



2023-2024

Impact Report



The Ottawa
Hospital
Auxiliary

L'Hôpital
d'Ottawa
Auxiliaires

2023-24

UNITING TRADITION WITH TECHNOLOGY

OUR MISSION

To support The Ottawa Hospital in the delivery of world class health care to our community through innovative fund-raising initiatives and by supporting essential patient services, the acquisition of vital equipment, and education and research programs.

OUR VISION

Making a positive difference to The Ottawa Hospital patients and the broader hospital community.

OUR GOAL FOR 2023-24

Improving our retail fundraising efforts by embracing technology and providing expert service so we can meet the evolving needs of TOH patients and staff.



MESSAGE FROM THE BOARD PRESIDENT

As we reflect on the past year, we celebrate the long tradition of innovation and dedication that defines The Ottawa Hospital Auxiliary.

Our mission to support the hospital through expert service and fundraising has taken a significant leap forward with the completion of our new online store, now available in addition to our two on-campus gift shops, The Auxiliary Medical Supplies shop and the community vendor tables we support throughout the hospital campuses.

Our new digital platform offers a unique shopping experience with proceeds directly benefiting patients in The Ottawa Hospital. Every purchase made in our stores is a direct contribution to the welfare of our patients and our hospital community.

We are proud that this year we were able to donate \$1,250,000 to The Ottawa Hospital for the purchase of a leading edge surgical navigation system, and to also make \$72,084 available for special patient programs in the hospital.

As we continue to evolve, our fundraising focus remains on leveraging technology and expert service to enrich the hospital experience and expand our impact.

I am profoundly grateful to our partners, our volunteers, our staff and the entire hospital community for joining us on this journey. Together, we are making a difference, one innovation at a time.

Thank you for your unwavering support.



“This year, The Ottawa Hospital Auxiliary achieved a significant milestone by launching our first-ever online store. This initiative represents a pivotal step in our journey to integrate tradition with technology, ensuring that our long tradition of in-hospital fundraising can be more accessible and effective.”

CATHERINE HIGGENS, TOHA BOARD PRESIDENT

BOARD OF DIRECTORS 2023-24



Catherine Higgins
President



Lorne Blackman
Vice President
Retail Services



Dianne Paquette
Secretary



Laurie Cairns
Treasurer



Allison Graham
Human Resources



Betty Shields
Special Programs



Luciana Nechita
Communications



Faduma Wais
Director



Tracy Murphy
Director

A special thank you to Aaron Slingerland, representative for TOH and Heather McLean, representative for TOH Foundation

OUR DONATIONS

The Ottawa Hospital Auxiliary donated \$1.25 M in 2023-24 for a navigation system that will help surgeons with meticulous planning, real-time navigation, and detailed 3D imaging, making surgeries safer and quicker.



“From deep brain stimulating surgery that offers relief for Parkinson's patients, to seizure relief in our epileptic patients who are resistant to the current drug regimens, this equipment allows us to perform cutting edge procedures that would otherwise be impossible.”

Kate Duke

*Director Clinical Service
Perioperative Services*

Dr. Adam Sachs

Division Head of Neurosurgery

BETWEEN 2011 AND 2023, TOHA CONTRIBUTED OVER \$15 M FOR VITAL MEDICAL EQUIPMENT, SERVICES FOR VULNERABLE PATIENTS, AND SUPPORTS FOR STAFF AND VOLUNTEERS.

OUR ENDOWMENTS

Endowments are a way to ensure sustained support for important programs because income earned in the funds can be granted annually over time.

For the past 20 years, income earned in two endowment funds established by TOH Foundation with donations from the Auxiliary have been granted annually to The Ottawa Hospital Research Institute (OHRI) for medical research.

LES AMIS OPHTHALMOLOGY RESEARCH CHAIR ENDOWMENT FUND

Balance: \$1.6 M

Grants in 2022-23: \$59 K

Grants since inception: \$1.6 M

“Contributions from The Ottawa Hospital Auxiliary over the past year supported the delivery of world class health care in the field of retinal disorders and clinical electrophysiology, improving vision care for TOH patients and research participants. We are very thankful for your generous support.”

*Dr. Rustum Karanjia
Clinical Investigator, OHRI*

LES AMIS NEUROSCIENCES RESEARCH CHAIR ENDOWMENT FUND

Balance (March 2023): \$1.5 M

Grants in 2022-23: \$52 K

Grants since inception: \$1.5 M

“Thank you to The Ottawa Hospital Auxiliary for your support of neuroscience research at The Ottawa Hospital. Our researchers have been able to pursue innovative projects that have the potential to make a real difference in the lives of those affected by neurological disorders. Your generosity has enabled us to invest in cutting-edge technology and support talented scientists and trainees who are dedicated to advancing the field of neuroscience.”

*Dr. Michael Schlossmacher, MD, DABPN, FRCPC
Senior Scientist and Director, Neuroscience Program, OHRI*

OUR SPECIAL PROGRAMS



01 Clothing Cupboard

Providing clothing to patients in distressed situations to facilitate timely discharge with dignity.

02 Layette and Toiletries Program

Offering supplies to mothers with newborn babies who are in need of support, and basic grooming supplies to patients in hospital who lack family support or financial means.

03 Elianna Saidenberg Patient Urgent Needs Fund

Supporting vulnerable patients with a range of compassionate requirements, aiding in their recovery and facilitating earlier discharge from hospital.

04 Medical Equipment

Providing ready access to medical equipment to facilitate discharge of a patient, with special pricing available for patients in need.

05 Bursaries

Annual funding for educational bursaries to eligible nursing staff pursuing studies in nursing.

THE CLOTHING CUPBOARD

TOHA maintains clothing cupboards on two campuses, stocked with items for patients in need to wear when returning home.

These resources are available to all patients, but they are especially needed for those experiencing financial difficulties or lacking family support. We work diligently to provide new clothing, including coats and shoes, for all shapes and sizes.



LAYETTE AND TOILETRIES PROGRAM



TOHA also created a fund to support new mothers facing financial difficulties or needing support, providing them with a layette gift bag upon their release.

NURSING EDUCATION BURSARIES

TOHA funds two continuing education bursaries recognizing the hard work and innovation of TOH's nurses on an annual basis. This year, the Norma Bonk Bursary was presented to Caroline Horton (TOH-MScN-08), an ICU nurse at the Civic Campus and the M. Irene Brown Bursary to Anna Woodcock (TOH-MScN-11), an ICU nurse at the General Campus.

MUSICAL PROGRAM

The Auxiliary donated two keyboards and stands to support a new Volunteer Services initiative. Volunteers bring these keyboards to various locations, playing music for groups of patients to enhance their well-being and hospital experience.

THE ELIANNA SAIDENBERG PATIENT URGENT NEEDS FUND

“We wish to express our heartfelt gratitude for all the support received through the Dr. Elianna Saidenberg Patient Emergency Fund. Your generosity has been instrumental in providing much-needed financial assistance for accommodation, access to life saving medications, parking/transportation, and additional assessments to our vulnerable patients. Your support has not only eased their financial burdens but also provided them with the comfort and peace of mind they need during challenging times. Your contributions are making a tangible difference, helping us ensure that everyone, regardless of their circumstances, has access to comprehensive care and can be safely discharged from hospital to community.”

Kristy Macdonell, Manager-Psychosocial Services

VOLUNTEER SERVICES



“We are so grateful for the amazing and generous support TOHA provides to Volunteer Resources. Your kind and very generous contribution, whether in the form of the coffee machine, or money contribution for National Volunteer Week, both have allowed us to celebrate and recognize the wonderful work and commitment of our volunteers. Truly appreciated!”

Volunteer Resources Team

STAFF APPRECIATION WEEK

“We are grateful to have The Ottawa Hospital Auxiliary (TOHA) as a valued supporter for The Ottawa Hospital’s Staff Appreciation Week (SAW). Their basket donation and exclusive discount for our staff helps TOH align with our strategic priority to support engagement and well-being to maintain a healthy workforce.”

Jenny Robidoux, Coordinator, Recognition and Events



OUR RETAIL SHOPS

We believe our success is deeply rooted in the support and loyalty of our customers. Every piece of feedback, every purchase, and every interaction has helped us on this journey to improve and innovate to meet the needs and expectations of our customers.

Over the years we have heard from customers that while they love our product selection, time constraints impinge upon their ability to shop in our bricks and mortar stores.

Such valuable feedback led us to create the first Ottawa Hospital Auxiliary online store, offering a convenient and seamless experience for our customers, secure payment options and in-hospital delivery. Having an online presence will allow staff, visitors and patients who are short on time, or not able to visit us in person, to browse a wide array of products at their convenience.

Many products sold in our online store can also be found in our newly expanded Auxiliary Medical Store. The store serves a vital role by providing a wide range of essential items to patients in hospital including personal care, incontinence, and compression therapy products.

In addition, to promote safe discharge to home, the store offers a variety of recovery and mobility aids, such as braces, walkers, crutches, canes, and bathroom safety equipment including grab bars, non-slip mats and bed rails.

We also work closely with the NICU and maternity departments to offer a full range of Medela breast milk feeding and baby products for new parents. In store you will find compassionate, professionally trained staff offering personalized service.



“Our vision is that patients can come to our store with their discharge requirements, and that their experience in the hospital can be enriched by one stop shopping in a caring environment. It is now a place where our expert staff help find the right solution for patients and hospital staff needs.”

Mary Jessup, Manger of Retail Operations

Introducing a new way to #AuxShop!

Join us in celebrating the launch of The Ottawa Hospital Auxiliary's new online store. A world where compassion meets innovation, making it easier for you to support The Ottawa Hospital.

We understand it can sometimes be challenging to make hospital visits. With **#AuxShop**, now you can order a gift online – we'll have it delivered right to your loved one.

Visit **#AuxShop** and be part of our mission supporting essential patient services.



Connect with us!
www.tohauxiliary.ca

UNITING TRADITION WITH TECHNOLOGY

HOW THE OTTAWA HOSPITAL AUXILIARY MODERNIZED SERVICES WITH AN ONLINE STORE

01 Transformative Journey in 2023

- TOHA launched an online store to enhance service offerings.
- Driven by the critical need identified during the COVID-19 pandemic.

02 Strategic Planning and Community Feedback

- Comprehensive surveys and feedback from hospital staff and the community.
- Ensured the online store meets the needs and preferences of our audience.

03 Investment in Technology and Training

- Funds allocated for robust and secure online store infrastructure.
- Training for staff and volunteers to manage and operate the store effectively.

04 Milestone Achievement

- Online store expanded our reach and product range.
- Products include comfort kits, specialty clothing, and unique gifts for patients.

05 Strengthened Community Connection

- Enhanced support for patients and their families.
- Continued positive impact on patient lives through expanded services.

The launch of the online store marked a significant milestone for TOHA. It not only expanded our reach but also allowed us to offer a wider range of products and services.

Staff, patients and their families, could now shop from the comfort of their homes, accessing items that support patient care, such as comfort kits, specialty clothing, and unique gifts.

Not only that we have increased our service offerings but also strengthened our connection with the community, ensuring that we can continue to make a positive impact on the lives of patients and their families.

THANK YOU

TO OUR DEDICATED STAFF

This past year has seen the team focused on modernizing the appearance and operation of our stores. Special attention has been paid to ensure our displays are fresh and relevant and the stores are welcoming for our customers. Behind the scenes, our dedicated staff have worked tirelessly to implement an advanced Point of Sale System, which not only allows us to efficiently manage inventory but also forms the foundation of our new online store. By working closely with our Auxiliary volunteers in our shops, they truly help us make a difference for both patients and staff.

“The operational milestone we achieved this year reflects the collective effort of our team; their hard work and perseverance has not gone unnoticed, and I am enormously proud of what we have accomplished together.” Krista Peters, TOHA Director of Operations



Laurence Gillieson



Mary Jessup



Hua Lei



Krista Peters



Sharon Reid



Jacklin Sadehandi



Vickie Studholme



Brenda Wilson*

**retired November 2023*

THANK YOU

TO OUR AMAZING VOLUNTEERS!

A special thank you to Pattol Albadry and Jody Maffett for their exceptional contributions as graphic design volunteers. Their creativity, dedication, and hard work have significantly enhanced our visual communications and overall impact. Thank you for sharing your talents!

VOLUNTEER SPOTLIGHT KEN & MARIA ENG



We are always grateful when volunteers offer to work in our shops away from the mainstream patient care on which most volunteers' activities are based. When we have a husband-and-wife team who volunteer their time, we are particularly grateful. Ken and Maria Eng are just such a team.

Since 2014 these two have generously taken turns in all our shops: the flower shop, the lottery, the gift shop, and the medical store and have totaled more than 1550 hours of volunteer work.

They have a unique ability to interact with customers, and genuinely care about the experience each one receives. Not only do they provide exceptional customer service, but it is a known fact that the days they volunteer our sales are always up!

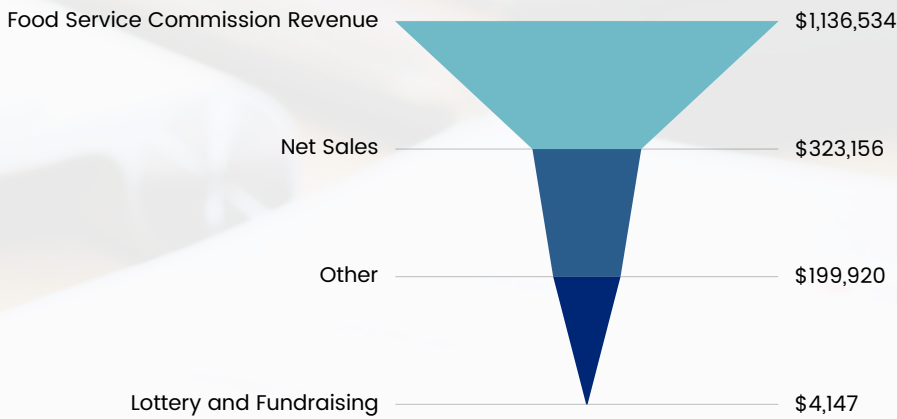
Ken and Maria will be moving out of Ontario soon to be closer to family. Their smiles and cheerful outlook will be profoundly missed, but we wish them happiness and prosperity as they start this exciting new phase of their lives.



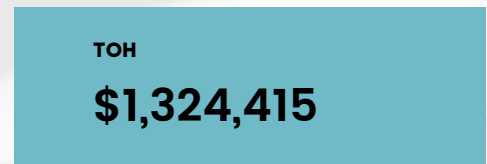
2023-24 FINANCIALS

THE OTTAWA HOSPITAL AUXILIARY Statement* of Financial Position For the year ended March 31, 2023

REVENUE

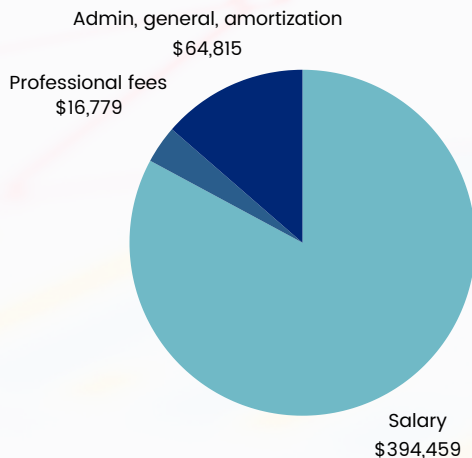


CONTRIBUTIONS



EXPENSES

**Please note that details of the Statement of Financial Position are available upon request at info@tohauxiliary.ca*



Thank You



tohauxiliary.ca | info@tohauxiliary.ca



The Ottawa
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