



CAMBRIDGE MEMORIAL HOSPITAL FOUNDATION 2021 FACT SHEET

Name:	Cambridge Memorial Hospital Foundation
Registered Trademarks:	Cambridge Memorial Hospital Foundation CMH Foundation
Ontario Corporation Number:	506255
Date Incorporated:	March 5, 1982
Charitable Business Number:	11882 6288 RR0001 (Public Foundation)
Date Registered:	July 28, 1982
Fiscal Year End:	March 31st
Address:	700 Coronation Boulevard Cambridge, Ontario, N1R 3G2
Phone:	519 740-4966
Web Site:	www.cmhfoundation.ca
Facebook:	https://www.facebook.com/cambridgемemorialhospitalfoundation
Twitter:	https://twitter.com/CMH_Foundation
Instagram	https://www.instagram.com/CMH_Foundation/
Vision:	An Inspired community, investing in healthcare.
Mission:	To champion investment in CMH through awareness, giving and stewardship.
Values:	GRIT: Gratitude, Respect, Integrity, Trust
History:	Since its inception, the Foundation has raised \$69.1 million for the Cambridge Memorial Hospital. <u>Highlights include the following:</u>
1986-1990	Growing Together Campaign - \$6 million expansion of Emergency, Intensive Care, Medical Daycare, Diabetic Daycare, Surgical Daycare, and Diagnostic facilities. Establishment of the Rockwell Automation Day Hospital and Bailey Wellness Centre.
1988	Trees of Caring holiday appeal starts.
1995-1996	CT Scanner appeal raises \$500,000.
1997	\$725,000 raised to fund a network of 25 automated medication cabinets.
1998-1999	Forests of Caring & Cambium Campaigns raise \$3.9 million to fund urgently needed medical equipment.
2000-2002	One Voice, One Vision Campaign: Cambridge Memorial Hospital Foundation partners with Grand River and St. Mary's General Hospital Foundations to raise \$42 million on behalf of



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Waterloo Region Hospitals. Healthcare Services to include a new Regional Cancer Centre at Grand River, new regional Cardiac Care Centre at St. Mary's, and enhanced Mental Health Services at Cambridge Memorial. Also included were the first Magnetic Resonance Imaging (MRI) services for Waterloo Region, expanded Emergency Care at all three Hospitals, and, expanded and enhanced services to improve surgical facilities, medicine units, and complex continuing care and rehabilitation services.

2004-2005

The Foundation received its single largest donation from the community in its history, a \$700,000 gift from a local couple who understood the need to replace the aging CT scanner.

2007-2008

The Foundation received a major gift of \$100,000 from the Lyle S. Hallman Foundation to purchase a new operating table and other equipment for our day surgery unit for use in more than 12,000 procedures annually. A \$500,000 corporate pledge was received from Gore Mutual Insurance Company for the hospital's endoscopy unit. This gift contributed to increasing the number of screening cases by 300 and reduced wait times significantly.

2008-2009

The Foundation focused a majority of its energy on increasing major gifts revenue. Gifts were realized from the following lead donors: Toyota Motor Manufacturing Canada, Spaenaur, Great West Life, the Witmer family, Challenger Motor Freight, Rockwell Automation, KW Community Foundation and Xerox Canada. More than \$1,165,500 was committed in Major Gift pledges. This year, 6301 people supported the CMH Foundation and we learned that more than 1180 donors have been generously supporting us from for more that 10 years, and 235 for more that 20 years. The CMH Foundation adopted Imagine Canada's Ethical fundraising and Financial Accountability Code as its policy.

2009-2010

Scoring for Kids Event celebrates \$126,000 of donation over six years in support of CMH. The Foundation worked with Milestone Integrated to expand messaging to the community about the importance of giving. This partnership was the inception of the "Part of the Big Picture" campaign, the appeal arrived at 49,000 homes as part of their Cambridge North Dumfries Hydro bill. TD Canada Trust pledged \$100,000 for Nursing Education. BMO pledged \$114,000 to the Building a Healthier Community Campaign.

2010-2011

In this fiscal year \$3.4M was raised from the generous contributions of community donors. A \$1.2M Fluoroscope Unit was purchased. The Foundation received its largest legacy bequest ever of \$1.7 million from the Deir family and Cambridge Cares raised \$30,000 in two years. The Spring Classic Golf Tournament raised over \$68,000 for laboratory equipment and the President's Invitational raised an impressive \$80,000 for patient equipment. Rockwell Automation Canada has continued to demonstrate their commitment to our community by supporting CMH for more than 25 years and donating nearly \$780,000. The Foundation Kicked off the "Be the I in MRI" campaign to raise \$4M for a new MRI machine.

2011-2012

The Lyle S. Hallman Foundation donated \$1,000,000 to the MRI Campaign. The MRI was installed at CMH on February 13, 2012. Cambridge Cares donated \$48,314 over three years to help improve care at CMH. First annual Physicians Gala was held at Langdon Hall with proceeds directed to the MRI campaign. In 2011-12 our physicians and medical professionals proudly donated over \$150,000 in gifts and pledges. Dezurik's Cancer Walk was an



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overwhelming success, raising over \$20,000 for Medical Day Care at CMH. The Amigas Ladies raised over \$15,000 towards the MRI campaign at their annual Friendship dinner.

2012-2013

The *TransformationCMH* campaign launched to support the Capital Redevelopment Project. The CMH Volunteer Association pledged a remarkable \$1.25M to the Foundation. The Lyle S. Hallman Foundation and Toyota Motor Manufacturing Canada were celebrated and thanked with areas named in their honour. The BMO Speaker Event series raised over \$215,000 for the three local hospitals in just four years. \$3.2M was disbursed to CMH from the Foundation. The Foundation received \$2.5 million in new pledges to *TransformationCMH*. 6676 Donors gave to the Foundation, 4700+ people attended 41+ fundraising events.

2013-2014

In 2013, the surgical suite at CMH was updated. This year focused on raising funds for equipment, including Surgery, ER, Diagnostic Imaging and the Breast Reconstruction program. CMHF granted \$2.1M to CMH, including the final payment on the MRI. \$4.4M was received from the City of Cambridge, to complete their \$6.3M commitment to capital redevelopment. \$197K was received in legacy gifts. \$525K was received in mail and annual appeals. \$669K was received from signature Foundation events and third party events. \$7.8M was received from the Region of Waterloo for capital redevelopment.

2014-2015

On Monday, September 15, 2014, Dr. Eric Hoskins, Minister of Health and Long Term Care came to CMH to break ground on the new 250,000 square foot patient tower. TD donated \$375,000 to support the hospital's redevelopment project as well as the continuing education of CMH's dedicated nurses. This is the largest donation from a financial institution ever made to CMH. With the community's support over \$37 million has been raised towards the \$50 million goal. This year's record setting Trees of Caring campaign raised in excess of \$225,000 for much needed medical equipment. \$930,258 was received in Legacy Gifts; \$514,949 was received in response to direct mail and annual appeals, \$684,029 was received from signature Foundation events and third party events, and \$1,097,366 was received in Major Gifts. In total CMHF granted \$3,396,233.00 to CMH.

2015-2016

Construction began in September 2016 to transform Cambridge Memorial Hospital. The new 250,000 square foot patient tower begins to take shape. With all five floors erected and the interior walls being placed to form the departments. Total funds raised this year amounted to \$2,952,778 of which \$1,879,650 were new pledges to the TransformationCMH Campaign. Over 5,000 donors donated over 20,000 gifts, and 13 estate gifts were received.

The Foundation hosted 3 signature events including the Spring Golf Tournament, Best Bites and TransformationCMH Community Celebration Dinner. The Fairmount Foundation donated \$1,000,000 and Lyle S. Hallman Foundation donated \$500,000 to the TransformationCMH Campaign.

2016-2017

The Foundation raised \$3.4M through community support of our Annual Giving, Major Giving, Planned Giving and Event programs. The 2016 Trees of Caring campaign was the most successful in the history of the program, raising over \$325,000 for CMH. Incredible donations were received from Gore Mutual Insurance, Equitable Life Assurance Company and the



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Murphy Family Foundation. Many local individuals pledged their support to the TransformationCMH campaign in the form of one-time gifts and multi-year pledges. Staff have worked hard to reengage the support of the physicians and medical staff within the Hospital to help with the fundraising efforts of the Foundation. Equipment purchased in 2016-2017 included an infant warmer, fetal monitor, fetal dopplers, incubators, beds, and a radiation monitor.

2017-2018

The Foundation raised \$4.2M through the generous support of our community. Our community partners supported us in many ways; direct mail appeals, major gifts to the WeCareCMH campaign, planned gifts, signature events and third party events hosted by our community partners. In August 2017, the CMH Foundation announced Lisa Short as the new Executive Director of the Foundation.

In February 2018, the WeCareCMH campaign was launched to raise the final \$6,900,000 needed to purchase new equipment for the new wing. With that in mind, a Campaign Cabinet of CMH supporters was established to reach out to the community and share information about the campaign. At the WeCareCMH launch in February of 2018, we announced a \$1,000,000 gift to the campaign from long-time Foundation volunteer, Bob Cunningham.

2018-2019

The Foundation raised \$4.44M this year and reduced the expense/revenue ratio to 29%. Support of the WeCareCMH campaign through our Major Gifts portfolio totaled \$3,000,000. A \$1,000,000 investment from a long-time supporter of CMH and local philanthropist was quietly celebrated.

2019-2020

In a year like no other, Cambridge Memorial Hospital Foundation raised \$6.8M for our Hospital, including a \$400,000 investment in equipment by the City of Cambridge. In December of 2019, an investment of \$1 million from the Lyle S. Hallman Foundation was the catalyst to advance CMH's vision for a Liver Health Regional Centre. We celebrated the opening of Wing A in January 2020 with much fanfare and renewed interest from our community. CMHReveal, a fundraising event in the lobby of the new wing raised over \$180,000 for equipment and brought together over 150 supporters to celebrate this milestone opening.

Early in March, a generous donation from the Lazaridis Foundation of \$1.7M allowed Cambridge Memorial Hospital to act swiftly to prepare our Hospital to support growing concerns surrounding Covid-19.

Fundraising Programs:

Annual Giving

Direct mail appeals (Trees of Caring seasonal appeal, Spring appeal, Fall appeal and Patient Acquisition appeals); Tribute Giving Program; Grateful Patient Program; community gifts. Gifts range from \$1 to \$4,999. Trees of Caring is our largest annual appeal.

Special Events

In-house and third party events, Employee Payday Payout Lottery, sponsorships, gifts-in-kind. Some of our events include Best Bites - a gourmet garden party, the Spring Golf Classic,



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CMHReveal, Work for a Cure, Amigas, Terra dos Bravos, East Indian Walk a thon, and North Dumfries community events.

Major Gifts

Gifts of \$5,000+ from individuals, \$10,000+ from local businesses and corporations, community service organizations and charitable foundations. These are often designated by the donor to a specific need or project and are often pledged over a period of three to five years.

Planned Giving

Deferred gifts such as memorial giving, charitable bequests, gifts of life insurance, and donations such as endowment gifts, gift annuities and gifts of securities or property.

Donor Recognition and Stewardship

Cambridge Memorial Hospital Foundation recognizes that every gift, no matter its size, is important. In acknowledging the philanthropic support of its donors, the Foundation seeks to provide recognition that is consistent and fair to all donors, sincere in expressing its gratitude, and cost-effective, ensuring the prudent use of all of its resources.

All donations of \$10.00+ receive an official receipt for income tax purposes subject to the guidelines of the Canada Revenue Agency accompanied by a letter of thanks. The Foundation has developed Donor Recognition Wall as a vehicle to publicly recognize and thank donors who contribute \$25,000* or more to the Foundation. Gifts donated in memory of friends and loved ones are also recognized on our Donor Wall, these donors are recognized once gifts donated in memory have reached a cumulative total of \$1,000 or more.

The Foundation strives to be conscientious in providing excellent stewardship to its donors regardless of the size and the nature of their gift. Because of this commitment, the Foundation endeavors to ensure that each gift is receipted, managed, utilized and recognized, as agreed upon with the donor.

*Based on cumulative lifetime giving, with at least 1 gift since 2011

Ways to Support the Foundation

To ensure accountability to its donors and the community at large, the Foundation maintains a series of Board directed and donor designated funds. Funds have been established to cover disbursements for medical equipment, research, and education.

From time to time, the Foundation will establish restricted or named funds for specific purposes that are in keeping with the mission and guiding principles of both the Hospital and Foundation.

How Registered Charities are monitored

Canadian Charities are monitored by the Canada Revenue Agency (CRA) which registers charities, determines compliance guidelines, provides technical advice and handles complaints concerning charities from the public. Registered charities are required to file an annual return with the CRA, returns can be accessed by the public on CRA's website. Charities must also meet certain requirements of the *Income Tax Act* concerning their expenditures and business activities.



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In Ontario, the Public Guardian and Trustee (PGT) is responsible for the use of charitable property, working with charities to help them deal with any problems they may encounter. The PGT can also inquire into complaints about charities to protect the public's interest in how charities raise and disburse their funds. For example, charities must comply with the *Charities Accounting Act* and the *Charitable Gifts Act*.

Professional fundraising associations in Canada, the United States and beyond have developed ethical guidelines and codes of conduct to guide fundraising and development practices undertaken by registered charities and non-profit organizations. The Cambridge Memorial Hospital Foundation endorses the following ethical guidelines and codes of conduct:

- ◆ *Donor Bill of Rights* (Association of Fundraising Professionals)
- ◆ *Statement of Professional Standards of Conduct* (Association for Healthcare Philanthropy)
- ◆ *Standards of Professional & Ethical Conduct* (Canadian Association of Gift Planners)

The Cambridge Memorial Hospital Foundation is firmly committed to bringing donors, Hospital partners and the community at large the very best in accountability, compliance with the legal and ethical framework governing the charitable sector, and responsive stewardship based on appropriate internal controls, sound risk management and asset security, as well as sound financial reporting.