

*In*Touch

THE VICTORIA HOSPITALS FOUNDATION NEWSLETTER | FALL 2021



Our hospitals help us emerge stronger from life's most defining challenges.

And when they ask us for help, our donors are there for them.

Introducing ***Emerge Stronger***, a \$10 million fundraising campaign for new equipment for our hospitals. By answering the call for help, you can support our caregivers and keep our hospitals on the leading edge. Together, we can welcome **a healthier tomorrow** for over 850,000 Vancouver Islanders.

Emerge 
STRONGER

\$10 MILLION GOAL

3 CAMPAIGN PHASES

3 LOCAL HOSPITALS SUPPORTED

200+ PIECES EQUIPMENT

Emerge STRONGER

Supported Care Teams. Leading Edge Hospitals. Healthy Islanders.

You can play a role in how our local hospitals emerge from the greatest healthcare challenge of our generation.

Together, we can all emerge stronger.

The pandemic has put incredible stress on our hospitals. And though the challenges they face today are complex, our donor family can help as you always do: by putting leading-edge equipment in the hands of our dedicated caregivers. Your support of the \$10 million *Emerge Stronger* campaign is a way that you can help our Victoria hospitals and prepare them for tomorrow.

Through *Emerge Stronger's* three phases—**Recovery**, **Local Care**, and **Innovation**—you can support our care teams with over 200 pieces of new equipment. You can keep more Islanders close to home for diagnosis and treatment of complex illnesses. You can help our world-leading medical professionals stay at the forefront of innovation and technology.

With a gift today, you can do this and more. Together, we can help our hospitals recover from the continuous effects of the pandemic on everyday healthcare. Together, we can all emerge stronger.



PHASE ONE: RECOVERY

\$4 million toward priority equipment for cancer care, cardiac care, pediatrics, emergency and trauma care, and many other essential hospital services impacted by the pandemic.

Emerge Stronger's Recovery phase addresses our hospitals' highest-priority needs. With your help, we can create a healthier tomorrow. Fortify what keeps us safe. Support our caregivers with the tools they need. Prepare our hospitals to care for a rapidly growing and aging population.

Gifts to *Emerge Stronger* in the *Recovery* phase will **benefit over 70% of the areas of care in our hospitals**. Funding for vital equipment used in everyday procedures in cancer care, cardiac care, pediatrics, emergency medicine, and much more.

Just a few of the vital equipment pieces you can fund through *Emerge Stronger: Recovery*. Please give today!

CANCER CARE

Breast Imaging Software
1 needed, \$100,000

- Improves breast cancer detection with MRI technology.
- Helps high-risk patients and challenging diagnostic cases.
- Almost 15,000 breast imaging procedures at VGH yearly.

CARDIAC CARE

**Echocardiography
Ultrasound Machines**
6 needed, \$770,000 total

- Increases capacity for cardiac imaging procedures, speeds diagnosis and treatment.
- Each unit will be used up to 3,000 times per year.

DIAGNOSTICS

**Automated Hematology
Systems**
2 needed, \$198,000 total

- Identifies cells, captures and analyzes blood sample images.
- Aids in the diagnosis of blood disorders and cancers.

... And many more:

-  GENERAL MEDICINE
-  NEUROSCIENCES & REHABILITATION
-  SURGICAL SERVICES
-  EMERGENCY & TRAUMA CARE
-  MATERNITY & PEDIATRICS

Ask us about the full equipment catalogue and all the areas of care that Phase One supports.

“ Emerge Stronger is our largest annual campaign to date, and rightly so; our hospitals have been through so much.



Together, we endeavour to help our hospitals, our caregivers, and everyone in our community welcome a healthier future. **We have carefully curated Emerge Stronger's equipment funding so all departments in the three hospitals we serve—Royal Jubilee, Gorge Road, and Victoria General—receive the highest priority equipment their teams have identified.**

Emerge Stronger's three-phased approach is defined by a detailed strategy: help our hospitals recover first, fund Island-first equipment that keeps more procedures local, and foster innovation in care to stay on the leading edge. We must ensure that our hospitals emerge from the pandemic as strong and resilient as they were when we entered it.

As a member of our donor family, a gift to Emerge Stronger is how you can bring the latest equipment and technology into our local hospitals and continue to help protect our community's health as a whole.

For your generosity, and for sharing our vision and values, you have my most sincere gratitude, ”

Avery Brohman
Executive Director, Victoria Hospitals Foundation



IN OUR HOSPITALS LAST YEAR:

- One in five Vancouver Islanders received care at Royal Jubilee, Victoria General, or Gorge Road hospitals.
- 8.7 million assessments were administered by our local care teams—a 124% increase over a ten year period.
- Vital care was delivered at 107,000 emergency visits.
- Surgical teams performed more than 31,000 life-changing and life-saving procedures.

ICU Nurse: “YOU CHANGE LIVES”

You may have seen stories in the media, or heard directly from a friend in healthcare. Today, it is my turn to share **what is happening behind the doors of our hospitals.** I know you'll listen—like you, I am a friend of the Foundation and I value the central role our hospitals play in the overall wellbeing of our community.

In your hospitals, we aren't where we were in the spring of 2020. For starters, we aren't fighting against something we don't know. Today, we know the illness—but we are just beginning the battle against its myriad impacts on our healthcare system.

Where uncertainty and caution were once our biggest factors in decision-making in the pandemic, today it is fatigue and scarcity. And demand. There is so much demand.

Demand is knowing loved ones in our community need healthcare—that's what keeps us going every day.

Demand is experiencing the greatest number of ICU patient transfers from COVID outbreak areas in the province.

Demand is seeing nurses—myself and my colleagues included—being constantly transferred from one area of the hospital to the next—wherever our hands are of most benefit.

All of this takes a toll. There isn't one area of our hospital that is unaffected by the pandemic. Needs in every department have been amplified while resources have been diminished. It's going to take all of us to recover and strengthen our hospitals as we continue to transition through the pandemic.

Fortunately for all of us, our hospitals have a solid foundation on which to draw strength: your support. When you provide the tools that allow our teams to do their work, you change what they can do. You change people's lives. **You make a greater impact than you can ever know.**

Thank you,

Julia Cote,
Registered Nurse and Clinical Nurse Leader (CNL)
Intensive Care Unit, Royal Jubilee Hospital



This letter was written in late October

EQUIPPED TO HEAL

Enhancing Mental Health Services in Our Hospitals

Equipped to Heal: Completing an Important \$1 Million Campaign for Mental Health

Thank YOU! Over the summer months, our donor family supported one of the furthest-reaching areas of care within Island Health. Mental Health and Substance Use (MHSU) illnesses are often silent, but they can affect people of any age or socio-economic background.

Equipped to Heal is an important step forward, as it is the Victoria Hospitals Foundation's first community fundraising campaign dedicated to enhancing MHSU services in our hospitals.

Thank you for supporting this vital aspect of local hospital care.

Thank you to the 415+ donors who helped *Equipped to Heal* raise over \$1 million. Your giving has:



Funded a new level of care—the MHSU Sub-Acute Unit at Eric Martin Pavilion on the RJH campus—and helped reduce patient readmission rates



Purchased specialized beds and a medication dispenser, equipped a treatment room, and funded other **high-priority needs**



Funded research into innovative made-in-Canada treatment models for MHSU

Island Savings Kicks Off *Equipped to Heal* with Impressive Donation

When we launched *Equipped to Heal*, it didn't take long for Island Savings to step up to support Mental Health and Substance Use services at Royal Jubilee Hospital.

Mental health affects us all. We realize it takes all of us to make a tangible impact. That's why we were so thankful when Island Savings kicked off the *Equipped to Heal* campaign with a generous \$120,000 pledge. We're so grateful for their leadership and support of mental health care.

"Helping our communities thrive is a part of who we are, and we know that an individual's mental health plays a key role in that," says Kendall Gross, President of Island Savings. "As a member-owned financial co-operative, it's the support of our members that enables



Left-to-right: Tom Siemens, VHF Board Chair, Kendall Gross, Island Savings President, Dr. Wei-Yi Song, MHSU Medical Director, Island Health, and Avery Brohman, VHF Executive Director

donations like this to happen and we're proud to partner with the Victoria Hospitals Foundation to help strengthen mental health resources on the Island."

Jenny Johnston, VHF's Philanthropy Associate helps match major gift donors to causes that have significant meaning to make a lasting impact in our local hospitals. Jenny prudently stewards all gifts to achieve our Foundation's vision to enable exceptional care through inspired giving.



Doubling Your Gift's Impact for Mental Health

In mid-September, an anonymous family foundation stepped up to champion mental health care by matching donations to *Equipped to Heal* up to a total of \$100,000. And **you rallied with them**. Thank you to our anonymous matching donor and you—our generous community—for your incredible display of philanthropic spirit.



Mental Health is one of 11 areas of care you can give to any time to support priority needs.

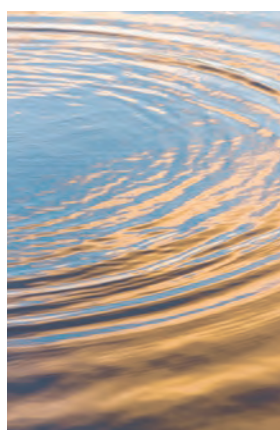
victoriahf.ca/mental-health

Donor Gives \$250,000 to *Equipped to Heal* in Loving Memory of Partner

It is always so humbling whenever we receive a donation in memory or in tribute of a loved one—it is one of the most treasured ways our community shows that they care. It was no different when we received a \$250,000 gift from Mr. Douglas Hamilton in memory of his partner, Wilson S.C. Lai.

Sadly, Mr. Hamilton passed away a few days after making this significant gift—but he wanted to ensure it went toward a meaningful advancement in healthcare. We share our deepest gratitude to him and his family, and express our sincere condolences to all whose lives he touched.

Not only did this gift make an impact on our hearts, it made an impact for mental health, as it propelled the *Equipped to Heal* campaign closer to its \$1 million goal.



We Are Grateful for the Local Caregivers & Patients Who Shared Their Mental Health Stories

EQUIPPED TO HEAL

Whenever a local patient steps forward with a personal healthcare journey, we are so grateful for their courage to share what can be an emotional ride as they relive their experience. We thank every patient and caregiver for their candor and willingness to be vulnerable in the hopes of inspiring others and creating a ripple.

Especially with *Equipped to Heal*, it is important to recognize the individuals who offered their own stories. Mental Health should be talked about, and we are so proud to know and to thank the patients and caregivers that entrusted us with their mental health stories:

Dear Donna,

Thank you for being a voice for your son, and for sharing your own mental health story. Your openness to speak up about suicide and your aim to normalize talking about mental health is admirable. We are so grateful to have advocates like you in our community who aren't afraid to cause a ripple—a ripple that is sure to help someone else in need.

→ Read Donna's story: victoriahf.ca/donnas-story

Dear Jordan,

Thank you for sharing your touching story and sharing how important it is to recognize that each mental health journey is unique—and that each may not be linear. Your strength and growth to recognize when you needed help, and how that strength has propelled you to a full life with a beautiful family is an inspiration to us all. We wish you evermore success and are grateful to have role models like you in our community to learn from.



→ Read Jordan's story: victoriahf.ca/jordans-story

Dear Bill,

Your ability to colourfully describe your own experience helped us understand your journey and truly humanized the sometimes limited comprehension of bipolar and schizoaffective disorders. Thank you for highlighting the various hospital and community supports that are available to people seeking mental health care in our community—your positive experience allows us to see a light for mental health care and how we can all help elevate it for future patients like yourself.



→ Read Bill's story: victoriahf.ca/bills-story

Dear Dr. Song, Sarah, Dr. Gregson, Jocelyn, and Dr. White,

Thank you for allowing us a window into what it means to be mental health caregivers. Whether your passion for helping mental health patients comes from a deep-rooted calling to care for others, the result of being inspired by a mentor, or your own personal experiences with mental health, know that every day you are making a positive difference for our community and within our hospitals. Thank you for providing excellent care.

▶ Watch the MHSU Doc Talk video: victoriahf.ca/mhsu-doc-talk

Meet a Few of the Hospital Heroes You Are Supporting

We often refer to the caregivers in our hospitals as heroes—and, considering the past two years, it's easy to understand why. But the fact is, the caregivers in our hospitals are very much human. They have gone above and beyond to protect and care for all of us—it's no easy task. Thankfully, our community continues to band together with them as they carry on, diligently caring for their patients. Please hear from some of our caregivers below and learn what being a *Hospital Hero* means to them.

As the **Associate Director of Marketing & Communications**, **Gaëlle van Erp** has been with VHF for more than five years. Her favourite part of her job: getting to meet the doctors, nurses, and all staff in our local hospitals. Recently, she had the chance to interact with the Hospital Heroes featured below during an emotional and heartwarming photo shoot in an effort to capture the impact these caregivers have had on our hospitals.



Ayako, Health Care Assistant Royal Jubilee Hospital

To me, the word 'hero' means someone who does something brave, good, helpful—who is greatly admired by people. The frontline healthcare workers and community, during this pandemic, are all heroes. Each and every one of them.

To VHF donors: thank you for donating! It makes a huge difference in helping our facility equipment and training. Your kindness helps keep us safe and improves our performance and compassionate care towards patients. Thank you very, very much!!



Dr. Malik, General Surgeon RJH and VGH

The last year allowed us the time to rethink, reboot, and transform how we carry out our lives in every aspect: personally and professionally. It has made us acknowledge that we can do and be better in all aspects.

I would like to thank VHF donors for their contributions to delivering improved patient care. Future contributions allow us to enhance our delivery of healthcare services and use innovative technology to advance modern medical science.



Tammy, Licensed Practical Nurse Gorge Road Hospital

To me, the term Hospital Hero means we showed up when no one else could. We continued to care for our residents when families and visitors weren't allowed in. We worked when we were tired and still maintained our best possible care. It's adapting to changes that are out of our control.

Please continue to give to the Victoria Hospitals Foundation as it helps the people in our care. Because of your gifts, we caregivers can access better equipment to assist patients' recovery.

YOU can help recognize and show your support for local Island Health caregivers.

Visit our website to send them a message of encouragement.

Nominate a hospital staff member or team for a Caring Spirit Award.

HOSPITAL HEROES of VICTORIA
victoriahf.ca/hospital-heroes

Caring Spirit
victoriahf.ca/caring-spirit

Spreading the Love for Our Hospital Staff

Supporting excellent care is more than just funding equipment—it's showing our hospital staff some love when they need it most. And in that spirit, your Foundation team has endeavoured to spread a little extra recognition and appreciation in our hospitals lately.

Initiatives like distributing local goodies in our Thanksgiving hamper drive (A, D), leaving notes of thanks on windshields in *Operation Kindness* (B), offering caregivers a cool treat on a warm day (C), or funding medical-grade massage chairs for care teams at RJH and VGH have boosted our spirits—and hopefully some of our front lines' too!



Professional Firefighters of Greater Victoria Complete \$250,000 Pledge for Pediatric Care, Renew Their Commitment

In July, firefighters from Saanich, Oak Bay, Victoria, and Esquimalt departments **celebrated the completion of a 10-year pledge** in



support of pediatric care at Victoria General Hospital (VGH). The Professional Firefighters of Greater Victoria Community Foundation's final cheque for \$25,000 completed the \$250,000 commitment they made in 2011 to fund priority equipment for pediatric and neonatal care at VGH.

Such priority equipment included a pediatric cardiac ultrasound system, a pediatric ventilator, patient monitors, and specialized pediatric stretchers.

VGH is the referral centre for maternity and pediatrics on Vancouver Island, and accepts transfers from within the province. It is host to one of BC's four high-level NICUs for critically ill newborns, and one of its two Pediatric Intensive Care Units for critically ill children aged 0-17.

The Victoria Hospitals Foundation is thrilled to report that the Professional Firefighters of Greater Victoria Community Foundation has made a **new commitment of \$250,000** over the next 10 years for pediatric care. This pledge will continue to help keep local kids at home on the Island, close to their family's side—and for that, we can't thank them enough.

→ Don't miss the Professional Firefighters of Greater Victoria's 2022 charity calendar, benefitting VHF. Find out more, and where to get yours: victoriafirefighters.ca

BC Professional Fire Fighters' Burn Fund Donates \$40,000 for Wound Therapy Systems

In April, the BC Professional Fire Fighters' Burn Fund gave a generous \$40,000 to fund two new urgently needed negative pressure wound therapy systems for the Complex Wound and Burn Clinic at Royal Jubilee Hospital (RJH). This equipment promotes tissue growth and contains drainage, which helps decrease wound healing time, meaning our burn patients can recover faster and with fewer complications.

RJH is the burn and reconstruction centre for Island Health, and patients are referred from all over Vancouver Island. Approximately 25 inpatient burns and 150 outpatient burns are treated every year. The Complex Wound and Burn Clinic care teams are committed to delivering the highest level of care available on the Island, and they will continue to do so knowing that they have the advanced equipment they need.

On behalf of burn patients and their families, as well as our care teams, we express our deepest gratitude to the Burn Fund for their support.

→ Founded in 1978, the BC Professional Fire Fighters' Burn Fund has been supporting burn survivors throughout their recovery every step of the way. From enhancing survivor care at BC's trauma hospitals to providing emotional support for survivors of all ages.

VHF Partners with National Campaign, *Will Power*

In the pursuit of advancing healthcare on Vancouver Island, the Victoria Hospitals Foundation is excited to partner with **Will Power**, a national public education campaign designed to inspire Canadians to think differently about charitable giving, and empower them to create positive change through their wills.

Many donors believe that they can't support both their loved ones and their favourite cause in their will. The truth is, **just a small percentage of your estate left to VHF can have a significant impact**, while still leaving the majority for loved ones. The choice to support your charity can also reduce and, in some cases, even eliminate the taxes to be paid. A win-win!

By leaving a gift to VHF in your will, you can make a bigger contribution than you ever thought possible. You can support our local caregivers and help provide them with the tools they need to care for over 122,000 patients who are assessed and treated at Royal Jubilee, Victoria General, and Gorge Road hospitals every year.

You don't need to be wealthy to make a gift to charity in your will. **Regardless of the size of your estate, you can create a lasting legacy by participating in this powerful movement for change—and help transform care in your community for generations to come.**

There's no doubt that in her 10 years with the Foundation, **Beth Cairns** has helped develop some of the most long-standing relationships between VHF and the healthcare champions in our community. In her current role as **Manager of Leadership & Legacy Giving**, Beth creates lasting impact in our hospitals by supporting donors who wish to create a meaningful legacy and advance care through estate planning. Beth is also instrumental in engaging the leadership volunteers who help us champion a culture of philanthropy on Vancouver Island.



Learn more about helping our hospitals with a gift in your will: victoriahf.ca/legacy

Local Canadian Tire Stores Come Together to Help Cardiac Care at Royal Jubilee



Connecting with the community and developing genuine relationships are just two of **Denise Grant's** passions. As the **Philanthropy & Community Engagement Associate**, Denise puts her passion into action, creating meaningful fundraising initiatives with corporations like Canadian Tire.



Since 2003, local Canadian Tire store owners and staff have championed cardiac care through their annual *Fix-A-Heart* campaign.

For eighteen years, Canadian Tire stores in the Greater Victoria community have joined together to raise funds for cardiac care through their annual *Fix-A-Heart* campaign.

The campaign is an annual tradition at five local Canadian Tire stores: Hillside, View Royal, Royal Oak, Langford, and North Saanich, as well as the Gordon Head automotive centre. Each year, from November 24 to December 24, customers donate at the till to support the Victoria Hospitals Foundation and fund cardiac equipment at Royal Jubilee Hospital (RJH).

Fix-A-Heart began in 2003 with former Langford Canadian Tire store owner, Peter Spillette, who was a champion of cardiac care on Vancouver Island. When he passed away in

2008, local Canadian Tire owners and staff honoured his vision with a \$1 million commitment for leading-edge cardiac equipment at RJH, which is the Heart Health referral centre for all 850,000 Vancouver Island residents.

During their 2020 *Fix-A-Heart* campaign, Canadian Tire **surpassed their original fundraising commitment of \$1 million**. VHF is humbled to report that all five local Canadian Tire stores have **committed to raising another \$1 million over 10 years**.

We are so grateful to the owners and staff for their dedication to advancing cardiac care on the Island.

Thank you for supporting local Canadian Tire stores' annual **FIX-A-HEART** campaign, Nov. 24th – Dec. 24th



As part of our donor family, we wish you & yours a very
Happy, Healthy Holiday Season!



We are committed to protecting your privacy. In accordance with the BC Personal Information Protection Act, we only retain information regarding your gift history and relationship with us. For complete information on our privacy policy, visit victoriahf.ca/privacy-policy or call 250-519-1750. The Foundation does not sell, trade, or rent its donor information. Thank you once again for your contribution to our hospitals.

Help us reduce our newsletter costs! Sign up for our digital newsletter at victoriahf.ca/newsletter

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Please note: Our email addresses are changing from @viha.ca to @islandhealth.ca