

Giving Lives Back



SPRING 2017 REPORT TO DONORS

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The Stars Come Out for West Park

Charles Oakley, Muggsy Bogues, Donovan Bailey and more – the West Park Tournament of Stars glittered with top sports stars. But one man stood out.

Jamoi Anderson, a former West Park patient who lost a leg following a viral infection, captained the West Park team of physicians and staff members. Anderson won a bronze medal in sitting volleyball at the 2015 Parapan Am Games. He was a winner again at the Tournament on April 1, taking the three-point shooting contest after a tense shoot-out with CFL star Chad Owens.

The Tournament, a fundraiser for West Park, began with the Celebrity Draft Party on Friday night at the Everleigh Club. As the top fundraising team, West Park had first pick of the celebrity draft and chose NBA legend Charles Oakley. Team SWI was second and nabbed former Raptor Alvin Williams. Team Raymond James and Friends, in third place, drafted Jerome 'Junk Yard Dog' Williams.

The next day, 12 teams competed in 3-on-3 and 5-on-5 round robin tournaments at the Goldring Centre for High Performance Sport at the University of Toronto. An all-star game featured the Celebrity All-Star team, coached by Superfan Nav Bhatia, facing off against a team comprised of the top two fundraising teams and the top three individual fundraisers. The fundraisers won!

The teams did a great job fundraising for West Park and, with sponsorship and silent and live auctions added in, almost \$200,000 was raised.

A special shoutout goes to Tournament of Stars Honorary chair Jack Armstrong, Honorary Commissioner Rod Black and Superfan Nav Bhatia.

Thank you also to our generous sponsors: 2XU, Extendicare Assist, Fiera Capital, LiUNA Local 183, Deep Relief, Pretty River Sports & Entertainment, ottobock, RABBA, the Toronto Star and our many "in kind" sponsors.



MESSAGE FROM THE CEO



Joanne Cole
Chief Executive Officer
West Park Foundation

What a great job I have! I get to wine and dine in the Distillery District, hobnob with NBA stars, and play golf. I get to work with the wonderful people of West Park Healthcare Centre and know that my efforts are supporting their great work. I have the pleasure of leading a team of committed volunteers and exceptional staff members.

Best of all, I get to interact with generous people across our community – to tell them about the important role West Park plays in our healthcare system, and share our exciting vision of the future. I present them with the opportunity to be part of the grand adventure we are on.

This year, the first full year of our fundraising campaign, many individuals and organizations responded with generosity and vision. My thanks to everyone who helped make the future possible through their sponsorships and donations.

But we're not done. Not by a long shot. We must continue to inspire and celebrate generosity, working toward that day when we cut a ribbon and enter a beautiful new hospital. We've got a great story to tell, and the right people to tell it. I look forward to another exciting year.

A Conversation with Anne-Marie Malek

Anne-Marie Malek is President and CEO of West Park Healthcare Centre. We spoke to Anne-Marie in May.

Q: *In your view, what makes West Park special?*

A: West Park is special for many reasons. Among these are the strong sense of community among the staff, medical staff, patients and their families.

Q: *What does the slogan 'Get your life back' mean to you?*

A: It represents the promise we make to our patients. We can't take credit for it—it came from the lips of a patient! It stuck because it speaks authentically to the experience of our patients, and the intent of our staff and medical staff.

Q: *How will the new hospital help West Park deliver on that promise?*

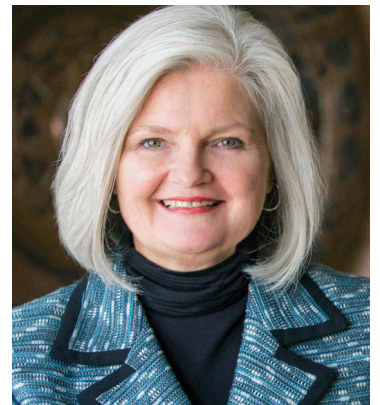
A: The new hospital will introduce new services, (dialysis and a geriatric day hospital), and provide improved access to services for seniors, individuals living with disabilities, and people with high needs – all growing populations. These hospital based services will be co-located within our integrated campus of care thereby providing a more coordinated approach to a range of services.

Q: *How do you feel about progress on the redevelopment project so far?*

A: Absolutely thrilled! Planning for a new hospital is definitely a marathon, not a sprint. Our planning team is working hard to release the Request for Proposals this summer. That means we could be starting construction by late 2018.

Q: *What are some of the features of the new hospital that you are most excited about?*

A: I'm delighted that we have continued to build on our commitment to environmental stewardship and energy efficiency. It's the right thing to do from an environmental perspective and it also makes good business sense! Energy savings can be reinvested in patient care. Secondly, West Park has always understood the therapeutic value of the connection to nature for our patients. Our evidenced based approach to planning and design underscored the benefits of that connection and underpinned design elements that enable therapy to be extended into the outdoors. But most importantly, we engaged patients and family members in the planning and design process to ensure that we understood their needs and reflected them in the plan – a truly patient-centred perspective.



"we engaged patients and family members in the planning and design process to ensure that we understood their needs"

The Year in Review: New Events Raise Funds, Awareness

The year 2016-2017 was another successful year for the Foundation, with significant progress being made on three key fronts.

The Annual Fund and Signature Events programs were further reorganized to allow the Foundation to better respond to market preferences, generate additional revenue and raise awareness among a broader network of both the hospital and the capital campaign to support its redevelopment.

Among the changes was the successful introduction of two new events:

- At UNCORK UNTAP UNWIND in November, 350 guests enjoyed an evening of food by famed Chef Mark McEwan, terrific wine, whiskey and beer, and great live music, in the historic Distillery District. The event raised more than \$100,000 in support of West Park. The event is being held again this year, on November 9 at the Drake Hotel.
- The first Tournament of Stars (see story on page 1) was held on March 31 – April 1 and exceeded expectations on many levels, with extensive media reach to help expand brand awareness and the formation of many new partnerships that will allow the event to grow in future years.

In addition, the third annual Chairs' Invitational Golf Tournament held on August 30 was the most successful tournament yet, exceeding its goal with revenue of more than \$100,000. The next tournament is on August 22 at Glen Abbey Golf Club.

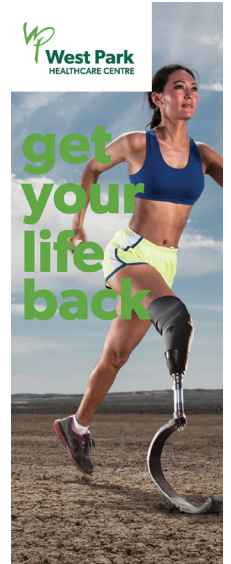
The Annual Program which includes direct mail, tribute giving, staff giving and the lottery did very well, with combined revenue of \$330,000.

This past year was the first full year of the *Get Your Life Back Campaign*. The \$80 million Campaign is supporting the capital costs of West Park's new hospital. Phase 1 of the Campaign will raise \$50 million by the end of 2021, the expected completion date of the new hospital.

The Campaign progressed well in 2016-2017, with contributions from four of Canada's five largest banks. Public celebrations were held for gifts from RBC (\$500,000) and TD (\$800,000 – see story below). The Foundation also celebrated generous gifts from Menkes Developments (\$150,000) and Deloitte (\$100,000).

The Campaign is also set to become much more visible. In fact, visitors to the hospital will soon see both indoor and outdoor banners that feature the 'get your life back' brand and the Campaign!

This spring, the Foundation completed its application for accreditation by the Imagine Canada Standards Program, the highest professional standard for fundraising in the country. The policy framework and process development that occurred in order to complete the application has served to further professionalize the Foundation; achieving accreditation with Imagine Canada will bolster trust in the Foundation and position it as a leader among fundraising organizations.



Anabela Andrade, winner of the West Park Lottery Grand Prize, accepts the keys to her new Jeep Renegade Trailhawk from Peel Chrysler Jeep's Danny Diamantakos on February 15, 2017.



Banking on Education

In early February, TD Bank Group announced a gift of \$800,000 to the *Get Your Life Back Campaign* to create a new resource centre at West Park.

The new centre will provide patients, families, and staff with access to up-to-date healthcare knowledge and information. The gift will also support education for nurses in skin and wound care.

"TD believes that education is critical to the health of individuals, families and

communities," said Mike French, Senior Vice President and Chief Financial Officer of Canadian Retail at TD Bank Group. "We know that by working together to further the education of staff, patients and their families at West Park, we will be making a difference in the future of our community."

"Education and learning are essential components of our new integrated campus of care," said Anne-Marie Malek, CEO of West Park Healthcare Centre, in accepting the contribution.



From left: The Honourable Laura Albanese, Minister of Citizenship and Immigration and MPP for York South – Weston; Anne-Marie Malek, CEO of West Park Healthcare Centre; Mike French, Senior Vice President and CFO Canadian Retail, TD Bank Group; John Freeman, Chair of the West Park Foundation Board of Directors; and, Joanne Cole, CEO of West Park Foundation.

OUR DONORS

Thank you for your support of West Park Healthcare Centre. Your generosity is making a difference in the lives of the many people who depend on West Park, providing hope to patients facing enormous health challenges and helping them to reclaim their lives and live to their fullest potential.

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We are proud to acknowledge donors who have given \$100,000+ cumulatively to West Park.

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Individuals who have made contributions of \$1,000 or more are specially acknowledged as members of the Hazel & Kingsley Fox Society.

* Gifts made from April 1, 2016 to March 31, 2017.

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We are proud to acknowledge West Park staff, physicians and volunteers who have been recognized with a gift through our "West Park Heroes" program in the last fiscal year.

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We are pleased to recognize individuals who have had gifts made in their honour or memory in the last fiscal year.

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Back to Being Dad:

West Park helped Arnold Ramroop get back to home, family and work

"It was kind of difficult. At times, it was frustrating because I wanted to do things but just couldn't."

That's Arnold Ramroop, calmly talking about his experience of recovering from a subarachnoid brain hemorrhage in early 2016. After the medical emergency, Arnold faced a long and difficult journey back. His family, wife Chu, daughter Anita, and son Andrew, walked it with him.

When he arrived at West Park, Arnold was using a walker and was unable to speak. He received intensive speech pathology therapy, cognitive therapy, and physiotherapy. When his stay was interrupted by the need for several surgeries, the team adjusted his plan and kept working. Says Anita, "It was all leading to getting him home, back to work, back to a normal life – back to the person who is my father. Without West Park, he wouldn't be the person he is today."

Chu remembers the day Arnold came home from West Park as one of the happiest in her life. He is now back working side by side with Andrew in the family engineering business. "It's a great feeling knowing that you have your father continuously there while you're doing the day to day operations of the business," says Andrew. "West Park brought him back to being dad."

Anita adds that in addition to helping her father recover, West Park staff supported the family throughout their journey. "West Park is more than just a rehabilitation centre," she says. "It is a family – supportive, kind and welcoming. For me and my family, it was very comforting knowing my dad had the best team possible helping him and helping us get through his recovery."

"West Park did a wonderful job with Arnold," says Chu quietly. "I'm happy he's here with us."

Foundation Celebrates the Generosity of its Donors

A grateful West Park Foundation hosted a Donor Appreciation Breakfast and Donor Wall Unveiling on May 16 in the hospital.

More than 60 donors attended the annual event, many of whom were celebrated as members of the Hazel & Kingsley Fox Society – donors who have given \$1,000 or more in the past year.

Speakers included Andrew Ramroop, son of former neurological rehab patient Arnold Ramroop, who shared how his

father got his life back with West Park's help (see story above).

John Freeman, Chair of the West Park Foundation Board of Directors and a member of the West Park Healthcare Centre Board of Directors, thanked the attendees on behalf of both boards.

"Your gifts have made an incredible difference in the lives of our patients, and are helping to power our transformation. For the help you have given them, thank you."

"Your gifts have made an incredible difference in the lives of our patients, and are helping to power our transformation."

From left: Former West Park patient Arnold Ramroop, Chu Ramroop, Joanne Cole, CEO of West Park Foundation and Andrew Ramroop at the Foundation's Donor Appreciation Breakfast.



Why I Give

Georgina Steinsky,
member of the Board of Directors,
West Park Foundation



“My family escaped from communist Czechoslovakia in 1949. It was a wealthy family – my grandfather and great-grandfather were major philanthropists – and they lost all their wealth. I was taught as a child that not only should we strive to succeed in our new country, but also we should do so in a way that contributes something to the society that accepted us.

“I was one of the first female deputy ministers in Ottawa in the 1980s, and after the fall of communism moved to the Czech Republic to help re-establish the Bata Shoe organization, which had started there. Subsequently I was a senior executive with Manulife Financial and Bell Canada, and then ran Imagine Canada. Now I give my time full-time as a volunteer to various non-profit organizations.

“I had very bad arthritis at a relatively early age in both my hips. My doctor suggested that I get both hips replaced

at the same time. Because it required more concentrated rehabilitation, I ended up at West Park. I received a very high standard of care, with a real focus on my needs as a patient. One of my main assignments was walking, and it was wonderful to walk in the West Park grounds.

“I made a donation at the time, and later joined the Foundation board. West Park plays an extremely important role in society, and one that is not always recognized. I see myself as an ambassador. I tell people that West Park has a track record of transforming lives.

“I believe that each and everyone one of us, if we have the capacity, should get involved outside our own personal lives and needs, and contribute our time and funds. A lot of it goes back to my refugee background. I was accepted by this country and I’m grateful for being a Canadian.”

FOUNDATION EVENTS



Running for West Park: It was one of the coldest days of the year, but the West Park team didn’t let that stop them from participating in the Achilles St. Patrick’s Day 5k Run. The team, led by former amputee patient Patrick Doyle, raised more than \$2,000 for West Park. Thank you to everyone who donated and came out to attend the race!



Thank you to our Tournament of Stars Sponsors:



UPCOMING EVENTS

Chairs’ Invitational Golf Tournament
Tuesday, August 22, 2017
Glen Abbey Golf Club
To participate or sponsor, please call 416-243-3663.

UNCORK UNTAP UNWIND
Thursday, November 9, 2017
An evening of unforgettable food, drink and music.
The Drake Hotel
Visit westparkuncork.ca or call 416-243-3663 for tickets.



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