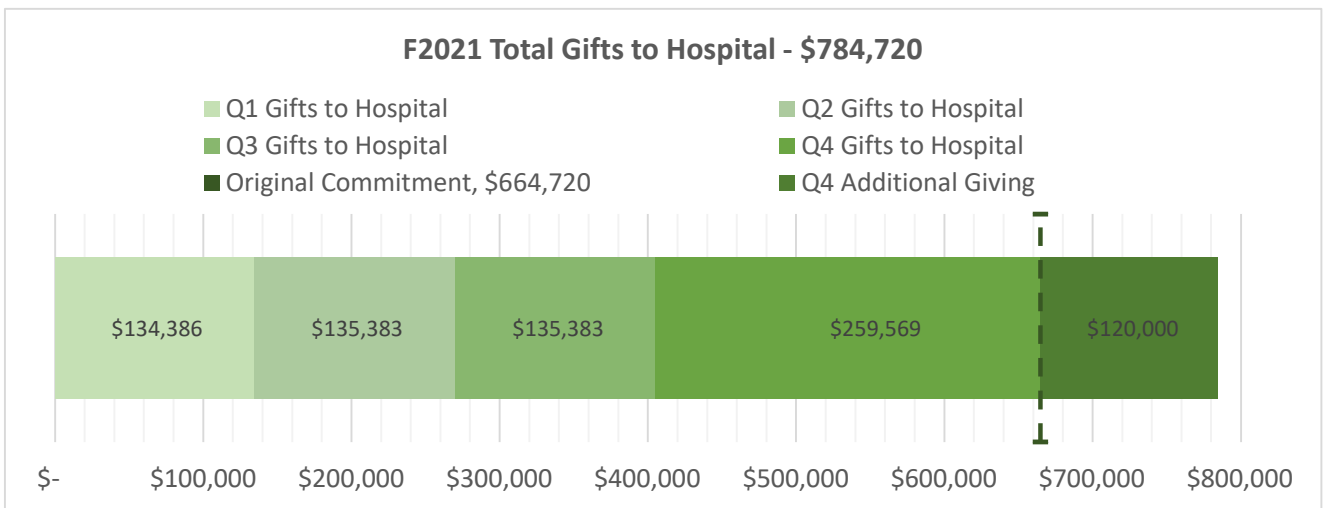
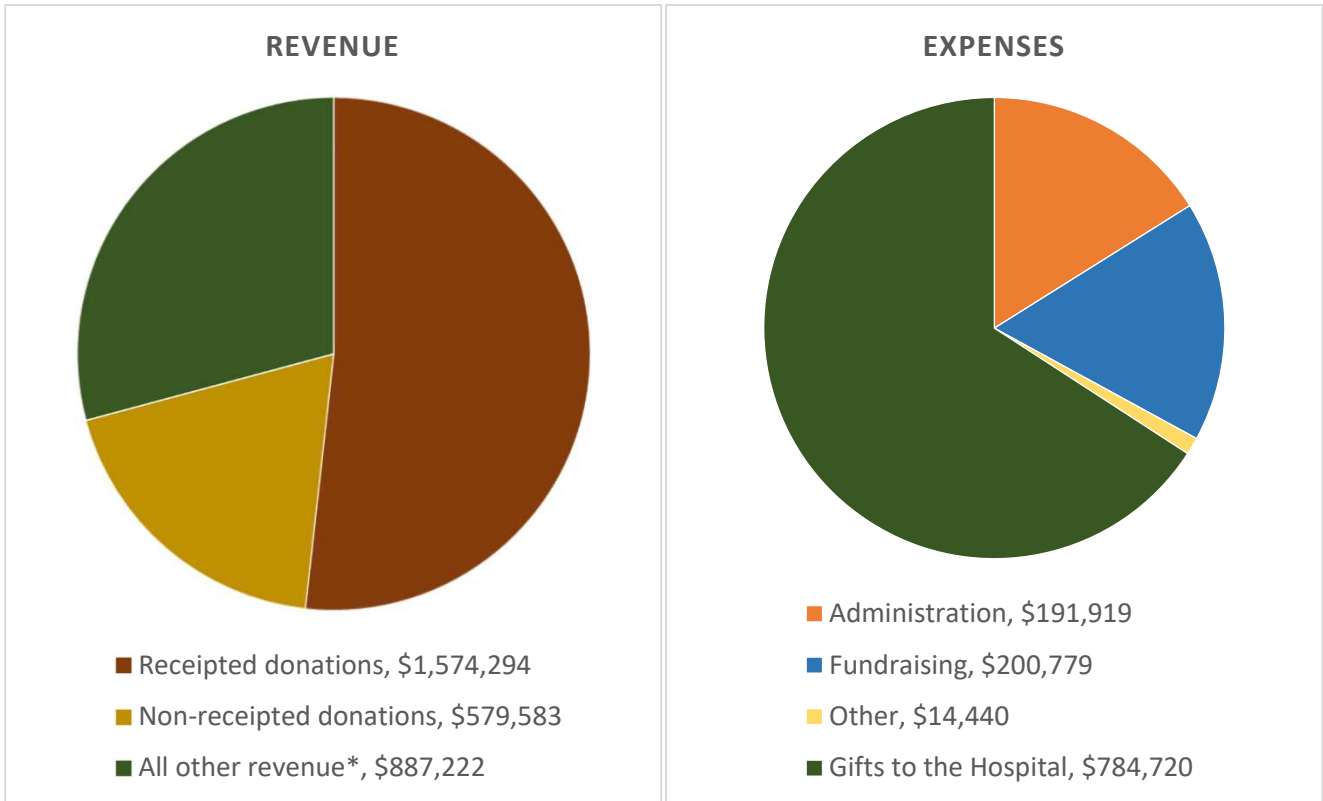


**Strathroy Middlesex General Hospital Foundation
Reporting Period - Fiscal 2021 Full Year**



Lease Payments and Patient Care Equipment Donations

Covid-19 Patient Care Equipment

- 6 Clinical carts (MDU, SDC, ED, PACU)
- Endoscopic CO2 insufflation system
- CO2 monitor
- 1 Geri Chair
- 1 Cardiac Monitor for ICU
- Ophthalmological exam chair for Emergency Department
- Ophthalmological Operating Room chair
- 2 Bariatric Stretchers
- Paediatric immobilization device
- IT switches
- IPC (integrated power console) for the Operating Room
- Patient overbed tables
- 3 Operating Room quick latch autoclavable scopes
- 2 Operating Room autoclavable camera heads

Operating Endoscopic Room Equipment Leases

- Cantel Washer
- CONMED 3D Laparoscopic Surgical Equipment

Diagnostic Imaging Department Equipment Leases

- GE CT Scanner and CT Scanner Service Contract
- Diagnostic Imaging Suite (RM3)
- Breast Assessment Program Seed Funding
- Vantage Fuji VP-7000 Scopes
- Trident Portable Radiography System

For SMGH Staff Benefit

- Education funding

Strathroy Middlesex General Hospital Foundation

Report from Board Chair – John Brennan

Once again, much like last year, our Hospital Foundation has successfully managed the challenges presented by the ongoing global pandemic.

The Board of Directors have worked remotely with each other and staff in a resilient and innovative fashion to advance our primary mission of raising funds to support Strathroy Middlesex General Hospital.

This past fiscal year was our best ever. The Foundation raised the greatest amount of revenue from all sources in its history. In 30 years of support for our hospital over \$35 million has now been raised in support of patient care equipment, new building projects, and new hospital programs.

And the Foundation continues to plan for the future.

The SMGH Foundation has written a letter of support for the planned SMGH revitalization project. We are working with the MHA Board and consultants to complete a thorough review which will optimize our fundraising and stewardship programs.

We have updated our bylaws and revised our governance model. We have diversified our Board membership to better reflect the composition of our community, and efforts at developing further diversity will continue.

We continue to provide training to both staff and Board members so we can better serve the interests of our hospital.

We have made significant progress in working cooperatively and improving communication with both the MHA Board, SMGH administration, and the Municipality of Strathroy-Caradoc.

New fundraising initiatives such as online lotteries and community-based house construction, Building Foundations, continue to progress.

In short, it's been a good year thanks to the efforts of a strong Board and a dedicated staff.

But we must say goodbye to two Directors. Past-Chair Janet Grantham has completed her term with the SMGHF Board. Her strong leadership and sharp insights will be missed. And John Pammer, a valuable ambassador to our local business community, also leaves the Board. He will now be a Director on the Hospital Foundation Trust along with Janet Grantham and Ron Tyler.

We wish both Janet and John well and thank them, along with Ron Tyler for their service to our hospital and community.

Strathroy Middlesex General Hospital Foundation

Report from Foundation CEO - Susan McLean

It has been a tumultuous year to say the least. As of March 31, 2021, the Foundation is the sole beneficiary of the SMGH Foundation Trust, whose holdings include 2518153 Ontario Inc. The roadmap to get to where we are was both trying and rewarding. The development of the Trust positions the Foundation for creative, and we expect, lucrative revenue generating opportunities going forward.

Out of the gate, we have embarked on the 'Building Foundations Project'; a partnership between the Foundation, Holy Cross Catholic Secondary School, the Municipality of Strathroy-Caradoc, local contractors, and tradespersons, and of course the in-kind and financial support of business and individual donors. Thank-you to all our Board Members who have made this possible through their vision, their time, and their expertise.

Everything we have achieved this past year has been under the dark and heavy cloud of COVID. Each step of our journey has been hard fought, and yet, our ability to pivot and implement new ideas, and our perseverance have seen us through to a more successful year than I would have imagined possible last April. The Foundation has asked much of their Board Members and staff, and again, thank-you for all that you have accomplished. Here are a few of the year's highlights:

- **Hospital Transfers:** Our number one priority this past year should be no surprise. As always, the Foundation exists to support the Hospital. At a minimum we committed to transferring the necessary funds to support the Hospital Leases for equipment and operational funding for BAP; \$683,720. I am happy to say that, not only did we flow the minimum funds that we promised, but an additional \$101,000 for emergency equipment purchases made necessary because of COVID. Total transfers, \$784,720 – an increase of 14.77% over our original commitment.
- **PPE Support:** If you remember, most people did not even know what the PPE was, but we all know now. At the outset, in March and April of 2020, PPE was running low at the hospital. Through an emergency marketing plan, the Foundation challenged and engaged the community, and they responded with 2 full skids of much needed PPE. This effort required many late nights and weekends. Staff were fielding phone calls, emails and driving all over the catchment area picking up PPE for delivery to the Hospital.
- **Renovation and Sale of 420 Carrie St:** Through the spring and summer months, in addition to their other duties, Foundation Staff managed a renovation project at 420 Carrie Street, culminating in the sale of the property in November of 2020. The property was purchased in 2018 for \$245,000 and sold 3 years later for \$381,000. After being finalised by our external auditors McNeill Edmundson, the return on investment was \$100,887 or 41.18%. I am so proud of our staff for being able to do this. It was a total team effort to make this happen. I also want to thank the Board of Directors for 2518153 Ontario Inc for their support throughout the project.
- **Online Lotteries:** The Foundation was an early adopter when it comes to online lotteries. Our first online 50/50 draws were held pre-covid in Fiscal 2019-2020, so we well positioned and

prepared to capitalize on this fundraising opportunity when COVID hit in March 2020. Last year we ran 50/50 draws, as well as Catch the Ace. As part of our comprehensive suite of fundraising activities, online lotteries took the place of in-person events in 2020-2021. As with events, our Online Lottery had a cost per dollar raised of 40-50 cents, with the balance of expenses going to online advertising with Facebook and Google, website transactional fees, credit card merchant fees, server and equipment rentals, and AGCO licence fees. Our gross revenue was \$253,618, our prize payouts were \$121,703, and after expenses, our net revenue was a little bit over \$60,000. Last year, online lotteries were like a gold rush, with everyone trying to get into the game. We even had to compete with illegal online lotteries. The Foundation picked up some bumps and bruises along the way as we studied the analytics and learned how to improve our profitability. In the last quarter of 2020-2021, we witnessed a new challenge in the online lottery marketplace. Large national and provincial charities willing to spend tens of thousands of dollars per month in marketing to secure their online lottery foothold going forward. This fierce competition represents a different challenge to the Foundation, and we have developed a marketing strategy to address it.

- **Appeals:** Appeals are up but may not perform as well next fiscal year due to a shift in donor focus away or COVID.
- **Endowments:** There continues to be increased interest by donors in creating a lasting gift to the hospital foundation. Although the principal cannot be spent, over the long-term it translates into more income that can be used to fund transfers to the hospital for patient care equipment.
- **Investments:** Crashed in March 2020, rebounded throughout the year, \$194,433.72 available for transfer in 2021-2022.
- **CEWS:** Huge impact, reducing expenses and cost per dollar raised. Do not get used to it, these low numbers will never happen again. 10.5 cents fundraising, 20 cents Fundraising and Operations combined, 12.5 cents overall (includes investment gains and the capital gain on sale of 2518153 Ontario Inc. to the Trust)
- **Balance Sheet:** The ending fund balance of the Foundation has grown from \$2,208,091 in fiscal 2019-2020 to \$4,070,679 in fiscal 2020-2021. That is an increase of \$1,862,588, or 84% year-to-year.

Respectfully submitted by
Susan McLean, CFRE, CEO