



**Perley Rideau**

The Perley and Rideau  
Veterans' Health Centre

## Family and Friends Council Minutes of Meeting

February 18, 2016

Boardroom, 2<sup>nd</sup> Floor

7:00 PM

**Attendees:** *Ray Bailey, Mark Bowman, Carolyn Young-Steinberg (PRVHC Staff Liaison), David Mallalieu, George Leir, Brent Mersey, Margaret Becker, Brenda Tobin, Fran Cordukes, Joan Olinik, Doreen Rocque, Heather Moxley, Dan Clapin*

**Regrets:** *Diana Hennessy*

1. Welcome and Roundtable Introduction
2. Review and Approval of the February 18, 2016 Agenda, and January 21, 2016 Minutes.
  - a. Motion – Brenda Tobin
  - b. Seconded – Joan Olinik
  - c. Approved
3. Report from PRVHC Management – not available for this evening. All were reminded of the recent Town Hall meetings.
4. Special Session: Speaker was Dan Clapin, the Executive Director of the Perley Rideau Foundation, who has thirty years as a fund raiser. He is an Advanced Certified Fund Raising Executive (ACFRE), one of few in Canada.
  - a. Dan too had a connection with the Perley and Long Term Care process. He too had family members who were veterans and lived at the Perley.
  - b. The Foundation is the fund raising arm of the PRVHC.
  - c. The original institution that later evolved to be the PRVHC was The Hospital for the Incurables. The hospital was founded in 1898 through a bequest by William Perley.
  - d. The Foundation mission – To raise funds to support the Health Centre in its mission of caring for seniors and veterans.
  - e. The Foundation Vision (summary)
    - i. Provider of financial assistance

- ii. Important partner to the Health Centre in providing quality living in the Perley Rideau Village
  - iii. Partnering with broad representation of the community some of whom support the Health Centre with leadership gifts
  - iv. Foundation uses best practices in its governance and its outreach into the community.
- f. The Foundation Board
  - i. Federally incorporated
  - ii. Separately incorporated from Health Centre
  - iii. Not funded by Health Centre and receives no government funding
  - iv. Board of 14 Directors
  - v. Staff of 3
  - vi. Governance Committees – Finance, Investment, Governance and Strategic Planning, Succession and Nomination, Compensation.
  - vii. Operations – Fundraising Partnerships, Planned Giving, Major Gifts, Capital Campaign
  - viii. Accountable to our donors – Donors Bill of Rights, Code of Ethics. Dan provided a copy of the Donor Bill of Rights, the AFP Code of Ethical Standards, CAGP Code of Ethics
- g. Sources of Revenue
  - i. Donations by Will – generally the biggest gifts received by organizations.
  - ii. Major Gifts
  - iii. Direct Mail – the preferred approach to a number of the donors in the older age groupings.
  - iv. In Memoriam and In Tribute Gifts
  - v. Gifts in Kind –Rule of thumb is that items need to be less than 2 years old.
  - vi. Special Events and Third Party Fundraising
  - vii. Associations and Clubs
  - viii. Monthly Giving
  - ix. Online Giving
  - x. Investment Income
  - xi. Miscellaneous
- h. Who are our Donors?
  - i. Foundation Board Members and Health Centre
  - ii. Foundation Staff and Health Centre
  - iii. Grateful Family and Friends of residents/tenant current and past
  - iv. Clubs and Associations
  - v. Royal Canadian Legion Branches
  - vi. Foundations, public and private
  - vii. Corporates, particularly suppliers
  - viii. General public with an interest in Seniors / Veterans
- i. Why do Donors Give? Number one reason, because they were asked! Link, Interest and Capacity.
- j. Impact of Giving – Dan provided a long list of where the 2015 funds went – to Programs, Equipment, Outdoor improvements and Capital Campaign
- k. Disbursements to Health Centre 2016 – The Foundation has made a commitment to the Health Centre so that budget planning can proceed. The Management has provided lists of areas where the funding is not within the Ministry of Health, Veterans Affairs

funding to the Health Centre. Key baseline commitments to the Health Centre for 2016 include:

- i. Annual Disbursement Commitment - \$350k
    - ii. Major Gift Commitment \$300K for the Nurse Call System
    - iii. Capital Campaign – “*Building Choices, Enriching Lives*” Capital Campaign \$5M – pledged and received to date over \$3,000,000 2012-2017
  - l. Priority Needs List 2016 – a list of items in the categories of Programs, Equipment, Outdoor Improvements, Other Priority Needs, and the \$600K needed for the Nurses Call System.
  - m. Donor Recognition and Stewardship
    - i. Saying “Thank you” and meaning it!
    - ii. How the Foundation says thank you: Letters, calls, emails, face to face, tree of life, donor wall, guidelines/standardization
    - iii. Maintaining the relationship, stewardship practices: Annual Donor Reception, Donor Bill of Rights, AFP Code of Ethics, CAGP Code of Ethics, Donor centered.
  - n. Reminder for the Special Event – Perley Rideau Night at the Races – May 5, 2016.
  - o. Question about whether the Perley Foundation shares their mailing lists with other charities. The Perley Foundation does not share their lists.
5. Family and Friends Discussion - This standing item on the agenda is a confidential discussion family and friends on the quality of care provided to residents, unless otherwise noted.
6. Report of the Treasurer
  - a. Motion to approve the Statement of Funds for January 31, 2016. The total funds remaining is \$1,386.27
    - i. Motion by Brenda Tobin
    - ii. Second by Mark Bowman
    - iii. Approved
7. Report of the FFC Executive
  - a. The FFC has provided input into the PRVHC Quality Improvement Plan
  - b. Work has progressed towards the next number of topics and speakers – We have in the past couple of years coordinated topics and speakers that have provided information about all the various great teams that provide services within the Perley. The focus of the next few meetings will be ensuring that the family and friends members are supported as they care for their loved ones.
8. Other Business
  - a. Discussion about the PRVHC volunteer recognition program and in particular if there are specific teams or individuals that the FFC would specifically support.
  - b. Doreen Roque provided some information on the workshop being coordinated by Champlain LHIN and Pinecrest-Queensway Community Health Centre: Working Together for Meaningful Engagement: Inspire. Empower. Support! Thursday, March 3rd 2016, 8:30 - 4:00pm, Ottawa Conference and Event Centre, 200 Coventry Rd., Ottawa, ON
9. Adjournment – 9pm