

You Make Exceptional Care Happen at Health Sciences North

2020-2021 Impact Report to the Community



Leading the Way in Philanthropy

Thank You from our Leaders

This inaugural, joint impact report of Health Sciences North (HSN) Foundation, NEO Kids Foundation, the Northern Cancer Foundation, HSN Volunteer Association and our Volunteer Services team, shares the impact you – our donors, volunteers and community of supporters – have made on the quality of care patients receive each and every day at HSN.

The start of our fiscal year in April 2020 may have been challenged by the global pandemic, but **our community came together to support our HSN heroes** and the incredible work they do to provide quality care to patients across Northeastern Ontario. During this past year, working together as partners in health, we had to be nimble, inventive and strong to ensure that our patients continued to receive the best care possible.

The overwhelming response we received when we launched the COVID-19 Support Fund at the start of the pandemic was incredible. Your willingness to support your community and hospital during these unprecedented times is inspiring. **You were there when our patients and HSN heroes needed you the most.** You will read in this report, the many other ways our community came together to help advance the quality of care for patients at HSN. Whether it was through generous donations, purchasing tickets for our new HSN 50/50 Cash Lottery for the North, participating in one of our community-driven events, volunteering or supporting our boutique, **your support is appreciated.**

We are so proud of your commitment to HSN and to the HSN heroes who care for our community each and every day. **Thank you** for all that you do to make exceptional care happen at HSN!



Anthony Keating
President and Chief
Development Officer,
Foundations and Volunteer
Groups at HSN



Brian Killah
Board Chair,
HSN Foundation



Richard Spadafora
Board Chair,
NEO Kids Foundation



Dr. Kristy Côté
Board Chair,
Northern Cancer Foundation



Adam Haight
Board Chair,
HSN Volunteer Association

A Closer Look at Your Impact

Thanks to your support, **\$5 million dollars** was invested back in HSN through the work of the Foundations and Volunteer Association. Here are just a few examples of how your dollars were used to provide the best possible care to patients and their families in Northeastern Ontario.

Because of You...

HSN Foundation purchased a sophisticated simulation manikin that allows our learners and staff to participate in scenario-based training, as well as vital anesthesia machines used to induce and maintain anesthesia during surgical procedures.

NEO Kids Foundation launched the Donor Milk Program to help save a preterm baby's life by reducing the rate of complications, and supported specialized training for Neonatal Intensive Care Unit (NICU) staff to build and maintain skills required to provide safe, quality patient care.

The **Northern Cancer Foundation** provided eight research grants to local cancer research projects to help shape the future of cancer outcomes beyond Northeastern Ontario, and also purchased Blue Light Cystoscopy technology used to detect the smallest bladder cancer tumours, leading to more precise biopsies and customized cancer treatment.

The **HSN Volunteer Association** supported the creation of four research leads, including Cancer Solutions, Indigenous Health, Cardiovascular Health and Healthy Aging, made possible through Health Sciences North Research Institute.





Your Impact on Patient Care

Meet Ryan

"On November 10, 2017, my entire world changed when I was diagnosed with bladder cancer," said Ryan. "At the time, I'd never even heard of bladder cancer, what causes it or even whether it was treatable. As difficult as the diagnosis was, I quickly realized that I could use it to help make real change right here in Sudbury at HSN and hopefully it would benefit patients throughout Northeastern Ontario."

While gathering information about bladder cancer, it was Ryan's friend who brought Blue Light Cystoscopy to his attention. This technology is used to help identify small or deep tissue bladder cancer cells that would typically be very difficult to find using conventional white light. It also allows a patient's care team to customize treatment options, potentially reducing the overall treatment cost per patient.

"I remember reading an article my friend sent me about Blue Light Cystoscopy being approved for use in Canada, but that it was only being used at a handful of hospitals in Southern Ontario. I spoke with my doctor about the technology and whether it would be useful, and the rest is history in bringing it here for use. The support of all the donors, sponsors, and individuals who believed in this cause – you have made a difference in your community and throughout our region. You are the people that have given HSN the best weapon in the fight against bladder cancer today."

Since 2016, bladder cancer has been diagnosed more times in Northeastern Ontario than anywhere else in Ontario. There were approximately 4,300 new cases in Ontario in 2020, making it the fifth most diagnosed cancer in the province.

*On November 10, 2017,
my entire world changed
when I was diagnosed
with bladder cancer.*

Meet Mario

Donor support is vital to ensure that specialized medical equipment, such as CTs and MRIs, continue to be available and current at HSN for essential patient care. Something Mario and his family relied on in an emergency situation.

Mario, who was seven at the time, hit his head after a fall and began to experience vomiting. His parents knew something wasn't right with their son and brought him to the Emergency Department at HSN to have him assessed. What followed was a chain of fast-paced activities and tests, including a head CT, which showed that Mario had a skull fracture, along with a bleed and swelling – a critical situation that required immediate medical intervention. A child of this age, requiring emergency neurosurgery, would typically be flown to SickKids in Toronto for treatment, but time was not on Mario's side for this option. He needed a craniotomy immediately to ensure he would be okay – frightening news for any parent to receive.

Dr. Mantle, the neurosurgeon on call at the time, was paged to conduct the procedure on Mario, in consultation with a team at SickKids. This was a first for Dr. Mantle, an experienced neurosurgeon at HSN who treats adult patients. In addition to the pool of nurses who were on call to assist at the time, there was an excess of off-duty nurses who volunteered to come in if needed to help save the life of this small child. Mario's care team involved doctors, nurses, and staff across many HSN departments including emergency, operating room, intensive care unit, and pediatrics.

Grateful to the extraordinary team of health professionals at HSN – particularly Dr. Mantle and his wife, an HSN physician, who assisted in the procedure – Mario's family feels very fortunate to live in a community with great access to specialized care and the latest in medical equipment. Today, Mario is a healthy and active young boy like others his own age.



Mario's family feel very fortunate to live in a community with great access to specialized care and the latest in medical equipment.

Our Community Coming Together

COVID-19 Support Fund

At the start of the pandemic, many of you asked what you could do to help those working on the front line, caring for our patients each and every day. In response, the three Foundations worked together to create the COVID-19 Support Fund to support our critical needs during a challenging time—and you responded!

Our community came together, including supporters of our Volunteer Association, to help fund essential and life-saving equipment for quality patient care, such as NICU Manikins used to train staff in a safe environment, a heart-lung machine used during open heart surgery, and iPads used by patients to connect with their loved ones during visiting restrictions. You also thanked and honoured our HSN heroes through your generosity and words of encouragement.

Personal Protective Equipment (PPE) Donations and Mask Challenge

Our community came together to donate essential PPE when it was needed to help keep our HSN heroes and precious patients safe during a vulnerable time.



17,822
N95 Masks



108,215
Surgical/Procedural
Masks



4,930
Gowns (Hospital)



6,075
Face Shields



407,444
Gloves



10,295
Hand-Sewn Masks



4,000+
coffees and donuts



1,000+
breakfasts



200
flowers on
Mother's Day



2,700
chocolate bars



1,000+
boxes of cookies



100
vehicles over 5
unique convoys
around HSN

Supporting our HSN Heroes

Our community warmed the hearts of HSN heroes with gestures of kindness, including countless number of food and drink treats, inspiring messages on signs and painted rocks along the Walk of Heroes, vehicle convoys and more.

Unlock the Potential – MRI Campaign

With the support of our community, our three Foundations are working together to raise \$7 million dollars to purchase a new 3 Tesla MRI scanner and upgrade the existing one at HSN to help shorten wait times and enhance the overall patient experience. The new MRI model provides superior imaging abilities and faster scan times – resulting in earlier diagnosis and treatment that will contribute to a better quality of life. MRIs are essential for everyone of all demographics and have an impact on cancer, cardiology, neurology, stroke, as well as our tiniest pediatric patients. We look forward to having two fully functioning MRIs for quality care by the end of 2021.



HSN 50/50 Cash Lottery for the North

HSN Foundation, NEO Kids Foundation, the Northern Cancer Foundation and HSN Volunteer Association launched the 50/50 cash lottery in June 2020, which has raised over \$2.5 million dollars for priority needs at HSN. Funds raised will make a difference in the lives of those living with cancer, how the tiniest patients receive specialized pediatric care, and ensuring equipment is in place to provide quality patient care.



*This is truly life changing for me and my family.
-John Joy, December Winner*

50/50 Dollars at Work

We have been able to make a big impact on patient care by supporting the purchase of:

- Pediatric colonoscopes used to complete the colonoscopy procedure on smaller adult patients, children or patients who have had previous pelvic surgery, or have underlying issues causing scarring or strictures in the colon.
- Two infant incubators that are used to regulate the temperature of premature babies post birth, providing a stable environment for the baby to develop.
- Defibrillators which are life-saving devices used to shock someone's heart back to a normal rhythm during cardiac arrest.

...and this is just the start!

Lottery Statistics

\$2,574,478 won

Approximately **29,065** people a month from **565** communities across Ontario play the 50/50 cash lottery.

Fundraising Together to Enhance Patient Care



Craig Fielding and Katriina Ruotsalo GIVE \$1 Million Dollars to help purchase life-saving equipment and other high-priority needs during the pandemic.

Tim Hortons Smile Cookies RAISED \$50,860 to support priority needs at HSN through the HSN Foundation.



OCP Construction Supplies and Cousineau Family GIVE \$250,000 to support priority needs of the NEO Kids & Family Program, such as specialized pediatric equipment and the new MRI scanner.



NHL vs Sudbury RAISED \$80,000 in support of NEO Kids Foundation and included NEO Kids, local celebrities and NHL players in a hockey skills competition!



Glencore Sudbury Integrated Nickel Operations GIVE \$500,000 in support of the Northern Cancer Foundation and the purchase of a new MRI scanner.



Technica Mining GIVES \$500,000 in support of the Northern Cancer Foundation and the MRI campaign, and challenged the community to match its \$500,000 commitment.



SudburyRocks RAISED \$77,000 in support of the Northern Cancer Foundation and involved runners and walkers from all across the province who took to their own streets for a unique marathon experience.

Meet Olga

Olga and her husband spent many days at the Northeast Cancer Centre, which she describes as “a place of hope.” After her husband passed, Olga felt that it was “her calling” to become a volunteer.

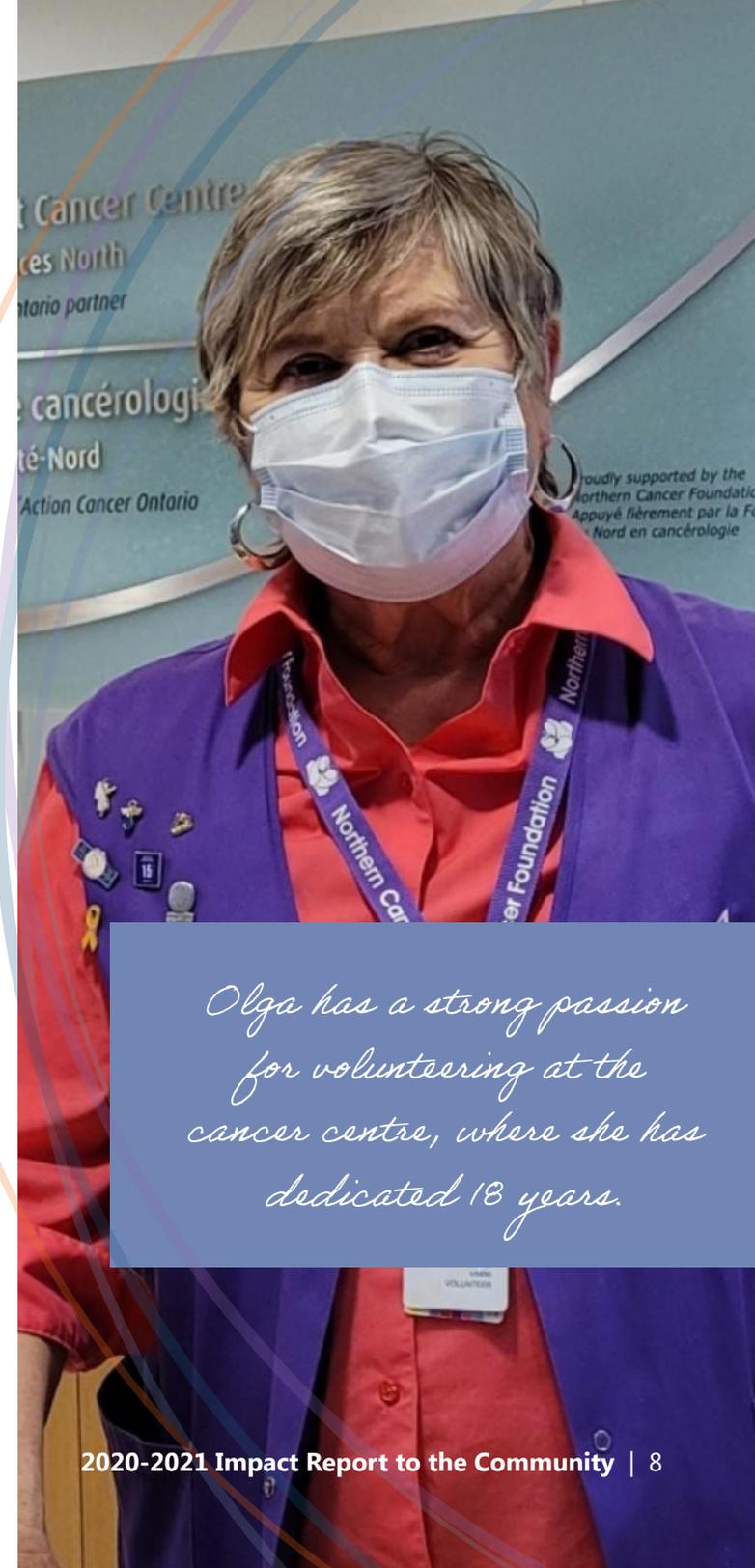
Olga’s fondest volunteer memories were her time spent in the Chemotherapy Suite. She feels grateful to have the opportunity to talk to the patients and get to know them outside of their illness.

“Many years ago, a young couple came in around the age of 30. The husband was diagnosed with cancer, and the couple was distraught – they felt angry, worried, scared and devastated. I got to see them both throughout his treatments, and we had many talks. I ended up giving him a poem to take home called *What Cancer Cannot Take Away*. The poem recognizes cancer’s devastation, but reminds people what it cannot take away – love, mind, soul and connections. Years later, his wife spoke in a public speaking event about her and her husband’s cancer experience. She mentioned me by name and said that I made a massive impact on her husband’s journey, and for that, I am extremely grateful.”

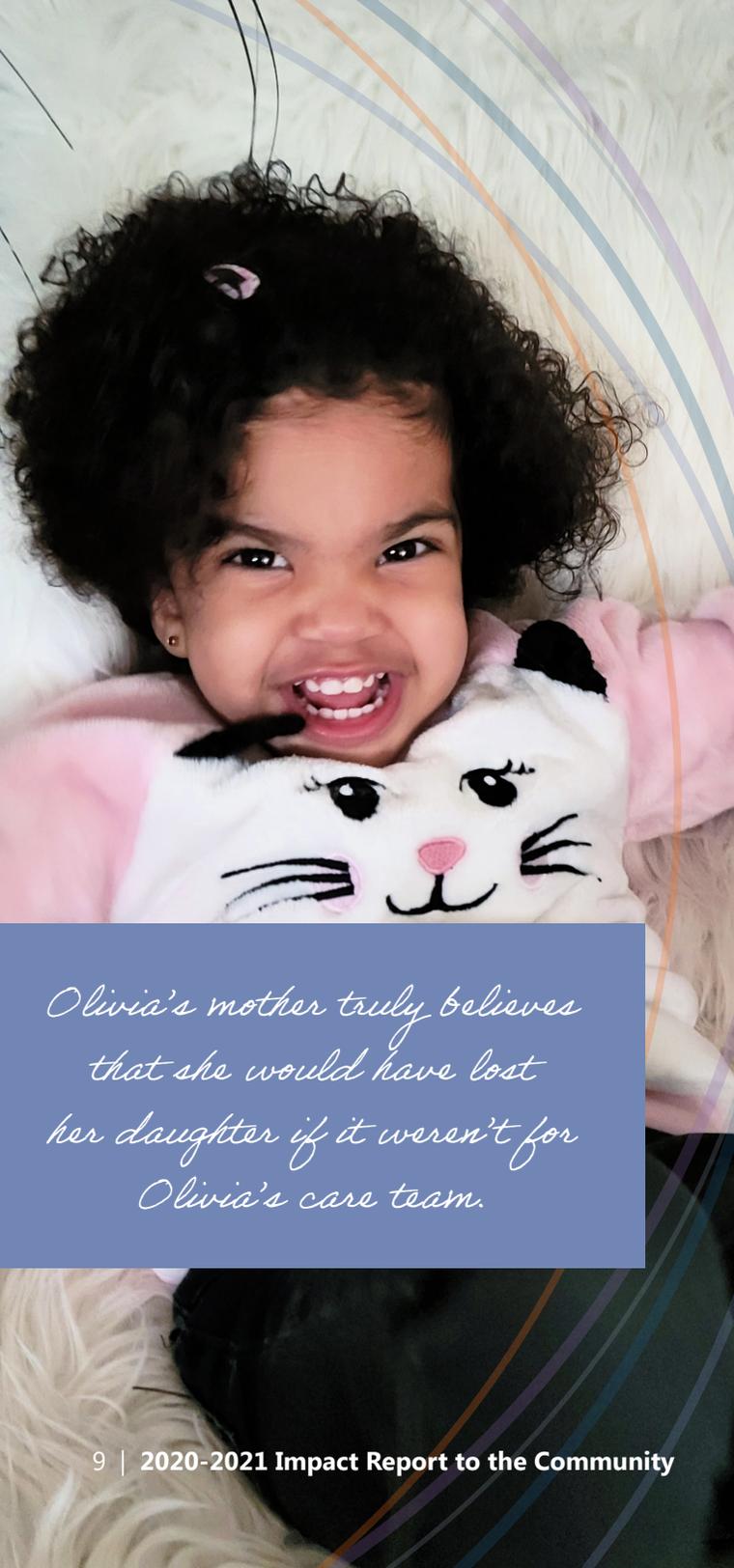
Olga has a strong passion for volunteering at the cancer centre, where she has dedicated 18 years. She has impacted many lives and feels that it’s a privilege and an honour to spend time with people during vulnerable moments in their life. By volunteering, she provides her knowledge, company and good spirits to those who need it the most.

Our volunteers are critical to our organization and support the needs of patients and staff across HSN.

186 volunteers supported **89,500** patients and their families with over **18,200** hours volunteered



Olga has a strong passion for volunteering at the cancer centre, where she has dedicated 18 years.



Meet Olivia

Donor support helps with the purchase of specialized medical equipment, such as infusion devices, to ensure that patients receive the best care. Something Olivia and her family relied on in an emergency situation.

Olivia was born happy and healthy, but at just two months old, sudden and rapid signs of illness occurred. She was rushed to the Emergency Department at HSN with acute symptoms of anemia and was jaundiced, pale, and barely responsive. What followed, were numerous tests and assessments to ensure the safety and health of Olivia. It was determined that Olivia's hemoglobin levels were life-threateningly low. The evening of their arrival, Olivia was intubated in the Emergency Department overnight and transferred to the NICU for one week.

The nurses and pediatricians worked tirelessly to bring Olivia's hemoglobin levels back to normal levels, and several blood transfusions later, she bounced back. However, not with ease. It was then discovered that Olivia had an extremely rare genetic disorder called Diamond Blackfan-Anemia, a condition in which the bone marrow malfunctions and fails to make enough red blood cells.

Olivia's mother truly believes that she would have lost her daughter if it weren't for Olivia's care team, which consisted of doctors, nurses, and staff across many HSN departments including emergency, intensive care unit, and pediatrics.

Grateful for the fantastic team of medical staff at HSN, Olivia's family feel fortunate to live in a community with such great access to specialized care and the latest in medical equipment. Today, Olivia is happy and healthy, but she and her mother continue to visit HSN monthly for blood transfusions and check-ups due to her immunosuppression.

Olivia's mother truly believes that she would have lost her daughter if it weren't for Olivia's care team.

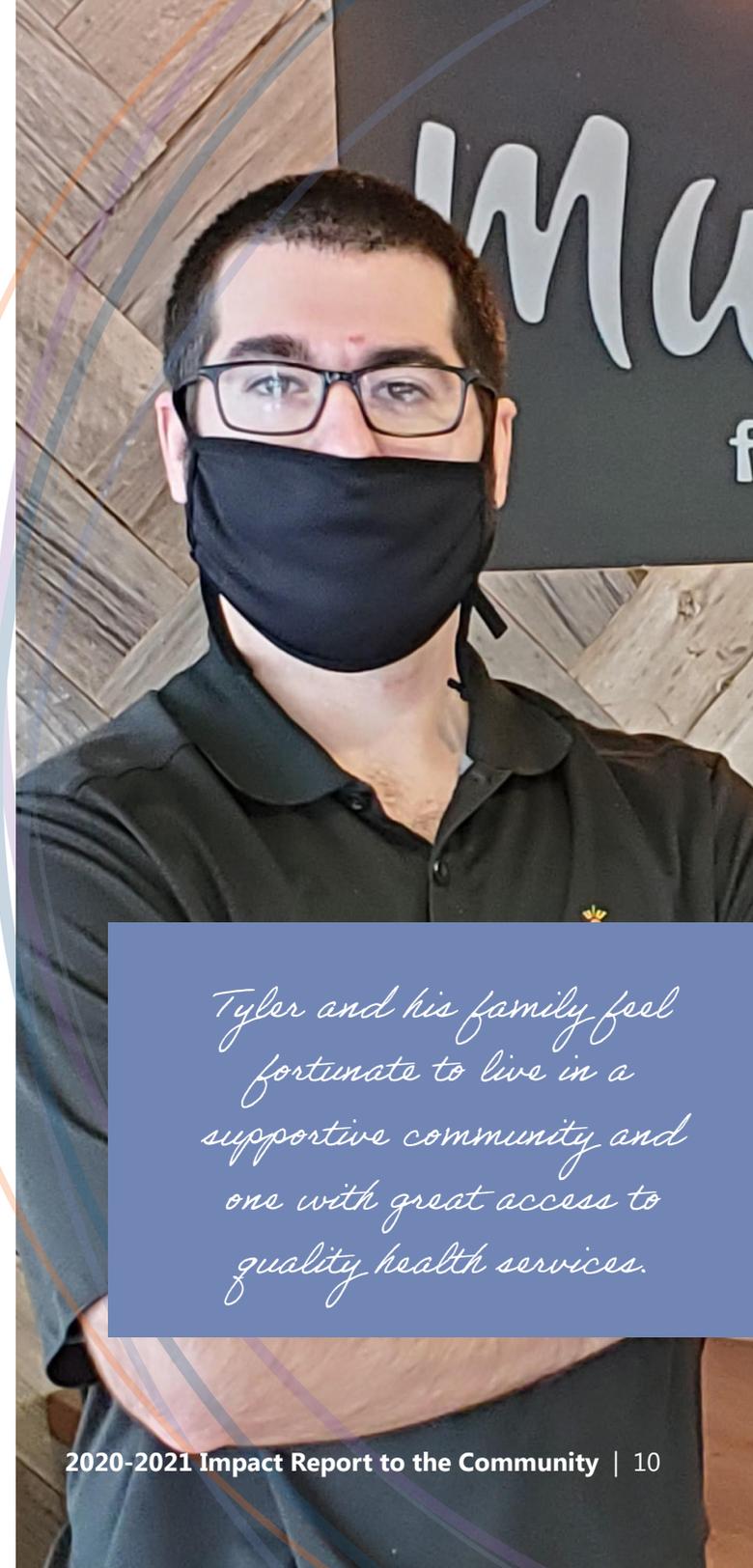
Meet Tyler

Tyler's father, Dan, lived with chronic health conditions for many years that required regular visits to doctors, hospital stays, various tests and procedures. After his father's passing, Tyler, who owns Mucho Burrito Fresh Mexican Grill in Sudbury, knew he wanted to find a way to give back to HSN and the healthcare workers who cared for his father over those years.

Through his restaurant, Tyler launched a successful month-long fundraising initiative supporting cardiac care at HSN, in honour of his father. The community embraced the campaign by purchasing and enjoying many burritos, while Tyler's restaurant staff donated some of their own tips to support something that was so close to their manager.

Giving back is not something new to Tyler or his family. Having launched another campaign, near the start of the pandemic, Tyler asked customers to nominate their favourite front-line workers, and his mom Shelley is a long-time volunteer with HSN Foundation.

Grateful to the HSN team who provided comprehensive care to his father, Tyler and his family feel fortunate to live in a supportive community and one with great access to quality health services.

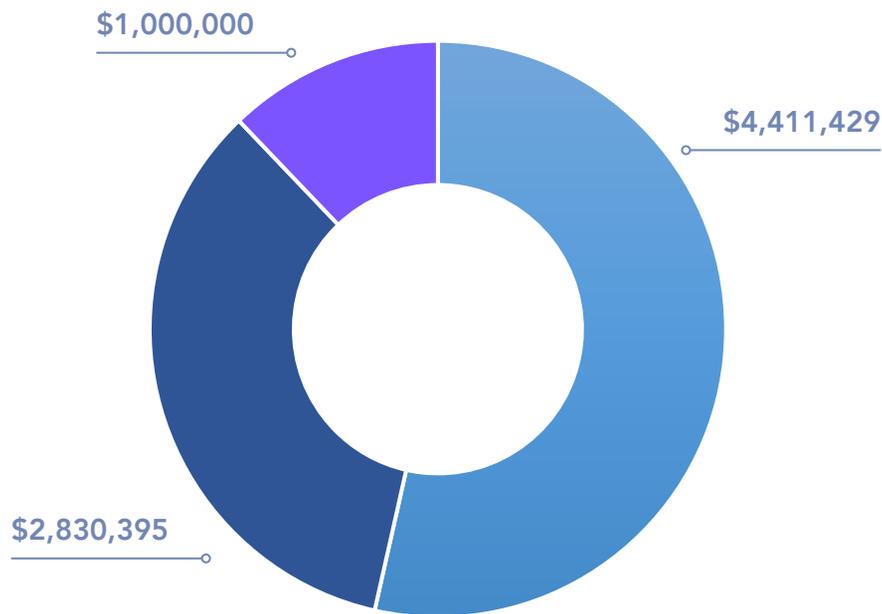


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Financial Summary – April 1, 2020 to March 31, 2021

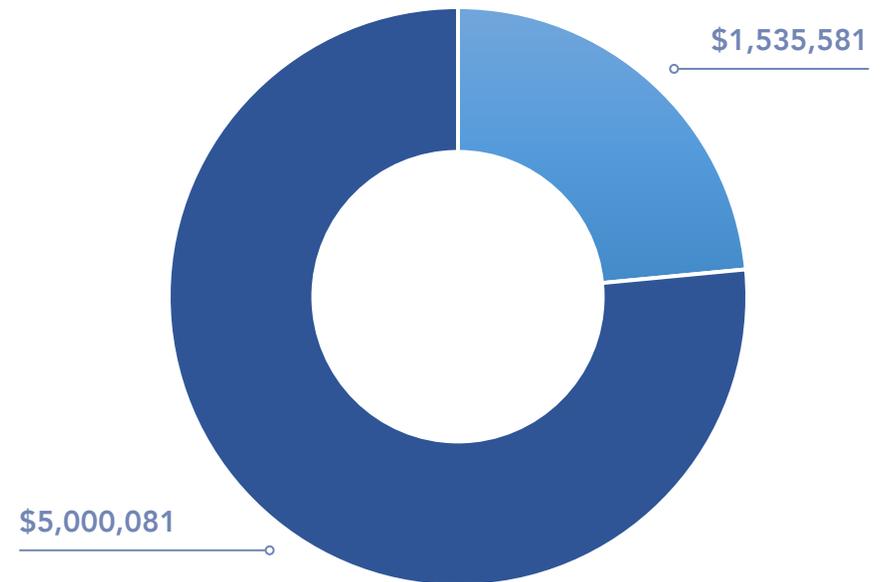
HSN Foundation, NEO Kids Foundation and the Northern Cancer Foundation

Total Revenue for Foundations Combined



- Donation, grant, fundraising and event revenue
- Funds generated through investments
- Municipal contributions

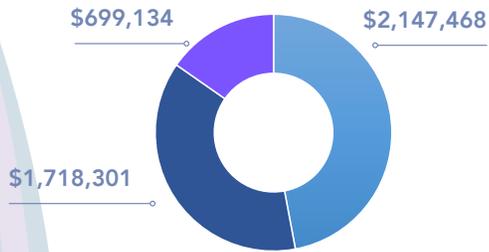
Total Expenses for Foundations Combined



- Direct fundraising and administrative costs
- Gifts to Health Sciences North and charitable disbursements

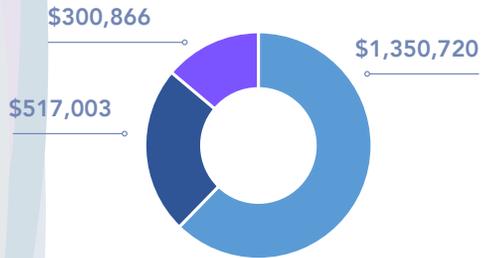
These figures do not include 50/50 cash lottery revenue or expenses, please refer to the chart on page 12.

Total Revenue for HSN Foundation 2021

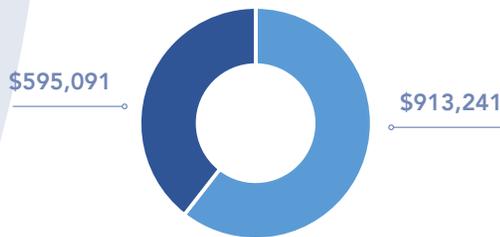


- Donation, grant, fundraising and event revenue
- Funds generated through investments
- Municipal contributions

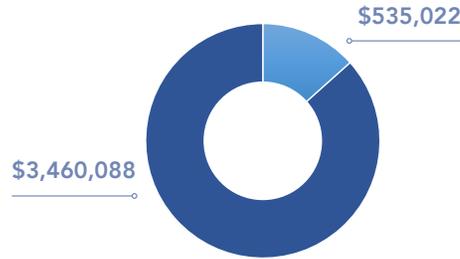
Total Revenue for the Northern Cancer Foundation 2021



Total Revenue for NEO Kids Foundation 2021

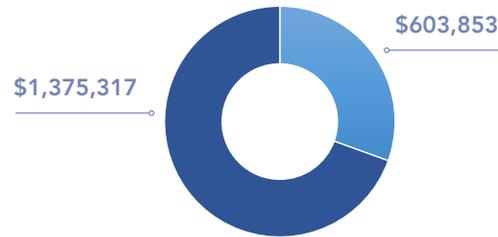


Total Expenses for HSN Foundation 2021

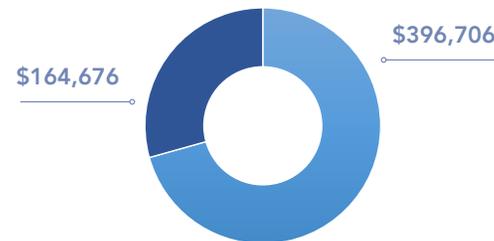


- Direct fundraising and administrative costs
- Gifts to Health Sciences North and charitable disbursements

Total Expenses for the Northern Cancer Foundation 2021

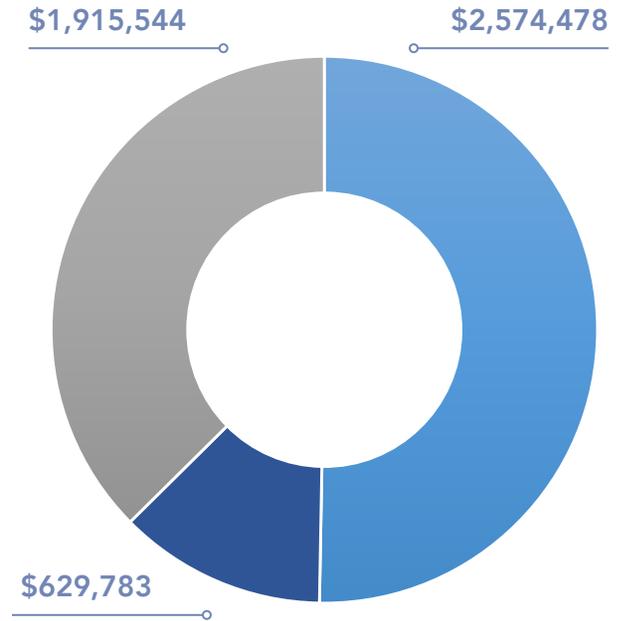


Total Expenses for NEO Kids Foundation 2021



HSN 50/50 Cash Lottery for the North

The 50/50 cash lottery sold \$5,113,155 in tickets.



- Total prizes won
- Total direct costs
- Net revenue – supporting patient care

HSN Foundation, NEO Kids Foundation, the Northern Cancer Foundation and HSN Volunteer Association share equally in the net revenue of the 50/50 cash lottery. This figure is not included in the Total Revenue chart on page 11.

Thank You

