

NORTHUMBERLAND HILLS HOSPITAL FOUNDATION
MINUTES OF BOARD MEETING
April 16th, 2025
5:15 pm – Boardroom

PRESENT: Gavin Ivory (Chair), Susan Walsh, Denise O'Brien, Therese Brennan-Hunt, Michael McAllister, Laura McCracken Ebbrell, Ian MacVicar (remotely), Dr. Kate Everdell, Carrie Low, Brenda Heenan, David Dexter, Kate Ingram, John Racine, Rick Miller, Trent Gervais

REGRETS: Richard Holland

STAFF: Rhonda Cunningham, Wendy Bridgman

1. Call to Order

Gavin called the meeting to order at 5:15pm.

No conflicts of interest were declared.

2. Approval of Agenda - The agenda was declared approved as distributed

3. Approval of Minutes – March 19th, 2025

Moved by D. O'Brien, seconded by C. Low to approve the minutes of the meeting held March 19th, 2025. Carried.

4. Presentation: FY26 Operational Plan and Budget – I. MacVicar and R. Cunningham

A copy of the Operational Plan and Budget was circulated in advance of the meeting and a review was led by Rhonda and Ian.

Revenues are projected to be \$5.8 million and expenses to be \$727,500. With this budget, our cost to raise a dollar is projected to be 12.4¢.

Operational Plan Highlights:

- Re-launch of Catch the Ace.
- 25th Anniversary of the Gala (new venue and in-person).
- Brand fresh.
- New website.
- Develop a Talent Management Strategy.

Prior to re-launching Catch the Ace, the Board would like more research to be shared including our ability to cap an individual's weekly maximum purchase of tickets.

Moved by I. MacVicar, seconded by D. Dexter to approve the 2025/26 Operational Plan and Budget as presented. Carried.

5. County of Northumberland Reversal of Support – G. Ivory

By letter dated March 20th the County of Northumberland informed Hospital leadership they were terminating the agreement made to financially support the ***Exceptional Community, Exceptional Care*** Campaign.

The reversal of their support represents \$375,000. These funds will now be directed to support the operations of the Walk-In Clinic in Port Hope.

A letter of response signed by several Hospital leaders expressing concern with the lack of communication or collaboration of this issue was shared back to the County.

The County has acknowledged receipt of the response and directed staff to follow up with the Hospital.

6. Development

a) NHH Staff – B. Heenan

No Report.

b) Signature/Third Party Events – L. McCracken Ebbrell

Wine & Ale – June 26, 2025 @ Lions Tent, Victoria Park

- First committee meeting: April 15, 2025.
- Insurance and tent secured.
- Event pricing: To stay the same at \$90.
- Vendor confirmations in progress.
- Craft beverage vendors being contacted.
- Wine selection: In progress.
- Sponsorship: package under development.
- Advertising: “Save the Date” post – finalize design, strategy, and send-out timeline.
- Ticket sales: No increase to ticket price.

This year’s gala – A Silver Soirée: Celebrating 25 Years of Giving will be held at LiUNA Local 183 Cobourg Hall (The Lifelong Learning Centre) November 8th.

- Entertainment: quotes being obtained (band vs. DJ).
- Catering – meetings on progress:
 - Jayne's Catering meeting – April 15.
 - Prep Food Co. (Zak) meeting – April 16.
- Raffle/Auction: exploring hybrid format (online + in-person)
- Sponsorship:
 - Package ready early this week.
 - Ongoing discussion: sponsor seating + lounge options
- Ticket pricing: to be finalized after catering quotes.

c) Planned Giving – J. Racine

The committee is planning to host a donor event in the fall.

7. Governance and Human Resources – R. Miller

At the next board meeting Governance and Human Resources will lead a presentation on Board governance.

A Board self-assessment survey will be shared in June and reviewed at September's board meeting.

A copy of the 2025/26 Slate of Directors was circulated with the Board package.

Moved by R. Miller, seconded by T. Gervais to accept the 2025/26 Slate of Directors nominations as presented. Carried

8. Financial Update – I. MacVicar

The Cash Flow Statement for the month of March was shared via email.

In the final month of our fiscal year revenue grew by \$66,234. This brings our YTD total to \$5.785M against a goal of \$4.539M, or 127% of the annual budget.

Total expenses for the year reached \$616,102, which is 6% less than the annualized budget of \$658,500.

Our cost to raise a dollar was approximately 10.5¢.

Moved by I. MacVicar, seconded by R. Miller to receive the Cash Flow Statement for March 2025 for information purposes. Carried.

9. Strategic Planning – Review of FY25 Status Report Q4 – T. Gervais

A copy of the Status Report on NHH Foundation Strategic Imperatives for 2024-25 was shared via email and Trent spoke to each activity.

10. Communications:

a) Auxiliary

A copy of the Auxiliary's report at March 31st, 2025 was circulated with the Board package.

b) Hospital Board – S. Walsh/M. McAllister

Recruitment for the Chief of Staff is nearing completion. Also, the Board is in the process of recruiting community members for the Board.

Highlights:

- The Board is preparing for accreditation this year.

- The new rapid assessment zone located by the Emergency Department to open in May.
- The Maternal Childcare expansion.
- The Board has approved the 2025/26 deficit budget.

(c) Foundation – Chair’s Remarks

Every year a LYBUNT mailing is issued in February (Last Year But Unfortunately Not This year) 259 letters were mailed - 34 made a gift representing a 13% response rate and a total of over \$8,000 in donations was received.

Convene Canada will be held in Ottawa May 21-23. Jenny, Katie, Rhonda, Denise, and Carrie will be attend. Rhonda is presenting a session called “Sticky Situations.”

In recognition of Volunteer Appreciation Week, each Board member received a small token of appreciation.

Next Meeting: May 21st, 2025 – 5:15pm. Corporate Boardroom

Recorder: W. Bridgman