies, stock options, bursaries, endowments, RRSPs, other securities, and valuable assets like property or art can all be channeled to our cause.

## Legacy Giving

Choosing to leave a donation in your will or estate is a compelling way to leave a meaningful legacy. Your kindness will live on after you, and your family can actually increase the amount they inherit because of tax benefits.

## Volunteering

Supporting our Foundation can be more than giving money. You can choose to give your time, too. We're always looking for volunteers to lend a hand at events, in and around our hospital, and in our offices, too! You'll not only contribute to a great cause, you'll become part of a warm and friendly community that truly looks out for each other.

## How to Give

**ONLINE:** [CRHFOUNDATION.CA/DONATE](https://CRHFOUNDATION.CA/DONATE)

**PHONE:** (403)388-6001

**IN-PERSON:** AT ONE OF OUR SIGNATURE EVENTS





# In Gratitude!

Everything we've listed in this report has been made possible by the efforts of countless people! We'd like to send our endless thanks and warm gratitude to the following groups and individuals:

- **Our Healthcare Professionals:** For going above and beyond every single day to provide top-tier medical services to southern Albertans.
- **Our Patients:** For being brave and inspiring and sharing your stories of hope and joy with us.
- **Our Community:** For reaching out and coming together when we need you the most.

- **Our Board:** For your calm guidance and your extraordinary vision, allowing us to navigate challenges to reach a brighter tomorrow.
- **Our Foundation Staff:** For your dedication and hard work connecting caring people with the ways they can make the biggest impact.
- **Our Volunteers:** For making our events and our everyday activities so smooth and seamless.

But most of all, we'd like to thank the Donors who selflessly gave their time and money in so many ways. You are the bedrock of southern Alberta, you are the reason why so many lives have been changed for the better in the past 12 months, and you are why we believe so strongly in the incredible power of change!

**Thank you, thank you, thank you!**





# Let's Keep Change Happening

All around us, time continues to roll onwards, and hoodoos continue to rise from nothing to stand tall.

Take a moment to stop and think about the life-changing impact you've made a reality in your community, all thanks to your donations. For your friends, your family, and for total strangers, too. This report

is proof of the special kind of people who call southern Alberta home, always looking out for each other.

Now stop and think about what our 2024 Annual Report might say, if we all keep working together. Better hospitals and healthcare facilities. Stronger communities living longer, healthier lives in mind and body.

Doctors, nurses, and other healthcare professionals energized with better training, ready to heal and educate.

**The only limit is our imaginations and our generosity. So let's keep change happening. And let's feel the power of it... Together.**

Visit [crhfoundation.ca](https://crhfoundation.ca) or visit us on Facebook, Instagram, X, or LinkedIn to stay informed about our activities.



## Chinook Regional Hospital Foundation Staff 2023/24

CEO	Crystal Elliott
Development Officer	Sherri Odland
Gift Administrator	Sheryl Benson-Loman
Event & Volunteer Coordinator	Molly Pletsch
Gift Administrator	Anita Nielson
Marketing & Communications Coordinator	Mackinley Miles

## Chinook Regional Hospital Foundation Board of Directors 2023/24

Chair	Karen Raphael
Vice Chair	Amber Darroch
Chair, Finance Committee, Treasurer	Bryan Machacek
Chair, Resource Development, Policy Committee	Cathy Martin
Member	Candace Ford
Member	Brian Harrison
Member	Paul Rocca
Senior Operation Officer - South Zone (AHS Representative)	Colin Zeber
Chief Executive Officer, Ex Officio	Crystal Elliott



## The Power of Change

“Our physicians and staff are so grateful for the incredible support we receive from the Chinook Regional Hospital Foundation. It is almost impossible for a patient to enter Chinook Regional Hospital without benefitting in some way from equipment or improvements to our facilities made possible by the Foundation.”

**R. Aaron Low, MD, FRCPC**, Zone Medical Director,  
Alberta Health Services South Zone

### Chinook Regional Hospital Foundation

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