



**Lakeshore General Hospital Foundation
Board of Directors Meeting
June 19th, 2024 @ 5:00 pm
Zoom**

Members Present:

Mr. David Cescon
Mr. Dave Jennings
Mr. Philippe Jordan

Ms. Nathalie Kamel, Ex-Officio
Dr. Fadi Aris
Mr. Eyal Artzy
Mr. Kevin Campbell

Ms. Isabelle Desharnais (6:20 pm)
Ms. Nadia Malik
Ms. Delia So
Mrs. Renée Yardley

Absent:

Ms. Sharon Beaumont
Mr. Paul Broccolini

Mr. Éric Desbiens
Dr. Tomas Kaufman

Dr. Gerry Polyhronopoulos
Mr. Patrick Vena

Minutes by: Ms. Maggie Costa

Quorum was met (David Cescon)

Meeting called to order at 5:07 p.m. by Mr. David Cescon.

Approval of Agenda

- **Motion:** To approve the agenda for the meeting set by **Ms. Delia So**
- **Second:** Motion seconded by **Mr. Eyal Artzy**
- **Vote:** All in favour, motion unanimously carried.
- **Resolved:** Agenda for the evening's meeting approved.

Approval of Minutes:

- **Motion:** To approve minutes from the **May 9th, 2024**, Board of Directors' meeting set by **Mr. Dave Jennings**
- **Second:** Motion seconded by **Mr. Philippe Jordan**
- **Resolved:** Minutes from **May 9th, 2024**, approved without modifications.

Q4 Financials

Mr. Jordan shared that the overall revenue is up compared to the budget. The fundraising events played a part in the increase, as well as bequests and interest rates. The overall expenses are on budget. Mr. Jordan commented that the strategy that Ms. Kamel implemented is working very well for the Foundation. We generated about \$950,000 more than expected.

Ms. Kamel shared that at the next meeting we will be presented the draft audited financial statements which will be very similar to what we posted in the portal.

Question: Mr. Jennings: Can you talk more about the endowments and bequests?

Answer: Ms. Kamel mentioned that there were a few that came through this year that were not recorded in the budget. Budgeting the endowments is always based on historical income. The Foundation is never aware when these types of donations come in. There are times when the donors have passed away many years ago and the Foundation is only receiving the funds during a fiscal year.

Mr. Jordan also added that it is very difficult to budget, but also there is a strategy to deploy this way of giving. Mr. Jordan commented that this way of giving is a part of the strategy moving forward.

Question: Mr. Cescon: How does St. Mary's manage this?

Answer: Ms. Kamel mentioned that they have someone designated to planned giving. Ms. Kamel also commented that the patient care from the hospital plays a big factor in the over all donation. Planned giving is a part of the strategy, but we need to keep in mind that these types of donations may only come in many years from now.

Question: Mr. Cescon asked where we are at in hiring someone to take this on.

Answer: Ms. Kamel is re-evaluating Mrs. Campbell's portfolio and will be sitting with her in August to go over her job description. Ms. Kamel does not see hiring someone until the fall.

ACTION: Mr. Cescon requested that this be added to the next Executive meeting so that it can be reported to the next Board meeting in August.

Ms. Kamel shared the net income, before grants, for this year is \$2,180,243.39 compared to last year's \$977,772.72 net income. We have surpassed the budget being \$1,268,890.00.

Mr. Jordan shared the total of disbursements during the 2023-2024 fiscal year to the hospital totalling \$1,024,250.21 compared to \$137,439.03 during the 2022-2023 fiscal year with an increase of \$886,811.21.

Investment Committee Update

Mr. Jennings shared that the \$4.4 million has been invested. As per the investment policy we have half of the \$4.4 million invested in two funds that track fix income and the other half into equity type funds, mostly global and some Canadian.

Question: Mr Cescon: What is the investment committee hoping for as a target return?

Answer: Mr. Jennings: By being invested in the market, we expect long-term better returns than we are getting from the current GIC strategy. We are also hoping RBC PH&N can slightly outperform the market.

Mr. Cescon commented that in 6 months from now can we will relook at it to see if it is hitting our expectations.

ACTION: Mr. Jennings to add this to the next Investment meeting and present the value given to the Board 6 months from now.

Nomination Committee – Proposing new Board candidate – Mr. Phil Mancini

Mr. Jennings shared that Mr. Mancini has been a valuable member of the golf committee for many years and has proven that he has high fundraising qualifications.

Mrs. Yardley had the chance to speak to Mr. Mancini and has shared that Mr. Mancini is a great candidate to the Board. Mr. Cescon also highly recommends Mr. Mancini.

Approval of Mr. Phil Mancini:

- **Motion:** To approve Mr. Phil Mancini set by **Mr. Dave Jennings**
- **Second:** Motion seconded by **Mrs. Renée Yardley**
- **Resolved:** Mr. Phil Mancini as a Director of the Lakeshore General Hospital Foundation Board of Directors.

Board Succession Planning

Mr. Cescon shared that he will be stepping down as Chairman at the end of the year. Mr. Cescon would like that everyone communicates to Ms. Kamel or the Executive Committee if you are interested in being a part of the Executive Committee.

Mr. Jennings shared that the role of the Executive Committee plays a bigger role in the day to day procedures of the Foundation. There is also more of an involvement with Ms. Kamel in the decisions that are not Board related. Mr. Jennings commented that most Boards have a Chair, one or two Vice Chairs and a Treasurer or Treasurer/Secretary. Once a Chair resigns their position it's the Vice Chair that moves up to that title. Mr. Jennings shared that he will be taking over the Chair position. It is also clear that the mandates are no more than 4 years. Mr. Jennings also reiterated if anyone is interested to please communicate to the Executive or Ms. Kamel.

Approval of Mr. Dave Jennings as Chairman:

- **Motion:** Mr. Cescon – requested the show of hands on support for Mr. Jennings as the new Chairman.
- **Resolved:** Unanimously approved by the Board of Directors

New Project Requests:

Music Therapy – Oncology department \$54,416.00: APPROVED

Music therapy has shown a range of benefits for oncology patients, addressing both psychological and physiological needs such as: reduction of anxiety and stress, pain management, emotional expression, to name a few. Overall, music therapy serves as a complementary treatment that can significantly enhance the overall care and support provided to oncology patients. The funding is covered in its entirety by the Auxiliary of the Lakeshore General Hospital.

Approval of the Music Therapy – Oncology department \$54,416.00:

- **Motion:** To approve **Music Therapy – Oncology department** set by **Mr. Philippe Jordan**
- **Second:** Motion seconded by **Dr. Fadi Aris**

- **Resolved: Music Therapy – Oncology department** approved by the board of Directors.

Uniform Dispenser & Return Center \$206,573.15 for 3 dispensers: **APPROVED**

This automation would enable constant monitoring of quantities to avoid supply shortages, which impacts on the operating schedule. Loss and waste of medical uniforms would be greatly reduced by traceability of users.

Question: Ms. Malik: Why 3 instead of 2, what is the ratio compared to other hospitals?

Answer: Ms. Kamel: It is based on locations. It was determined when they did their assessment that they need it in the OR department, OBGYN and a sterilization area.

Question: Dr. Aris: Will other Foundations in our CIUSSS be paying for it?

Answer: Ms. Kamel: No hospital will be paying for it. Ms. Kamel shared that it will be the Foundations paying for these dispensers.

Approval of the Uniform Dispenser & Return Center \$206,573.15 for 3 dispensers:

- **Motion:** Mr. Cescon – requested the show of hands on support for the Uniform Dispenser & Return Center.
- **Resolved:** Unanimously approved by the Board of Directors.

Event Results:

- **40 Westt – May 16, 2024 Featuring Sugar Sammy:** Ms. Kamel shared that the person who won the 50/50 donated the amount back to the Foundation resulting in a total of \$121,010.00. The feed back from 40 Westt was that they had a great experience and looking forward to next year. They are also donating back the cost of the meals and the space.
- **Walkathon – June 9, 2024.** The result of this event generated an amount of \$10,000.00. We registered 140 people, but because of the weather about 92 people and 6 dogs showed up. We have not seen an increase in participation and total raised with this event. Ms. Kamel will reassess this event to see if this is the right platform that the community wants. With the amount of effort that the staff puts into this event, it may not be the route that we will follow for next year.

Events updates:

- **Dragon Boat – August 24, 2024** - 7 boats registered. Our goal is 15 boats and would like to raise \$130,000.00.
- **Golf – September 12, 2024** - Mr. Cescon mentioned that we are at 45 foursomes with a sell out at about 64. Everyone working hard to solicit their contacts and bringing in foursomes.

Question: Ms. So: How can we tap into bringing in more women to participate?

Answer: Mrs. Yardley: I have tried in the past to bring in more women, but found it to be difficult.

Question: Mr. Cescon: How do we grow that? Anyone who has any ideas, to please share.

Answer: Ms. So, mentioned to offer more communications to target women's groups.

ACTION: Mrs. Yardley will revisit the women's groups that were solicited last year.

- **Ball – October 19, 2024** – So far, we have sold 35 tables with a revenue of \$504,000.00. We are in great shape. We still need to solicit the doctors and a few tables still need confirmations. Ms. Kamel is very confident that we will reach our goal of 50 tables, but would like to potentially reach 55.

ACTION: Any Board members who have yet to confirm their tables or ticket purchase to please do so.

Important Updates:

- **Audit – starting July 2nd:** Ms. Kamel shared that the financial statements should be ready by the beginning of August. The Finance committee will review and present at the next Board meeting on August 21st.
- **AGM:** We will host the AGM in early September. Date to be determined. It will be via Zoom normally at 5 pm. We will let the public know at least 30 days prior to the date.
- **Next BOD meeting – Wednesday, August 21st – in person:** Mr. Artzy and Ms. Beaumont will not be able to attend. The location is still to be determined. So far it is either at the Lakeshore Hospital or at the CIUSSS head office location.

ACTION: Once finalized, Ms. Kamel to advise the Board on the location.

Following the board meeting, the next board meeting will be at the CIUSSS head office starting at 6 pm.

- **Launch of the GMF-U – Potential date: Wednesday, September 18th at 11 am.**

Partnership Program:

Ms. Kamel shared that this program started 10 years ago. The objective was to solicit small to medium size companies to sponsor the Foundation, but also to become our ambassadors in the community. The targeted amount to be a part of this program is \$5,000 or \$10,000 per year. The portion of the funds are also allocated towards tickets sales. It is based on an annual partnership and renewal. Some companies like Desjardins started off small and now they are giving at a higher level, but are still allocated to this.

program. Ms. Kamel shared some statistics:

Year	Partners*	Amount raised \$	Year	Partners*	Amount raised \$
2014/2015	4	\$35,030.00	2019/2020	30	\$83,844.00
2015/2016	18	\$53,304.14	2020/2021	24	\$81,882.50
2016/2017	28	\$43,036.00	2021/2022	25	\$120,334.00
2017/2018	24	\$33,840.00	2022/2023	28	\$122,970.00
2018/2019	26	\$28,905.00	2023/2024	30	\$140,847.50

***Includes Service Partners**

The idea of the program is to cultivate relationships. For example, Club Piscine owner Mr. Matt Lemire, who has been a partner with us for 10 years, is now a part of the golf committee and has brought in foursomes and sponsorships.

We have 22 current partners that includes 7 service partners, see list below. Our service partners (S) assist us in bringing down the costs such as the company Catsys, who supports us in managing our website. In the past, partners purchased tickets outside of the program to the other events that we host.

- | | |
|---|---------------------------------------|
| Action Coach Performance | Galerie Au Chocolat (S) |
| Arbor Memorial - Maison Funeraire Rideau | GerontoLogis |
| Auxiliary LGH | Groupe Spinelli (S) |
| Bayshore Home Health | Kelitos Sports |
| Berkshire Hathaway Homeservices | Levine Bros Plumbing |
| Catsys (S) | Mauve Mango Creations Inc (S) |
| Centre Dentaire Lakeshore-Kirkland Inc | Medicom |
| Château Dollard | Pfizer Canada Inc |
| Check6 Media (S) | Pharmaprix, Lakeshore Medequip |
| Club Piscine Pierrefonds | Studio Cookie (S) |
| Desjardins | Voca Marketing Inc (S) |

7 SERVICE EXCHANGE (S) = \$40,000.00
 15 PARTNERS = \$160,000.00

Currently we have 15 paid partners that brings in \$160,000.00. There is some turnover that occurs throughout the years, but the program has remained stable which has not taken off in generating more funds. Ms. Ravenda is the one who manages this program as well and the relationships with each company.

Question: Mr. Cescon: How many of these companies can be moved to a larger donor pool?

Answer: Ms. Kamel: There are not many of them. Ms. Kamel is constantly assessing this program and questioning if there is anything that we can do to generate more funds.

Ms. Kamel shared that in the beginning stages, Ms. Ravenda tried to connect with the bigger companies, but because some head offices are not located in Montreal it was more difficult to partner up with. This is why we are focusing on small to medium sized business.

Mr. Cescon voiced that it will be very interesting to see how we can grow this program.

In-Camera Session: An In-Camera session was deferred to the August in person meeting.

Adjournment Meeting adjourned at 6:18 p.m. by Mr. David Cescon