

# FOUNDATION focus

## Brant Community Healthcare System Foundation

200 Terrace Hill St.,  
Brantford, ON N3R 1G9  
519-751-5510

[www.bchsysfoundation.org](http://www.bchsysfoundation.org)

 follow us on Twitter & like us  
 on Facebook: @BCHSFoundation



## Please Support Emergency Care at the BCHS

The Brant Community Healthcare System (BCHS) is this region's provider for Emergency Services and is committed to providing high quality, compassionate care to our patients in their time of need.

Now more than ever before, we understand and have a new appreciation for the importance of a strong health care system for our community and the brave essential frontline workers that care for us in times of need. The Emergency Department (ED) is a vital asset within local health care used to treat serious illnesses and life-threatening injuries.

The provincial government has announced plans to improve the Emergency Department with a renovation and expansion. The ED is accessed by so many people in our community and the redevelopment will allow us to continue to serve the ongoing health care needs of the residents of Brantford, County of Brant and surrounding communities.

The BCBS Foundation is excited to share with you the exciting news that the BCBS ED redevelopment project is moving forward into Stage 3 of planning, the third of five stages known as the preliminary design phase.

During this stage, preliminary block and sketch level design development is completed and details about all major components, timelines and costs are prepared and submitted to the ministry for approval. Many staff and physicians are engaged in the design process through user groups. The voices of BCBS employees and physicians are a critical component in the hospital's planning.

The ED redevelopment will include enhancements such as new entrances, a new waiting area, extended stay zone and an Indigenous Healing Suite. These renovations will help us improve and ensure patient safety and privacy.

cont'd inside

FALL 2020

## inside

- Message from Executive Director, Kari Wilson
- We Have Gone Virtual - Events amid a pandemic
- Hope for Healthcare
- Young Philanthropists

# A message from Kari Wilson

## Executive Director, Brant Community Healthcare System Foundation



**Kari Wilson**

Executive Director,

Brant Community  
Healthcare System  
Foundation

kari.wilson@bchsys.org

A face mask is now our most important accessory, virtual meetings are common practice and our BCHS Foundation events have gone virtual. Times have certainly changed and I am so appreciative of our many supporters that have adapted with us. You may have made your first donation to us online, participated in our Read4BCHS online event or joined us for an evening of entertainment at our virtual Mask-ER-Aid gala. Thank you!!

It has been a busy time for the BCHS Foundation as we pivot our activities to ensure that we are able to continue

to purchase essential medical equipment and raise funds for the BCHS Emergency Department (ED) redevelopment to benefit patient care.

A strong health care system is critical for our community and this has become even more evident as we face a global pandemic. This is why the BCHS Foundation continues to focus on the future redevelopment of the Emergency Department and the acquisition of a new CT scanner. With a \$7 million fundraising target it is our

generous community that will help us bring this project to fruition.

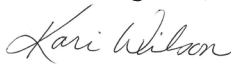
Please continue to select the BCHS Foundation as your charity of choice and consider making a donation today that is meaningful to you.

I hope you enjoy reading about the ED redevelopment, our upcoming Hope For Healthcare appeal, unique third party initiatives and much more in this issue of Foundation Focus. Be sure to visit our website at [www.bchsysfoundation.org](http://www.bchsysfoundation.org) to learn more!

With all that has taken place over the last number of months, we recognize that Covid-19 has caused uncertainty for many personally and professionally. Know that the BCHS Foundation is incredibly grateful to our donors and for donations of all denominations that help us continue to build a strong health care system for our community.

I encourage you all to remain diligent as we work together to keep our families, friends and community safe.

Warm regards,



Kari Wilson,  
Executive Director

## Emergency Department Redevelopment

### Entering a New Phase (cont'd from cover)

The province does not cover the entire cost of the ED redevelopment project, using a 90/10 funding model. This means that the BCHS Foundation must raise in excess of \$7 million to cover a portion of the renovation expenses along with new or replacement medical equipment to be used for patient care in the new space.

Included in this medical equipment is the purchase of a new CT scanner – one of the most frequently used pieces of equipment at the Brant Community Healthcare System.

Help support your community hospital by making a donation today to the Emergency Department redevelopment fund. Together, we are transforming health care in our community!

#### **Dr. Andrea Unger**

##### **Chief of Emergency Medicine**

celebrating the purchase of the TEE Ultrasound with Probe purchased from donor dollars for the BCHS Emergency Department.



### **SEND THE BCHS FOUNDATION YOUR FEEDBACK!**

We are always open to feedback to find ways to improve how we operate and communicate with our donors. Call the BCHS Foundation office at 519-751-5510 or email [foundation@bchsys.org](mailto:foundation@bchsys.org) and let us know how you feel.





## raises over \$120,000 for the Emergency Department

While we missed seeing everyone in person at the Brantford Golf & Country Club, maintaining the health and well-being of our communities was of utmost priority, and the event was nonetheless a great success raising over \$120,000 to support the Emergency Department redevelopment at the Brantford General Hospital.

The event was streamed live on September 18th and featured music, entertainment, messages from local community dignitaries and hospital leaders. The Foundation worked with Dr. Andrea Unger, Chief of Emergency Medicine at the BCHS, to create a special video that offered a glimpse behind the scenes in the ED. Layne "The Auctionista" returned for a fourth year to participate in the gala, hosting the show and leading a live "Fund A Need" appeal that raised \$64,000 through the generous contributions of our viewers and Foundation supporters. Also new to the event was an online auction that raised over \$11,000 thanks to enthusiastic bidders and incredible donations from community partners.

There was no cost for the gala this year making it possible for everyone to attend.

Approximately 170 viewers tuned in to the live show and over 200 additional individuals and counting have since watched the recorded event video available to be streamed on the BCHS Foundation youtube channel.

This event would simply not be possible without our amazing sponsors who all unreservedly supported the revamped event. Thank you to our generous presenting sponsor ProResp, to BrantMed, TD, Tigercat and Trane Canada our silver sponsors, and to our Bronze sponsors Elastochem, HMECU, Renway Energy, Tim Hortons, WalterFedy and Waterous Holden Amey Hitchon LLP. A huge thank you also goes to the 2020 Gala organizing committee who had to pivot the in-person event to a virtual format during Covid-19.



## HOPE for HEALTHCARE

IN SUPPORT OF THE BRANT COMMUNITY  
HEALTHCARE SYSTEM FOUNDATION

### Let's Light Up Our Community!!

The BCHS Foundation is excited to announce our Hope for Healthcare initiative.

For so many light signifies 'hope' and 'blue' has become the colour that represents our appreciation for our essential health care workers. The BCHS Foundation will be launching our Hope for Healthcare initiative as we approach the holiday season. We will be sharing grateful patient

stories, videos and highlighting the Emergency Department (ED) redevelopment project. This campaign will be raising funds in support of the ED redevelopment at the Brant Community Healthcare System.

Watch for your package to arrive in your mailbox in the weeks ahead to learn more about how you can support Hope for Healthcare.

As the BCHS Foundation receives donations from our community, the Brant Community Healthcare System will light up as we illuminate the building in blue to showcase the wonderful support of healthcare in our community. For donations made of \$50 or more the BCHS Foundation will provide donors with a blue light bulb to display at your home. Light up your entry or porch in blue light to show your support!!

Help us illuminate our community in blue light to signify the hope and resilience of our health care system and frontline workers.

# Ladies Night In!

raises over \$22,000 to support Women's Health

Thank you to everyone who helped make the first virtual Ladies Night In event a success! Over 100 participants joined our live video event with supporters enjoying delicious food boxes, sipping on wine from Marynisen Estates Winery, opening their beautiful Artisan boxes or enjoying savings through coupon book purchases.

This success would not have been possible without the event supporters, the committee who donated their time, and the amazing community sponsors: Queensview Retirement Communities and Waterous Holden Amey Hitchon, our Stiletto Sponsors. Turning Leaf Landscapes our Recognition Sponsor, and Ark Electrical, Aucoin Roofing, Ballachey Moore Lawyers, Brantford Honda, Brant-Waterloo Custom Excavation, Cornerstone Financial Group, Eucalan, Grewal Kennel, Laser Body Sculpting, Montessori Children's Academy, TD, TD Wealth Financial



## Young Philanthropists

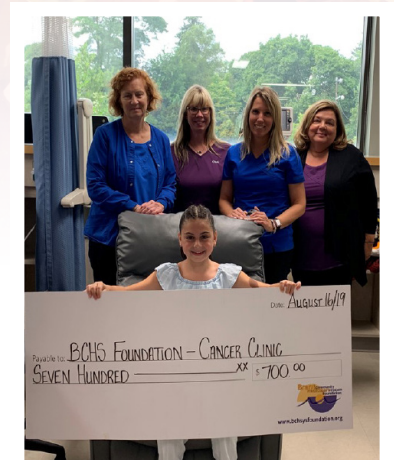
Our youngest generation of donors making a difference as they grow.

### Danica Petrella, Age 11

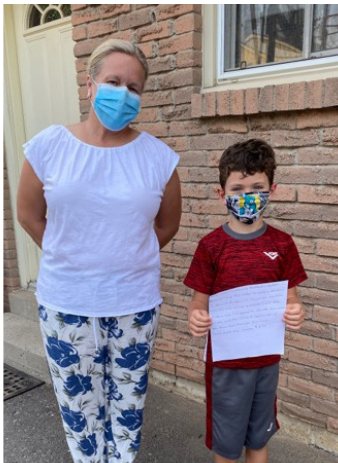
When Danica lost a tooth, she told her mom "I don't want to buy anything I just want to start saving up so I can donate to the hospital". When Danica was younger she had a friend Desiree who had cancer and saw the toll it took on her and her family. Danica decided then that if she raised money she could "help a bunch of people".

When asked why she decided to donate to the BCHS Foundation, Danica simply said "I am happy and healthy and everyone deserves to be happy and healthy like me".

What started with a lost tooth grew momentum quickly. Danica held a lemonade stand sale with her sister and also requested donations in place of presents for her tenth birthday, saying that "for my present I want other people to be healthy".



### Wyatt Hall, Age 8



At only eight years old, Wyatt wanted to give back and make a difference in such unprecedented times.

He designed and produced "hero" stickers to sell, with the help of his parents, to benefit local health care in our community.

His stickers were a success! Raising enough for him to make a donation of \$310 to support the Brant Community Healthcare System Foundation.

Dear Brant Community Healthcare System

I am writing this letter to make a donation.

I designed stickers of frontline workers.

With the help of my parents I sold the stickers and I'm going to donate the money

to you and the SPCA. I appreciate all you have done through this time.

From: Wyatt Hall donation \$310





# HOW TO SUPPORT THE BCHS FOUNDATION

## MONTHLY GIVING

This program provides a source of reliable, ongoing funds that the BCHS Foundation can count on every month. Giving monthly is simple and convenient. You can join for as little as \$10 a month (that's just 33 cents a day!) and your monthly donation can be automatically withdrawn from your bank account or processed on your credit card.

## A BEQUEST IN YOUR WILL

There is no greater legacy than to benefit the health of your friends, family, neighbours and community. By including a gift to the Brant Community Healthcare System (BCHS) Foundation in your Will, you are helping us to pay for new patient equipment not supported by the Ministry of Health and Long-Term Care, support patient-centred care and fund new and innovative technology.

## GIVING THROUGH LIFE INSURANCE

The gift of life insurance can be an effective and affordable way to make a transformative gift to the BCHS Foundation. When you donate through life insurance, you can give the Brant Community Healthcare System (BCHS) Foundation access to the policy's cash value during your lifetime, and make a substantial gift later in the form of the policy's death benefit.

## MEMORIAL GIVING

The Brant Community Healthcare System (BCHS) Foundation is grateful when families or friends choose to honour their loved ones by designating memorial gifts to support healthcare in our community. Please remember the BCHS Foundation in your memorial plans and positively impact patient-centred care in our community.

## TRIBUTE GIVING

Making a gift in honour of someone is a meaningful way to celebrate or recognize a family member, friend or colleague. You may wish to honour an individual that has inspired you such as a teacher or celebrate milestones including birthdays, anniversaries, weddings, graduations or retirements.

The BCHS Foundation will work with you to develop a card/letter to notify the individual(s) being honoured.

**CHOOSE US AS YOUR CHARITY OF CHOICE!**

Call the BCHS Foundation office at 519-751-5510  
or email [foundation@bchsys.org](mailto:foundation@bchsys.org) for more information

# CELEBRATING *3rd Party Events*

Thank you to the many individuals and organizations who are currently hosting and those who have hosted events in support of the Brant Community Healthcare System (BCHS) Foundation.

If you or your organization is interested in giving back, please consider organizing a special event, or virtual event and help make a difference to healthcare in our community.

No matter what type of event you choose to host, we are able to provide you with tips and tools to help you craft the perfect plan.

## PREMIUM FACE MASKS



**Ludlow's**  
MEN'S WEAR est. 1904

PROCEEDS  
SUPPORTING



## PREMIUM MASKS AT LUDLOW'S MENSWEAR

Premium face masks are available for sale NOW at Ludlow's Men's Wear. All proceeds from sales will be donated to support the BCHS Foundation. Thank you for your support!



[www.bchsysfoundation.org/wysagb](http://www.bchsysfoundation.org/wysagb)



## WEIGH YOUR SCRAP AND GIVE BACK

This unique partnership provides an innovative way to support local healthcare. Businesses can donate between 10% and 100% of their scrap metal using CMI's "Weigh and Pay" program, a pick up service with competitive pricing.



## T-SHIRT FUNDRAISER

Thank you to Crista and Tanya, nurses at the BCHS, who organized the sale of t-shirts to BCHS staff and volunteers in support of the COVID-19 Fund. 323 shirts were sold in a rainbow of colours to show that we are Brant/Brantford Strong!





## BRANT COMMUNITY HEALTHCARE SYSTEM FOUNDATION

200 Terrace Hill St.,  
Brantford, ON N3R 1G9  
519-751-5510

Please support our healthcare system!

☐ Top Priority Fund ☐ Emergency Department

☐ Other \_\_\_\_\_

### PERSONAL INFORMATION

Please fill out your contact information below.

\_\_\_\_\_  
Name (Individual or Company name)

\_\_\_\_\_  
Address

\_\_\_\_\_  
City Postal Code

\_\_\_\_\_  
Phone Email

### REGULAR MONTHLY GIFT (OPTION A)

☐ Pre-authorized giving from my bank account  
(please include a void cheque)

Gift \$ \_\_\_\_\_ (on or about the 25<sup>th</sup> of each month)

☐ Pre-authorized giving from my credit card  
(please complete credit card information)

Gift \$ \_\_\_\_\_ (on or about the 25<sup>th</sup> of each month)

### ONE TIME GIFT (OPTION B)

☐ Enclosed is my gift of \$ \_\_\_\_\_  
(please make your cheque payable to the BCHS Foundation)

☐ Please charge my credit card \$ \_\_\_\_\_  
(please complete credit card information)

### CREDIT CARD INFORMATION

☐ VISA ☐ Mastercard ☐ American Express

\_\_\_\_\_  
Card number

\_\_\_\_\_  
Expiry date Cardholder's Signature

\_\_\_\_\_  
Print cardholder's name as it appears on card

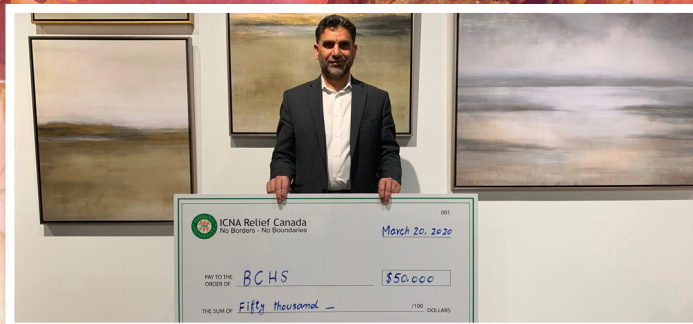
☐ I wish to remain anonymous.

☐ I would like to receive information about leaving a legacy  
to the BCHS Foundation in my Will.

☐ I have already included the BCHS Foundation in my Estate.

We respect your privacy. For more information on our privacy statement,  
visit [www.bchsysfoundation.org/privacy-and-ethics](http://www.bchsysfoundation.org/privacy-and-ethics)

# CELEBRATING Community SUPPORT



### ICNA RELIEF CANADA FUNDED BCBS FOUNDATION WITH A \$50,000 DONATION THROUGH BRANTFORD MOSQUE AND MUSLIM ASSOCIATION OF BRANTFORD

Thank you to INCA, Brantford Mosque and Muslim Association of Brantford for your incredible support! These much needed funds helped fund a ventilator for the BCBS. Pictured is Ijaz Tahir, Chair of ICNA Relief Canada.



### RBC FOUNDATION AND RUDNICK WEALTH MANAGEMENT GROUP OF RBC DOMINION SECURITIES DONATES \$2,500 TO SUPPORT LOCAL HEALTHCARE

Thank you to The Rudnick Wealth Management Group and the RBC Foundation for your wonderful support! This donation will support the ongoing patient equipment needs at the BCBS.



### BEER STORE BOTTLE RETURNS ARE FULL OF POSSIBILITIES

Thank you to Beer Store: King George Rd, St. George St and Paris locations for collecting empties and donations in support of the BCBS Foundation. An incredible **\$26,590** was donated to support healthcare in our community.

Thank you also to the community for your generosity and support of this exciting initiative!

Donate online at [www.bchsysfoundation.org](http://www.bchsysfoundation.org)