

GIVING LIVES BACK

Winter 2023



Our bold new look! See back cover.

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West Park
FOUNDATION

Get your life back.



Doug Earle
Chief Executive Officer
West Park Foundation

Introducing Doug Earle, CEO of West Park Foundation

With more than 30 years of professional fundraising and marketing experience in the non-profit sector, Doug Earle brings to West Park extensive experience in leading transformational campaigns for health-related causes, including two Toronto hospitals. Last month, we sat down with Doug to talk about his goals as CEO.

Welcome to West Park. What attracted you to the role of leading the Foundation?

In making the choice to join the West Park family, I was impressed by the leadership role we play within the sector. We are the largest amputee program in the country and a leader in fields such as spasticity, which impacts conditions like cerebral palsy and multiple sclerosis.

I was attracted to our leadership in long-term ventilation (LTV), as the provincial centre of excellence and LTV strategy lead, and as a hub for sharing our expertise with other hospitals treating breathing challenges. With COVID, we know thousands of Ontarians were on ventilation machines and, with so many people still struggling to recover from its effects, our expertise is needed more than ever.

I am excited by the opportunity to support a hospital that plays such a vital role in our healthcare system, and inspired by the transformation underway on our campus.

Can you tell us more about your background?

I've been fundraising for non-profit organizations, most of them in the healthcare sector, since my first week of university. For the past four years, I was President and CEO of Fighting Blindness Canada, the largest charitable funder of vision research in the country.

I have successfully led transformational campaigns ranging from \$75M to \$200M, both as Senior Vice-President at CAMH Foundation and as Campaign Director, Brain Campaign at Toronto General & Western Hospital Foundation (now UHN Foundation). I'm delighted to bring this experience to support the great care at West Park.

What was your first impression of West Park?

Just a couple of weeks before joining the Foundation, I was fortunate to be given a tour inside the new hospital building. I was struck by the transformational nature of the facility; the large windows and natural light throughout, the expanded clinical space and the ease of access to therapeutic facilities.

What will the new West Park mean for our patients, and for our healthcare system?

The new West Park will transform patient care. It will provide patients with the best possible therapeutic environment to help them recover and get back home, and it will promote good mental and physical health by bringing the healing power of nature inside, and integrating our indoor and outdoor therapy spaces. We are fortunate to have a large campus alongside the Humber Valley, and we will make good use of it.

We will double the number of outpatients we treat, so more people can live at home while getting the care they need to maintain their health and avoid another hospital stay.

When our new building opens its doors later this year, it will help more people access our specialized services and improve the balance in the system between acute and post-acute care.

What are your top priorities as CEO?

My highest priority is to support West Park's bold transformation. The **Get Your Life Back Campaign** is helping to ensure our new hospital is well-equipped and able to support high-quality patient care, education and research.

But our Campaign doesn't end when the new building opens its doors. Over the following two years we will transform our grounds into outdoor therapy spaces, walking trails, quiet gardens and gathering spaces, for the benefit of our entire community. We will put the "park" back in West Park!

I also want to make sure that our globally recognized expertise is shared with more audiences, contributing to the national discourse and helping to improve health care across the country.

Westmount Army & Navy Club Commemorates Legacy with Donation to West Park

West Park would like to thank the Westmount Army & Navy Club for their generous donation to the Get Your Life Back Campaign. The gift will support the Gallery in our new hospital building.

The Westmount Army & Navy Club has supported veterans, their families and friends and the local community at their location at 41 Kingdom Street in Etobicoke since the club was established in 1938 by WWI veterans Tommy Eveden, Art Bond, Hughie Baxter, Jerry Coughlin, Jack McVitie, and Bob Halley. In 1954, the club became a refuge and coordination centre in the aftermath of Hurricane Hazel.

Long-time supporters of West Park, the club has been making annual donations to the hospital since 1987.

When the club disbanded last year resulting in the sale of their property, the members chose to commemorate their club's legacy with a donation to support West Park's transformation.



Members of the Westmount Army & Navy Club and West Park leadership in front of the new hospital building. L-R: John Eadie; West Park Healthcare Centre President and CEO Anne-Marie Malek; Foundation Board Chair Georgina Steinsky; Dave Northcote; Foundation CEO Doug Earle; Ken Conley

"We are proud to have a permanent location within our new hospital to acknowledge Westmount Army & Navy Club's commitment to West Park, and to the local community," says Doug Earle, CEO of West Park Foundation.

Staff Lounge to Honour WWI Nursing Heroine

When Nona Macdonald Heaslip was 14 years old, she had the “biggest thrill of my life”—she went to stay with her Aunt Beatrice in New York City. “I remember her beautiful narratives about anything I questioned her on,” says Heaslip today. “She seemed to be a font of information.”

It’s no wonder she was thrilled—her aunt was Beatrice Mary MacDonald, a true heroine of World War I.

Born to a farming family in Prince Edward Island, MacDonald moved to New York to study nursing. She qualified in 1905 and served as a surgical nurse until war broke out. In 1915, she volunteered to serve in France with the American ambulance service. When the U.S. entered the war in 1917, she enlisted with the Army Nurses Corps.

In August of that year she was working at a clearing station in Belgium, four miles from the frontlines. A German air raid started. MacDonald continued caring for the wounded until a piece of shrapnel hit her right eye, causing immediate blindness. After recovering from her injury (but never her sight), she returned to service, saying “I’ve only started doing my bit.” She nursed in France and Belgium until after the Armistice. MacDonald received many medals and awards for her service, becoming the first woman in history to receive a Distinguished Service Cross and a Purple Heart.

Back in New York, she went to work for one of the city’s leading surgeons, acting as both his nurse and practice manager. Later she served as director of the Pennsylvania Hospital School of Nursing for 23 years.

Says Heaslip, “I was very proud and greatly in awe of her.” She was inspired to forge a unique career path of her own. She worked in radio, television and film in Vancouver and Toronto before spending three years at the UN and 10 years with Time Inc. in New York City. During that time, she often lunched or attended the theatre with her aunt. “She was 5’8”, sturdy, and had a glass eye, so if she was looking at you, it was commanding,” Heaslip says with a smile. “You felt like saluting!”



Beatrice Mary MacDonald

Recently the William and Nona Heaslip Foundation made a \$100,000 donation to West Park’s **Get Your Life Back Campaign** to support the creation of the staff lounge and wellness centre in the new hospital. The gift honours the bravery and dedication of Beatrice MacDonald, as well as other members of Heaslip’s family who worked in healthcare. MacDonald’s remarkable story will be recognized in the new lounge, as an inspiration for our own dedicated nurses and staff.

“She was such a unique, upstanding, loyal, brilliant and thoughtful person—trustworthy to the end, and always determined to do well at everything she did,” says Heaslip. But because MacDonald lived and worked in the U.S. most of her life, her story is not well known in the country of her birth. Heaslip is hoping to bring her aunt’s story into the pages of Canadian history.

The new lounge and wellness centre will be a source of respite for staff from a busy shift, helping our hard-working care team to rejuvenate before returning to the front line. Says Heaslip, “I’m glad to do what I can—nurses don’t get enough recognition!”

The Therapy Pool in the New West Park



A rendering of the new therapy pool, with large windows and natural light to help in the therapeutic process.

When West Park opens its new hospital building this fall, it will transform the delivery of rehabilitation and complex continuing care in Ontario. Its expanded capacity will enable our skilled, caring team to help more people get back to their lives, while the enhanced therapeutic facilities will better support patients on their recovery journey. Nowhere is this more apparent than the new Therapy Pool.

Six times larger than the current size, the salt-water pool will have different depths to support a wide range of activities, as well as an underwater treadmill for patients experiencing joint pain. It will include a ceiling lift, stationary lift and a ramp, allowing even more people to access the benefits of hydrotherapy.

Warm-pool therapy is especially ideal for individuals with mobility issues, as water allows directional movement that isn't always possible on land. It can also reduce recovery time for patients who are unable to weight-bear following an injury or surgery.

The pool will also feature special lighting and other sensory stimulation equipment to create a controlled multisensory environment for patients with acquired brain injuries, autism, dementia and other conditions.

This tranquil space has been designed to provide an optimal therapeutic environment. The pool's interior will embody the qualities of the outdoors, including natural daylight and wood-look finishes. Large windows will provide a view of the outdoors, while landscaping and window treatment will offer the required privacy for the pool.

Located in Outpatient Services, the pool will be available for both inpatients and outpatients, as well as community programs such as aquafit.



Our current pool, which limits the number of people able to access this therapy.



The new therapy pool, seen here under construction, is designed with a ramp and other features to improve accessibility.

"I Can Do Both"

Retired OT on Supporting Both West Park & Her Family



Lori Murphy in the summer of 2021

Lori Murphy spent 15 years at West Park as an Occupational Therapist (OT), working across the hospital in a number of units. Now retired and embarking on a new career as a gemmologist, she continues to support West Park as a monthly donor and has made provisions for a legacy gift.

Murphy enjoyed her work as an OT, "I loved the creativity of it, and the ability to help people enhance their quality of life by increasing and improving their functional status. And I really enjoyed being part of a team to help patients."

One of her most treasured memories was her first complex discharge from Chronic Assisted Ventilatory Care. A full year in the planning, the discharge involved many teams from across—and outside—the hospital coming together to accomplish the goal. She says it showed "the strength the patient had, the strength of our teamwork, and how everyone went above and beyond to get this patient safely home."

Even while accomplishing so much at West Park, Murphy wanted to do more. "I was giving as an OT, giving everything I could doing that, but I wanted to give more. I'm just one person, but I thought if I gave to something larger, then my money would do more than I could do individually."

And so, beginning in 2007, she signed up for payroll giving as part of West Park's Family Campaign for staff and physicians, and continued with monthly giving after retiring in January 2020.

While the pandemic put a temporary halt to her post-retirement plans in the small southwestern Ontario town she and her partner relocated to, Murphy has now embarked on her second career. She had been training part-time in gemmology while working as an OT, and she's now putting the training to good use—working a few days a week at a local jewelry store. She also volunteers at her community's hospice, her interest in which stems from her work on West Park's Supportive and Palliative Care Committee.

It was during retirement that she discovered another way she could support West Park. Her lawyer told her that she could list multiple beneficiaries on her life insurance; meaning that she could ensure her partner would be provided for, and she could also designate a percentage of the insurance to go to a charity or institution. She immediately knew she wanted to support West Park.

"I realized I could do both. I made sure everyone is taken care of and I can support West Park," says Murphy.

And she was surprised at the ease and simplicity of the process. "You can arrange to make a charity or individual—or both—the beneficiary of your policy outside of your Will."

Murphy says she is thrilled about the new hospital building, and the impact her gifts have on it, "I was there to celebrate 100 years at West Park [in 2004], and it's wonderful to think there might be another 100 years and that I was part of that."

Join us on Feb. 15 at 4 pm for our virtual Smart Will & Estate Planning Seminar. For more information or to RSVP, please call 416.243.3663. You can also learn more about legacy giving at bit.ly/LegacyGivingWP.



Get Ready to Shoot Hoops With the Stars

It's back! Basketball enthusiasts & pros will be hitting the courts on March 24-25 for the 4th Annual Tournament of Stars in support of West Park.

This celebrity basketball event will feature NBA alumni including Jerome Williams, Morris Peterson and Matt Bonner, with TSN broadcaster Jack Armstrong returning as Honorary Ambassador.

The event gets underway on Friday, March 24 with a Celebrity Draft Party, where teams will draft their celebrity teammate. The more money a team raises, the higher their chance of drafting their favourite celebrity player.

Tip-off is the next day at the University of Toronto's Goldring Centre for High Performance Sport, where the excitement will build from the moment the games get underway. The tournament is a fun, family-friendly event, with a 3-Point Shootout Competition open to all attendees.

Visit westparktournamentofstars.ca to learn more about how you can participate in the tournament and support West Park! Register a team, purchase game day tickets to cheer on your favourite team or donate to a team or an individual player.

See you courtside!

UNCORK UNTAP UNWIND—A DELICIOUS SUCCESS!

Our 7th Annual UNCORK UNTAP UNWIND on October 22 was a smashing success! Over \$118,000 in gross revenue was raised in support of West Park's critical mission.

More than 160 guests joined acclaimed Canadian chef Lynn Crawford to cook up a delectable three-course meal that featured fall-inspired dishes including Cornish Hens with Caramelised Pears and Endive and Pumpkin Soup with Ginger, Red Thai

Curry and Coconut Milk. An exquisite wine pairing—the 2021 Reserve Merlot from 13th Street Winery—accompanied the meal.

While dining, guests enjoyed the musical stylings of Canadian R&B artist Sean Jones, and took part in an exciting online auction.

Thank you to our sponsors who helped make the evening possible!

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West Park Research Article Among Top 10



A view of the new outdoor dining patio and West Lawn from one of the terraces on the inpatient floors. The redevelopment of the grounds will be completed in 2025.

Critical research conducted at West Park was highlighted at the International Healthcare Design conference held in Texas last fall.

An article titled "Hospital outdoor spaces: User experience and implications for design" was featured as part of the conference's "Research Matters: Top 10 Picks for the Year" session. It was selected among all published international healthcare design articles from the past year.

"Needless to say, I was thrilled," says Martha Harvey, Director of Operational Readiness and one of the lead authors in the research project. "It is important to study the effects of the built environment, both inside and out. Research in healthcare design is growing,

however there is very little information on the impact of outdoor spaces on the patient experience.

The study involved taking a closer look at the effects nature can have on the patient experience. Semi-structured interviews were conducted with 74 individuals (patients, families and staff) who described their experiences with the hospital's outdoor spaces. Three themes were then identified:

1. Outdoor space benefits healing by helping patients focus on life beyond their illness
2. Design of healthcare spaces facilitates patients' access to outdoor space to benefit healing
3. Programming in the outdoor space promotes healing and recovery

The results have been vital to informing the architectural design of the new 730,000 square hospital and its outdoor space.

Once the new hospital building opens later this year, work will begin on putting the "park" back in West Park. The existing hospital plus the Ruddy and Gage buildings will be decommissioned and the grounds developed to include multi-use therapy spaces, walking trails, quiet gardens and gathering spaces – bringing the findings of this study to life.

The research team included Harvey; Lee Verweel, Manager, Research and Innovation; Jan Walker, Vice-President, Strategy, Innovation and CIO; Victrine Tseung, former Project Coordinator, Campus Development; and Tim Pauley, former Manager, Research and Innovation.

ON THE COVER: OUR BOLD NEW LOOK!

In October, West Park adopted a new visual identity, a fresh, contemporary look-and-feel that reflects our deep connection to nature and dedication to helping people realize their potential.

The new logo was unveiled above the main entrance of our new hospital building, at an event attended by many members of the West Park community.

The visual brand includes a new logo, colour palette and design elements, which will be reflected in new materials and signage.



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Diversity, Equity & Inclusion Statement: At West Park Healthcare Centre Foundation, we are committed to fostering an inclusive, diverse and accessible environment, an important part of living our brand. We are dedicated to building a staff and board that reflects the diversity of our community.