



Fondation Hôpital
général Lakeshore
Lakeshore General
Hospital Foundation

**Lakeshore General Hospital Foundation
Board of Directors Meeting
Wednesday, June 18th @ 5:00 p.m.
ZOOM**

Members Present:

Mr. Dave Jennings	Dr. Fadi Aris	Dr. Tomas Kaufman
Mr. Eyal Artzy	Ms. Sharon Beaumont	Ms. Nadia Malik
Mr. Paul Broccolini	Mr. Kevin Campbell	Dr. Gerry Polyhronopoulos
Ms. Nathalie Kamel, Ex-Officio	Mr. David Cescon	Ms. Delia So (arrived at 5:30 pm)
	Mr. Éric Desbiens (arrived at 5:13 pm)	Mrs. Renée Yardley

Absent:

Ms. Isabelle Desharnais
Mr. Philippe Jordan
Mr. Phil Mancini
Mr. Patrick Vena
Mr. Mike Vivier

Minutes by: Ms. Maggie Costa

Quorum was met (Dave Jennings)

Meeting called to order at 5:05 p.m. by Mr. Dave Jennings.

Approval of Agenda

- **Motion:** To approve the agenda for the meeting set by **Mr. Dave Cescon**.
- **Second:** Motion seconded by **Ms. Nadia Malik**.
- **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 1st, 2025**, Board of Directors' meeting set by **Ms. Sharon Beaumont**.
- **Second:** Motion seconded **Mr. Kevin Campbell**.
- **Resolved:** Minutes from **May 1st, 2025**, approved without modifications.

Board Report:

Ms. Kamel provided the Board with an update on the accomplishments of the last fiscal year, 2024-2025, noting that the Foundation contributed \$2,958,097.50 to the hospital in support of various initiatives. Notable projects funded included the GMF-U and the Modular ER. Ms. Kamel also reviewed several additional projects that were successfully realized through the Foundation's support.

Ms. Kamel highlighted the Applicant Tracking project funded by the Foundation, highlighting its impact on hospital recruitment. Ms. Kamel shared key statistics, noting that 18% of all job postings are for the Lakeshore, and that the platform has supported the hiring of 96 Nurses, 28 Auxiliary Nurses, and 26 PABs. Ms. Kamel highlighted the significance of this platform, emphasising the positive difference it has made for the hospital.

Ms. Kamel shared that the Hospital is looking into bringing in a General Surgery Robot as a leasing option. There is also the possibility of adding an ERCP – Endoscopy Suite to the Lakeshore.

Dr. Aris spoke about the importance of the ERCP – Endoscopy Suites project, emphasizing there are significant delays currently experienced by patients. Dr. Aris mentioned that there is a doctor already qualified to perform these procedures. Therefore, establishing this service at Lakeshore would be highly beneficial for both patients and the hospital.

Ms. Kamel reminded the Board that Santé Québec already approved the In-Patient Psychiatry project and is hoping that it will get started quickly.

Ms. Kamel proceeded to highlight the Foundation's social media presence, sharing a comparison with other hospital Foundations. It was noted that the LGH Foundation is performing particularly well on Facebook, demonstrating stronger engagement and reach than many of the other Foundations.

Hospital statistics, including emergency visits, general admissions and surgeries, from 2024–2025 were also presented, reflecting the high volume of activity and the growing demands on the hospital.

Mr. Artzy requested to have a comparison of the numbers from the year before.

Following the Board meeting, the comparison was sent via email to all Board members.

Media coverage from 2024–2025 was also reviewed. While there were a few negative reports, the majority of coverage was positive. The Foundation consistently issues press releases to promote its events and highlight key projects.

Ms. Malik suggested that the Foundation consider investing in a sponsored article to showcase the major initiatives successfully completed through the last fiscal year.

Ms. Kamel also showcased in-house events that the Foundation organized, such as Nurse's Week and Press Conferences that included ribbon cutting.

Foundation Rebranding & Repositioning:

Ms. Kamel initiated a discussion regarding the potential rebranding of the Foundation to support enhanced fundraising efforts. The proposal from Autremont was discussed extensively at the last Board meeting and concluded that more information was needed. Autremont created a 2nd proposal with more detail which was shared with the Board. The proposal included a 4-year Brand Equity Roadmap starting in 2025. This included “Setting the Foundation” in year 1, “Segment, Launch & Build Awareness” in year 2, “Deepen Relationships & Drive Giving” in year 3 and the last year would focus on “Expanding Reach and Reputation”. With a total investment of \$250,000.

Mrs. Yardley expressed that it is time for the Foundation to undergo a rebranding and enhanced marketing effort, which she believes will elevate the Foundation’s fundraising to the next level. Mrs. Yardley highly recommends Autremont.

Ms. Kamel would like to reach \$5M (net per year). In order to do so, Ms. Kamel believes that with the right messaging, visual identity, and a strong public image, the proposed rebranding and repositioning strategy represents the appropriate and strategic path forward.

Mr. Jennings emphasized that at the next Board meeting we are requesting approval for Phase 1 (Setting the Foundation) of the proposal which was quoted at \$119,000.

A discussion took place regarding the hospital’s reputation. All agreed that thanks to the support of the Foundation, the community is increasingly recognizing the significant improvements taking place at the hospital, leading to a more positive public perception.

Ms. Malik emphasized the importance of reviewing the new strategic plan to provide clarity on the Foundation’s direction. Ms. Malik noted that several elements within the plan will align closely with the upcoming rebranding initiative which will potentially have some modifications. The strategic plan will be shared at the next Board meeting in September.

Mr. Cescon inquired whether, upon approving the proposal, there would be a provision allowing for the withdrawal of the contract if necessary. Ms. Kamel & Mr. Jennings will look into this.

Mr. Jennings & Ms. Kamel encourage all Board members to take time to go over the Autremont proposal before the next Board meeting.

Outstanding Commitments / Cash & Investment Position

Ms. Kamel shared that there are 23 projects with a balance of \$1,788,849.31. Ms. Kamel mentioned that the invoices have not been received for many projects on the list.

Regarding the Cash and Investment Position, Ms. Kamel mentioned that we currently hold \$1.1 million in our operating account and \$1 million in a Desjardins TS1 Treasury account. An additional \$4 million is set to mature at the end of December. We also have \$280,000 with CIBC Wood Gundy and \$59,000 with RBC. The remaining funds from Scotia Bank have been transferred to RBC PH&N, bringing the total with RBC PH&N to \$9.4 million as of May 30th. Overall, our total investments amount to \$14 million, with \$1.7 million committed to ongoing projects.

New Project Requests

1 - Music Therapy: \$49,161 APPROVED

Ms. Kamel shared that the Music therapy is currently providing a range of benefits for oncology patients, addressing both psychological and physiological needs such as reducing anxiety and stress, managing pain, and supporting emotional expression, among others. This project is fully funded by the Auxiliary.

Approval of the Music Therapy project:

- **Resolved:** Music Therapy approved unanimously by the Board of Directors.

2 - Free O2: \$155,290.50 (for 10 devices)

Ms. Kamel presented the FreeO2 project at Lakeshore General Hospital. These devices offer key benefits across the board. For patients, it ensures safer, more consistent oxygen delivery, leading to better outcomes and shorter hospital stays. For staff, it reduces manual adjustments, easing workload and improving care efficiency. At the institutional level, FreeO2 supports cost savings and highlights the hospital's commitment to innovation and high-quality care.

Ms. Kamel shared that there is a potential for this project to be fully funded by a donor.

Dr. Kaufman would like to know how these devices will be utilised in the emergency. Ms. So questioned if deploying these devices in only one department would be the best strategy before moving onto others.

Action: No approval was given for this project. Ms. Kamel will request additional details regarding the deployment locations of the devices and will transition the discussion to email, with the possibility of obtaining approval through that channel.

Approved Projects – Updates:

- 1 - Digital Transformation: Deployed and working well.
- 2 - Ward Renovations: Renovations have started.

Naming Opportunities:

Ms. Kamel will be launching a naming opportunity program to support the fundraising efforts for the ward renovations project. This initiative also presents a valuable opportunity to generate funds for the Ultrasound Department, Simulation Centre and the new ER. Once completed, a detailed document outlining the available rooms and corresponding donation levels will be shared with the Board of Directors.

Partner Program:

Ms. Kamel shared that this program is spearheaded by Carole Ravenda. The objective is 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 with exceptions such as Desjardins whose partnership level was \$50,000 per year. The portion of the funds are also allocated towards tickets sales as well as recognition. It is based on an annual partnership and renewal.

The idea of the program is to cultivate relationships. We have 22 current partners that includes 7 service partners.

- **Next Generation Group**

This new program is to engage young professional volunteers to create, organize, and host innovative events. The Annual Membership Fee is \$150. Some of the program perks & benefits are Mentor Support, Networking Opportunities, Mix & Mingles, Lunch & Learn Sessions as well as Philanthropic initiatives. This program has already been softly launched to the community. The official launch will take place in September. There are opportunities for the Board of Directors to become mentors as well as sponsoring this program.

Staff Updates

Ms. Kamel shared that the Event Coordinator position has been posted, and one candidate is currently under serious consideration. As the individual is American, the Foundation is ensuring that all appropriate procedures and requirements are properly followed. We are hoping to have this position filled by end of the month.

Following the Board meeting, the position was filled by Mrs. Holly Darby.

Ms. Kamel also informed the Board that a few strong representatives of the CIUSSS, such as Mr. Jean-François Miron has transitioned to a new role and is no longer with the CIUSSS, and that Mme. Najia Hachimi-Idrissi has recently retired. Recruitment is currently underway to fill these positions, and further updates will be provided once the roles are officially staffed.

Committee Updates

Nominating

- **Board Self-Evaluation:** Mr. Artzy is requesting for those who have not filled out the form to do so.

Investment

- **Investment Report:** Mr. Jennings reported that the committee had explored alternative investment opportunities. However, after reviewing the presentation from RBC PH&N, the committee decided to maintain the current investment strategy. Mr. Jennings and Mr. Desbiens also confirmed that the portfolio is performing in line with expectations.

Committee Structure

Ms. Kamel shared the current list of members serving on the Golf and Ball Committees.

Event Results

- **40 Westt:** Raised \$66,000 with 85 guests.
- **Lakeshore Rocks:** Raised \$40,350 with 218 guests.
- **Monthly Donor Recognition Event:** Ms. Kamel shared that at our last recognition tour event was targeted for the monthly givers group. The feedback that we received was all positive and they are all proud of being a part of the Lakeshore.

Ms. Kamel encouraged Board members to reach out at any time if they wish to arrange a tour for their contacts. The Foundation would be pleased to coordinate a private visit

Event Updates

- **Dragon Boat** – Saturday, August 23rd: Sold Out! We are at 15 boats. There is a potential to raise at least \$200,000. The maximum number of boats is 25.
- **Golf** – Thursday, September 11th: Sold Out! Mr. Cescon announced that the event is sold out, with 64 foursomes confirmed three months ahead of schedule. To date, nearly \$400,000 in revenue has been generated. The live and silent auctions are expected to help surpass the \$500,000 revenue mark.
- **Ball** – Saturday, October 25th: Ms. Kamel shared that we are at 23 tables sold so far with the goal of reaching 60 tables. Due to Mr. Quinn's contact at BFL we were able to secure a \$10,000 table, this will be their first year donating to the Foundation. The committee has been very active in pursuing new and previous donors.

Gift Wrapping – December 1st – 24th

Important Updates:

- **LGH Foundation Audit:** Ms. Kamel shared that the audit will begin the end of June, beginning of July. We will be organizing an Audit Committee meeting in August. The Financial statements will be shared during the September Board meeting as well as the Annual General Meeting.
- **Annual General Meeting:** Ms. Kamel requested that all attend so that quorum is met. It is scheduled for Wednesday, September 17th starting at 5 pm via ZOOM.

Important Dates:

- Digital Transformation Project – ribbon cutting – Tuesday, July 22 @ 10 am. Board members to be invited.

Following the Board meeting, the event went very well. Global News was present and highlighted the video on the 6 pm news.

- Next Board Meeting – Wednesday, September 3rd, via Zoom

Adjourn meeting:

- **Motion:** To adjourn the meeting set by **Mr. Eyal Artzy**.
- **Second:** Motion seconded by **Ms. Sharon Beaumont**.
- **Vote:** All in favour, motion unanimously carried.
- **Resolved:** Meeting adjourned at 6:53 p.m. by Mr. Dave Jennings.

In-Camera Session: An In-Camera session was held.