# St Francis Valley Healthcare Foundation

Annual Report – 2025/2026

## Message from the Board Chair and Executive Director

The past year marked both a significant milestone and a pivotal moment for the St. Francis Valley Healthcare Foundation.

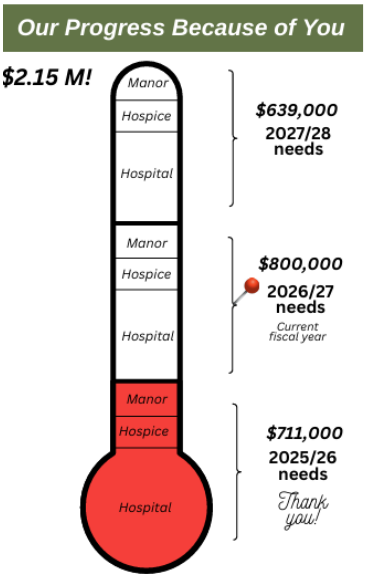
Together, we celebrated the successful conclusion of the Growing TogethER Campaign, raising $3.1 million in support of the Emergency Department Redevelopment and Ambulatory Care project. This achievement reflects the incredible generosity of our donors, volunteers, and community partners and your unwavering belief in the importance of local healthcare.

At the same time, we have turned our focus toward the future. Through a comprehensive strategic planning process, we established a new vision, mission, and values to guide our work in the years ahead.

Our vision is to be *the transformational bridge in elevating exceptional care for our community*.

Our mission is *to connect people and their generosity to local healthcare partner needs, elevating care and transforming our community, now and into the future.*

Looking ahead, the needs of our healthcare partners continue to grow. Over the 2025 to 2028 period, St. Francis Memorial Hospital, Valley Manor, and Madawaska Valley Hospice Palliative Care require approximately **$2.15 million** to fund critical equipment, enhance programs, and respond to increasing demand for services.




Government funding does not cover the full cost of these needs. As technology advances and patient needs evolve, the role of philanthropy becomes even more vital. Through a collaborative approach, we are working closely with our healthcare partners to align priorities and ensure donor support has meaningful and lasting impact - helping local healthcare thrive now and into the future.

Every gift, whether a one-time donation, a multi year commitment, or a legacy gift, helps ensure that patients receive care close to home, that residents live with dignity and comfort, and that families receive compassion and support when they need it most.

We are deeply grateful for your continued support and invite you to join us as we build a healthier future for our community, together.

Cheryl Reid
Chair, Board of Directors

Erin Gienow
Executive Director

## Key Achievements

- The Foundation successfully concluded the fundraising phase of the Growing TogethER Emergency Department Redevelopment and Ambulatory Care Campaign, surpassing its goal with $3.1 million raised including pledges, and has transitioned to donor stewardship and recognition.
- Signature events including Rockathon, the Memorial Butterfly Release, and the Friends of St. Francis Golf Tournament delivered strong results, generating significant net revenue and record participation.
- Third party fundraising continued to play a vital role, with strong support from community partners through initiatives such as Smile Cookie Week, golf tournaments, and musical performances.
- The Tree of Lights Campaign achieved its highest result to date, raising $155,000 representing a 9.5 percent increase. Giving Tuesday raised $35,000 through strong community participation and matching contributions from local service clubs.
- The Catch the Ace lottery remained a consistent revenue stream, with enhanced marketing efforts including a Match It campaign driving engagement and raising over $84,000.
- The Foundation advanced development of its Major Gift Program, generating $171,000 from 10 donors. This emerging program is being built in collaboration with a dedicated team of community volunteers.
- Grant funding from partners including CIBC, Ontario Power Generation, and the Royal Canadian Legion supported priority equipment needs across our healthcare partners.
- Planned giving contributions totalled over $132,000, highlighting the important role of legacy giving in supporting the long-term sustainability of local healthcare.
- The Foundation advanced other key strategic priorities, including the development of a new mission, vision, and values framework, and progress on financial management improvements to strengthen reporting, transparency, and accountability.







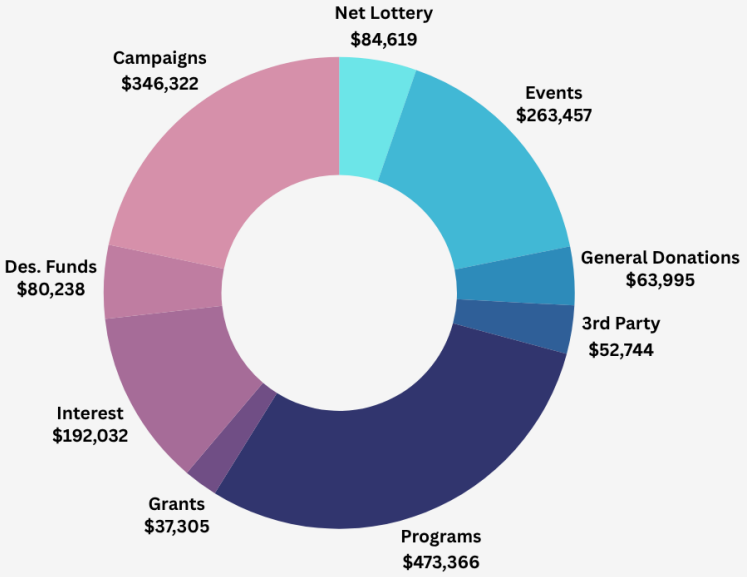





# Our Results at a Glance

**SOURCE OF REVENUE**

| | |
|---|---|
| Gross fundraising program, net lottery | $1,594,078 |
| Total grants to healthcare partners | $1,212,043 (Includes $500k to Growing TogethER Campaign) |
| Fundraising and administrative expenses | $342,474 |




# Donor dollars at work



**St. Francis Memorial Hospital**
**$623,853 PLUS $500,000 Growing Together disbursement**

A new mammography machine, bone mineral density machine, patient beds and lifts, a VAC wound healing machine, ventilator and more.



**MV Hospice Palliative Care**
**$20,150**

Program support including volunteer training, caregiver and bereavement support, loan bupboard and more.



**Valley Manor Long Term Care**
**$68,040**

Washer, oven, curtains for resident rooms, Christmas and birthday gifts for the residents and more.

## Future Initiatives

Following the Board's approval of new strategic priorities in April 2025, the Foundation is advancing its shift from a transactional fundraising approach to a transformational one. This evolution emphasizes building deeper, long-term relationships with donors and stakeholders to support sustained engagement and impact.

The strategic priorities and examples of work within the plan include:

- **Build and Clarify Brand Identity**
  Strengthening the Foundation's brand through clear, consistent messaging that reflects our role in connecting generosity to the evolving needs of our healthcare partners.
- **Strengthening Capacity and Performance**
  Continuing to invest in staff and volunteer development while expanding major and planned giving programs, and enhancing donor stewardship and recognition.
- **Elevate Governance Excellence**
  Advancing financial management improvements to enhance budget structure, reporting, transparency, and accountability.
- **Optimize Processes and Systems**
  Improving operational processes and systems, strengthening data integrity, and supporting more effective donor engagement through enhanced tracking and reporting.








## In 2026/27, we are committed to providing:

- **$657,000 to St. Francis Memorial Hospital** to support the purchase of an X-ray machine, ECGs, a tub and lift system, patient beds and ceiling lifts, a recumbent bike, a bladder scanner, and other essential equipment.
- **$93,000 to Valley Manor** for therapeutic tubs, a dryer, a food processor, and resident activity programs.
- **$50,000 to Madawaska Valley Hospice Palliative Care** for program support including volunteer training, caregiver and bereavement support, loan cupboard and more.

# Thank You

## Acknowledgments

We are deeply grateful to everyone who contributed to the success of the St. Francis Valley Healthcare Foundation this year.

**To our donors**
Thank you for your generosity and belief in the power of local healthcare. Your support through gifts, campaign participation, and legacy giving directly improves care in our community.

**To our volunteers**
Your time and dedication are invaluable. From supporting events to serving on committees, your contributions make a lasting difference.

**To our community partners and event organizers**
Your creativity and commitment bring vital energy to our fundraising efforts. Third party initiatives continue to play an important role in our success.

**To our sponsors**
Thank you for standing beside us and amplifying our efforts through your financial and in-kind support.

**To our Board and committee members**
Your leadership, guidance, and governance ensure we remain focused, accountable, and well positioned for the future.

Together, you make it possible to ensure that the needs of our healthcare partners are met. Thank you for your ongoing support.










ST. FRANCIS VALLEY HEALTHCARE Foundation

## VISION

The transformational bridge in elevating exceptional care for our community.

## MISSION

To connect people and their generosity to local healthcare partner needs, elevating care and transforming our community, now and into the future.

## VALUES

- Relationships
- Integrity
- Community

# OUR PRIORITIES

***ROOTED IN FOUR STRATEGIC AREAS***

### 1 Build and Clarify Brand Identity

Establish a clear and compelling brand presence through consistent, visionary messaging and strategic stakeholder engagement to enhance credibility and recognition.

### 2 Strengthening Capacity and Performance

Enhance organizational competence and effectiveness through targeted skills development, resource alignment and performance tracking.

### 3 Elevate Governance Excellence

Strengthen Board oversight, accountability and strategic decision making, through skills-based recruitment, ongoing training, and effective governance practices.

### 4 Optimize Processes and Systems

Improve operational efficiency and adaptability by refining internal systems, enhancing data use and streamlining workflows.