



**Hospice Palliative Care of Greater Moncton Inc. /  
Hospice de Soins Palliatifs du Grand Moncton Inc.**

**2014 Annual Report  
January-December, 2014**

**Presented at the  
Annual General Meeting of May 14, 2015**

**Rose Hall, Camden Park Terrace  
55 Camden Crescent  
Moncton, NB E1E 4S9**

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2014 Financial Statements (separate file)

## A. AGENDA

6:30pm Reception

7:00pm Call the meeting to order; establish

Quorum ..... Jamie Penfold, President

Welcome, introduction of guests, and  
announcements ..... Jamie Penfold, President

Proof of Notice of Annual General Meeting ..... Payson Rowell, Secretary

Motion to Adopt Minutes of June 2014 AGM ..... Jamie Penfold, President

Letter from NBHPCA ..... Jamie Penfold, President

Nominating Committee Report ..... Gary Chesser

Introduction of Board Members ..... Board members

Volunteer Appreciation and recognition ..... Joanne Adair, Debbie Gilbert-King, and  
Ranetha Murphy

President’s Report and Comments ..... Jamie Penfold, President

Notice of By law changes 7.13 quorum and Bylaw  
7.5 Terms of Office ..... Jamie Penfold, President

Financial Report ..... Bill Lane, Treasurer

Appointment of Accounting Review Firm ..... Bill Lane, Treasurer

Operational Reports (Condensed) ..... Ruth Johnstone, Jane Claxton-Oldfield,  
Debbie Gilbert-King, Ranetha Murphy

ED Report and Goals ..... Joanne Adair, Executive Director

Recognition of out-going Board members ..... Jamie Penfold, President

Question and Answer ..... Audience and Board members

Thanks and Closing Remarks ..... Jamie Penfold, President

Motion to Adjourn

Meet and Greet

1. By-law Clarification 7.13 Quorum, approved Nov 13, 2014:

**Motion:** Change to read as: “A quorum for the transaction of business at any meeting of the Board shall be a simple majority of fifty percent plus one (50% plus 1) of total voting Board members.” **Gary/Dave Carried**

2. Add to Bylaw 7.5 Terms of Office, approved April 9, 2015:

**Motion:** add “A Director must observe a one (1) year leave after the completion of a second three (3) year term before being re-offered a position on the Board.” **Pat/Bill carried**

## **B. MINUTES 2013 AGM, JUNE 12, 2014**

**LOCATION:** The Rose Hall, 55 Camden Court

**DATE AND TIME:** Thursday, June 12, 2014, 7pm – 9pm

**CHAIRPERSON:** George Lyons, President

**RECORDING SECRETARY:** Ranetha Murphy, Administrative Assistant

**PRESENT:** Joanne Adair, Peggy Bohus, Wanda Brown, Shirley Cail, Bob Cameron, Sharon Carmichael, Gary Chesser, Phyllis Furlong, Gordon Hicks, Bernard LeBlanc, Alicia Leger, Brian Lilly, Dianne Logan, George Lyons, Heather Moreau, Faye Morrissey-Pratt, Ranetha Murphy, Tony Ouellette, David Parker, Donna Parker, Jamie Penfold, Mary Robichaud, Payson Rowell, Nancy Snow, Brenda Steen, Dan Stote, Kathy Stote, Ann Vautour

**ABSENT / REGRETS:** Honorary Member, Rev. Dr. Douglas I. MacEachern, Betty Rooney

Hospice Palliative Care of Greater Moncton Annual General Meeting was held in The Rose Hall of Camden Park Terrace, from 7:00pm. The meeting was called to order by George Lyons, President.

### **CALL TO ORDER AND ESTABLISHED QUORUM (George Lyons, President)**

The meeting was called to order at 7:05pm.

### **WELCOME (George Lyons, President)**

George Lyons acknowledged Honorary President, Jack Cameron and Gordon Hicks of the HumLewSun Lions Club.

### **PROOF OF NOTICE OF ANNUAL GENERAL MEETING (David Parker, Secretary)**

It was stated that the requisite notice of meeting was posted in the Times and Transcript newspaper on May 31, 2014, and also posted at the Hospice Shoppe and on the organization website.

### **PRESIDENT'S REPORTS AND COMMENTS (George Lyons, President)**

George read the president's report as provided to the attendees.

### **ADOPTION OF THE MINUTES OF 2013 AGM**

**The minutes of the 2013 annual general meeting were approved.**

Moved: Bob Cameron, Seconded: Dave Parker

**CARRIED**

### **FINANCIAL REPORT (Bob Cameron, First Vice-President for Betty Rooney, Treasurer)**

Bob Cameron read the financial report, highlighted financial statements, and made comments on the financial goals of Hospice Greater Moncton moving forward: increased fundraising, strong capital campaign and contribute to the operating costs for the residential hospice once it was built. **Bob Cameron indicated that \$65,000 is available from the regular fund for the residential hospice building fund.**

### **REPORTS FOR 2013 CONDENSED (Joanne Adair, Executive Director)**

Joanne read the condensed reports for the residential hospice planning (how to sustain the operations of the residential hospice) and the Executive Director's report.

### **REPORT OF THE NOMINATING COMMITTEE (David Parker, Secretary and Bob Cameron, 1<sup>st</sup> VP)**

David Parker read the nominating members report as provided to attendees as part of the report. David Parker announced the members and officers as approved in the previous Board of Directors' Meeting, June 12, 2014. At this time the board members were introduced to the attendees.

The new Board of Directors are as follows:

<b>NAME</b>	<b>OFFICE</b>
Jamie Penfold	President
Bob Cameron	1st Vice-President
Gary Chesser	2 <sup>nd</sup> Vice President
Bernie LeBlanc	Treasurer
Tony Ouellette	Secretary
Pat Phelan	Director
Dave Parker	Director
Stephen Claxton-Oldfield	Director
Payson Rowell	Director
Brian Lilly	Director
Joanne Adair	Executive Director, ex-officio
George Lyons	Immediate Past President

**APPOINTMENT OF ACCOUNTING REVIEW FIRM (Bob Cameron, First Vice-President)**

**Donna Tulle & Company PC will provide a review and engagement report for 2014.**

Moved: Bob Cameron, Seconded: Gary Chesser

**CARRIED**

**RESIDENTIAL HOSPICE PLANNING REPORT (George Lyons, President)**

George Lyons read the residential hospice planning report as provided to the attendees. This included the Strategic Planning Overview, the completed tasks within the planning stages and the tasks in progress.

**GOALS 2014 (Joanne Adair, Executive Director)**

Joanne thanked the board and the volunteers for their support and direction from January 2014, when she began as the Acting Director. She highlighted the goals as stated in the report. The volunteers thanked Joanne for the increased communication to the volunteers and showed concern for the decreased number of volunteers at the Shoppe. It was noted that the Shoppe will be refocusing on the original business plan of being an upscale resale boutique.

**PRESENTATION OF GIFTS**

Bob Cameron presented George Lyons with the token of appreciation for his service as President and volunteer for Hospice Greater Moncton. Bob Cameron noted that Betty Rooney donated number of valuable paintings to Hospice Shoppe.

Gifts for Betty Rooney and Barbara Tait will be presented to them at a different date.

**QUESTION AND ANSWER PERIOD**

- (1) There was a concern about the increased number of paid employees that are required for organization going forward and increase in expenses. (In the past, a hospice in Ontario was able to provide a lot of the services and fundraising and open the doors with only volunteers).
- (2) There was comment made that it would be beneficial to have a paid person in the back of the Shoppe which would help in the consistency to the operations.
- (3) Gordon Hicks (HumLewSun Lions Club) asked about raising awareness in the community. Joanne noted Hospice Greater Moncton has had an increase in media coverage and presented to the Tantramar Seniors College.
- (4) There is a concern about how to let donors know what items can be accepted. It was noted that there are updated signs at the receiving door and donors are also given a hand-out.
- (5) Attendees noted that Fredericton Hospice received a \$350,000 grant from the government. The response was that they already raised \$750,000 towards their capital campaign.

- (6) Clarification: Time limit on building the residence is five years from the transfer of the land and the land has not been transferred yet. Hospice Greater Moncton and HumLewSun Lions Club agree that there needs to be more communication and Brian Harknett has been invited to be the be HumLewSun Lions Club representative on the building committee. There has been no decision made on the transfer of the land; this may happen within the year.
- (7) There was a question on the certainty that Hospice Greater Moncton will get the land from HumLewSun Lions Club. The Hospice Greater Moncton will get the land but there are limitations for the transfer.

**THANKS (George Lyons, President)**

George gave his thanks to the volunteers and the organization and all the hard work that being put into the cause.

**MOTION TO ADJOURN**

The 2014 Hospice Greater Moncton AGM was adjourned at 8:36 pm.

Moved: George Lyons,           Seconded: Gary Chesser

**CARRIED**

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Jamie Penfold, President

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Tony Ouellette, Secretary

## C. NBHPCA LETTER OF SUPPORT



May 11, 2015

Board of Directors  
Hospice Greater Moncton

***The New Brunswick Hospice Palliative Care Association***  
***L'Association de soins palliatifs du Nouveau-Brunswick***  
**[www.nbhPCA-asPNB.ca](http://www.nbhPCA-asPNB.ca)**

Dear Board of Directors of Hospice Greater Moncton

I would like to offer greetings from the New Brunswick Hospice Palliative Care Association (NBHPCA) to your annual meeting May 14, 2015. Unfortunately, none of our executive is available to attend your annual meeting due to work and personal commitments.

As you may be aware, the NBHPCA is a non-profit organization representing professionals and others who have an interest in improving issues faced by palliative patients and their families. We operate under the premise that an essential approach to improving the quality of life of patients is to enhance the knowledge base of the practitioner who is providing care and support to the patient and family.

We have enjoyed a valuable working relationship with your Executive Director, Joanne Adair, and with Debbie Gilbert-King your volunteer coordinator. Over the past year, your Hospice Shoppe management and volunteers have also worked collaboratively with our Provincial Association in fund raisers such as: *The 2014 Fall Tea and Fashion Show* in Riverview in support of the building fund of Hospice Greater Moncton; supplied items for our silent auction at our annual conference in support of raising money to cover the high cost of stellar speakers; and have served as a depot for transport of NBHPCA items as we do not have a physical office at present.

My term as President of the NBHPCA ended at our annual meeting April 30, 2015, and Dr Renée Turcotte is our new President. I am very pleased that your Executive Director, Joanne Adair, has agreed to another two year term on our board. Gaby Lyness, Executive Director of Hospice Shediac, has accepted a position on our board as well. Representation from the hospice and residential hospice sector is essential to the success of our mission statement.

On this note, in April, 2014, the NBHPCA established a Residential Hospice Committee. Its objective is to bring to one table all hospices in New Brunswick who wish to build or have already built a residential hospice. Joanne worked hard along with representatives from across the Province to develop **ONE** business plan for Residential Hospices in New Brunswick.

The committee, with Dr. Pam Mansfield as the representative from NBHPCA, was successful in presenting this plan to the Department of Health earlier this year. It was felt to be a positive meeting and the government appreciated the fact that the hospices in New Brunswick (with exception of Saint John) had approached them as a group and not individually. This is a great example of how I personally like to think of the NBHPCA - as an umbrella association bringing all groups interested in hospice palliative care to one table.

The New Brunswick Hospice Palliative Care Association looks forward to another successful, collaborative year of working with Hospice Greater Moncton.

All the best at your annual meeting  
Sincerely,

Past-President (non-voting)

## D. NOMINATING COMMITTEE REPORT

### Board of Officers and Directors 2014-2015, as approved June 12, 2014

<b>Name</b>	<b>Office</b>
Jamie Penfold	President
Bob Cameron	1st Vice-President
Gary Chesser	2 <sup>nd</sup> Vice President
Bernard LeBlanc	Treasurer
Tony Ouellette	Secretary
Payson Rowell	Secretary
Pat Phalen	Director
Stephen Claxton-Oldfield	Director
Dave Parker	Director
Brian Lilly	Director
Jack Cameron	Honorary Member
Doug MacEachern	Honorary Member
Joanne Adair	Executive Director, ex-officio
George Lyons	Immediate Past-President, ex-officio

### Board of Officers and Directors 2015

(Note: names of approved new directors not available at time of printing).

<b>Name</b>	<b>Office</b>
Jamie Penfold	President
Bob Cameron	1 <sup>st</sup> VP
Gary Chesser	2 <sup>nd</sup> VP
Bill Lane	Treasurer
Payson Rowell	Secretary
Dave Parker	Director
Brian Lilly	Director
Jack Cameron	Honorary Member
Doug MacEachern	Honorary Member
Joanne Adair	Executive Director, ex-officio
George Lyons	Immediate Past-President, ex-officio

Tony Ouellette and Bernie LeBlanc resigned earlier in the year, Pat Phalen's 2<sup>nd</sup> three year term has ended; and Stephen Claxton-Oldfield is not renewing a 2<sup>nd</sup> term due to other commitments. Bill Lane began as Treasurer in early 2015.

We are confirming the acceptance by the remaining Directors to complete their terms of office.

The approval of two nominated persons as Directors is not available at the time of printing.

With this slate we fulfill the requirements of By-Law 7.1 "...Board of Directors, consisting of not more than eleven (11) and not less than five (5) elected persons..." . and are in progress of confirming additional names to the Board.

Respectfully submitted,

Nominating Committee  
 Gary Chesser  
 Jamie Penfold  
 Joanne Adair



## **E. PRESIDENT'S REPORT**

Welcome to all, including our Honorary President, Jack Cameron, Honorary Board Member Rev. Doug MacEachern, Fellow Board Members, staff, volunteers, and Ladies and Gentlemen.

I have now completed my first year as President on the Board of Directors, and in addition to learning a lot about this organization, I have been privileged to work with a group of dedicated individuals as HGM carries out its mandate to provide volunteer-based in-home palliative care services, facilitate grief and bereavement support groups and provide training and support for Shoppe and in-home volunteers.

2014 was an active year for Hospice Greater Moncton (HGM). It also marked the 10<sup>th</sup> year of its existence, having been established as a registered charity in 2004. In addition to ensuring fulfillment of the existing mandate, the Board moved forward with planning how our goal of building a 10 bed Residential Hospice could be realized, specifically with respect to funding of construction and ongoing operating expenses. To this end, we have joined with other NB Hospice groups who are also planning to establish residential hospices to form a Residential Hospice Committee within the NBHPCA. A business plan has been developed on the model of multiyear funding shared between provincial government and HGM. Initial contact with the Dept. of Health has been encouraging.

2014 also marked the 4<sup>th</sup> anniversary of the opening of the Hospice Shoppe Boutique. It serves as a successful example of social entrepreneurship by providing an earned revenue stream for self-sustainability for HGM and its programmes. Of course, we also receive financial support from the community and fund-raising events to cover the costs of these programmes. This year we were able to make a substantial contribution to the Residential Hospice Building fund. In October 2015 the lease expires on the Shoppe's current location and we are currently investigating new leasing opportunities.

We continue to be grateful for the donations from individuals, corporations, businesses and local service groups. This generosity encourages us to continue our efforts to provide palliative care services to the Greater Moncton community. At last year's AGM, our fundraising goals were outlined, and I am pleased to report that we remain on target with these activities. We are developing a calendar of events including some minor and one or two major fundraising events, working up to a Capital Campaign in two years' time.

I would like to remark that 2014 was not without its low points. In December our Shoppe was victim of a break-in and theft. It was a disheartening event, especially for Shoppe Staff and volunteers. Happily though, we experienced an outpouring of support from the local community and businesses and HGM became the recipients of unexpected generosity from many individuals and groups. This restored our spirits and reinforced the commitment of HGM members to continue to support providing quality palliative care services to the Greater Moncton community.

As we work on fundraising, development of public relations is a priority. HGM has become more active in social media, especially Facebook. Our Website was revamped and new print material was distributed. Public Education about HGM and issues related to palliative care is needed. Our Executive Director, Joanne Adair, has been giving presentations to various community groups to promote HGM and its services. Meetings were held with local politicians and MLA's to promote HGM and its goals. In 2014, we benefitted from media coverage on TV, radio, the Times and Transcript and other print media.

Organizations such as HGM grow and develop over time, and inevitably changes in personnel ensue. At the beginning of 2014, we faced some challenges as our Executive Director was only an interim position held by Joanne Adair. She became a more permanent fixture later that spring and this has been a positive development. Her enthusiasm and vision have provided HGM with the impetus needed to pursue long-term objectives while enhancing existing programmes and developing the Hospice Shoppe's potential. Recently, Wanda Brown, former Shoppe manager, resigned to pursue other opportunities. Ranetha Murphy has stepped into this position quite capably, and with the support of existing staffers, Dianne Logan and Donna Parker, the Shoppe is functioning well.

Debbie Gilbert-King joined HGM in 2014 as Community Coordinator, and she is involved with matching palliative clients with in-home volunteers. She is responsible for training the in-home and Shoppe volunteers. She also organizes some HGM events.

The Board of Directors meets monthly, and often more frequently if they serve on the Executive or special committees. I have been impressed at how seriously the Board members discharge their duties and responsibilities. Some Board members have resigned in this past year and we thank Barbara Tait, Bernie LeBlanc and Tony Ouellette for the time they were able to give to HGM. Dr. Pat Phelan has reached the end of his term of service. Stephen Claxton-Oldfield will not be serving a second term due to other commitments. On behalf of the Board, I thank Pat and Stephen for the time and expertise they have volunteered.

HGM functions well with a combination of staff and volunteers. The staff manage day-to day operations and our volunteers provide the services offered by HGM, whether they work at the Shoppe, provide in-home support, or help out at special events. I am impressed by the commitment of our staff and volunteers to the causes of HGM.

Volunteers are critical to the success of HGM's programmes, whether work at the Shoppe, in home with patients/clients and families, at events or facilitating grief and bereavement groups. The Board of Directors volunteer their time as well. We are all working toward the same goal of providing quality palliative care services and support to those individuals and their families living with life-limiting conditions.

In conclusion, I would like to thank all of you who contribute to and support HGM. I am grateful to the volunteers for your commitment to this organization. To my fellow Board members, thank you for offering your time and expertise to achieving the goals we have set for HGM in the next few years. The enthusiasm and talents of the staff members are greatly appreciated. As president, I am pleasantly surprised and encouraged by the knowledge and resourcefulness of the Board, staff and volunteers.

I anticipate 2015 will be a positive and dynamic time for HGM.

Respectfully submitted,

Jamie Penfold, President.

## **F. TREASURER'S REPORT**

Hospice Greater Moncton had another successful financial year in 2014. Although the net contribution was lower than 2013, the results from Donations, Fundraising and the Hospice Shoppe generated \$58,000 which continues the accumulation of capital towards the goal of building Moncton's own Palliative Care Residence.

At Dec 31/14 the organization has accumulated \$265,000 in cash and equivalents which passes the halfway mark towards the goal of \$500,000 in cash to start the Building construction.

From a Treasurer perspective two of the key items, which the Board continues to place emphasis and focus on, is managing the cash in a safe and diligent manner, which has and continues to be done, and secondly, supporting the Executive Director and all staff and volunteers in finding ways to generate more income and net contribution.

This year and every year going forward HGM needs to find ways of increasing sales at the Shoppe as a primary source of cash flow but secondly sourcing Donations from new sources and creative Fundraising events needs the ongoing support and ideas from everyone in this room.

The 2014 Financial Statements as prepared by the accounting firm Leblanc Scott CPA provide more detail in terms of the balance sheet and operations for the Hospice Greater Moncton. The external accountants confirmed the books and records of the HGM were in good order which provides comfort that management is handling the financial aspects of the organization in a prudent manner.

Respectfully Submitted,

William Lane  
Treasurer

## **G. GRIEF GROUP COORDINATOR REPORT**

In the spring of 2014, we had 8 ladies and 2 men attending the session. They had lost a spouse or relative or child. There were great conversations each night about their journey.

We had 3 speakers in to tell about their grief journey and videos were used also. Rose Hubley volunteers to greet everyone at the door.

During the 7 week session in the fall of 2014, we had 13 attendees, 12 ladies and one man. All were going through a grief experience of the loss of a child, spouse, parents, siblings or a friend

There were great group discussions and guest speakers who gave a talk on their journey. Videos also were used and various books shared as resources.

Rose Hubley was my faithful door greeter which helps so much when the people are arriving.

Respectfully submitted,

Ruth Johnston  
Grief and Bereavement Group Coordinator

## **H. HGM SACKVILLE REGION VOLUNTEER COORDINATOR REPORT**

Since this time last year, there have been a few referrals – most have been inquiries that didn't result in a volunteer being placed (referral too late, family member will get back to me, etc).

August 2014 – a referral was made by an Extra-Mural nurse for a volunteer in Baie Verte. A volunteer was matched and this relationship continues - successfully. The volunteer tries to visit weekly. Since it involves quite a commute, the volunteer has been granted gas money – which THPCO has been paying.

Referrals are down in this region. However, via THPCO we are trying to create more awareness about this service. Extra Mural are well aware of the volunteers and although they actively promote the program, they tell us that it seems people these days are less enthusiastic about having “strangers” in the home ... indeed they say it is challenging sometimes for them to get in the homes themselves. That said, we know that a need continues to exist and we are doing our best to promote and create awareness of the service in our region.

Respectfully submitted,

Jane Claxton-Oldfield  
HGM Tantramar Region Volunteer Coordinator

## I. COMMUNITY COORDINATOR REPORT

During my time with Hospice in 2014 I had the privilege to meet 46 wonderful people who were going through their final journey, 21 of whom choose to use our service. The people I've met have made me laugh, made me cry and made me feel incredibly blessed to be surrounded by 16 active volunteers that go into these homes and give a much needed support to the families and clients.

At the Shoppe level we continue to have the faithful volunteers who come in each week, working diligently sorting, organizing, cleaning and selling. We have 52 active Shoppe Volunteers with 41 coming in on a regular basis.

We also have 14 volunteers that are faithful event volunteers, coming in and helping prepare for and /or the day of the event. Over all I've found that many of our volunteers wear a variety of hats, working with clients, working at the Shoppe and helping with whatever events are going on. In total we currently have 76 active volunteers.

We have held a number of events over the last year with varying degrees of complexity and results.

On three separate occasions we did Hospice Promotional and Sales Table at the Moncton City Hospital. Although these tables were not a large revenue generator they were effective in promoting the services Hospice Greater Moncton provides in addition to show casing the wonderful items that can be found at our Hospice Shoppe.

In September we participated in the Provincial Hospice's Boards Fashion Show and Tea. There were seven Beautiful Model show casing a total of 21 Outfits from the Shoppe. Everything from Clothes, Shoes, Jewelry and Purses were presented and the Models did an amazing job.

With Fall colors around us and Sunflowers on our minds we put on a Sunflower themed Wreath Making Class in October for the residence of The Camden and Peoples Park Tower. We had 22 Residence attend and more sunflowers than you could imagine. For weeks afterwards when you walked down the halls you saw sunflower wreaths adorning residences doors.

Angels Remembered kicked off November 18<sup>th</sup> and was our big Campaign for the year. With the help of our Angels Committee, our Honorary Chair Jack Cameron and many volunteers we were able to raise \$9515.95 for our building fund. Joanne and I even had a little tea party and tree decorating at the Camden to celebrate the Angels in our lives.

### What's coming up in 2015

The Hike for Hospice takes place on May 3<sup>rd</sup> and to date we have 27 Participants Registered

Our In Home Volunteer Training will start on May 4<sup>th</sup> and we have 14 registered to attend. We had such a response to the course that I had to put 8 people on a waiting list for the next course. Most likely we will put on another course before the year is done. The In Home Volunteer Refresher Course will take place on May 11<sup>th</sup> and we are excited to have our new Policies and Procedures Manual in place to clarify all that we are able to do for our clients.

May 23<sup>rd</sup> we will be having a table at the Moncton City Hospital selling 50/50 tickets and promoting "An Evening in Italy". June 15<sup>th</sup> is our Evening in Italy presented by Rossanos. A Beautiful meal, Silent Auction and Door Prizes are sure to make a wonderful night. On June 23<sup>rd</sup> we will be having a Fashion Show, Tea and Sale for the Residence of The Camden and People's Park Tower. In September we will be participating again in the Fashion Show and Tea with the Provincial Hospice Board. November will kick off Angels Remembered and we hope to surpass our numbers from 2014 both in Dollars received as well as volunteers participating.

In closing, I am often asked how can you go into people homes to meet with them knowing that they're dying. My answer is simple, every time I meet the person going through this final journey of their life I get to help provide comfort and support to those in need, what a wonderful gift to give and receive.

Respectfully submitted,

Debbie Gilbert-King, Community Coordinator

## **J. 2014 SHOPPE REPORT**

### **Donations**

Donations continued to increase and the quality of items being offered to customers improved with more selective sorting. The Donation Guide was updated several times during the year to communicate to donors what is accepted at the store and additional training was provided to volunteers to improve labeling of donation bags, coding of items at the cash register and recording of donor information. We now have almost 3000 donors registered with a number!

### **Shoppe Improvements and Grand Re-Opening**

In 2014, the Shoppe saw much needed improvements in the décor with new display cabinets and shelving, and the picture rails along the walls really provided a boutique look and experience. The shop received clothing and display fixtures from Hillborough Fashions, Marks Work Warehouse and Lawtons Drug.

Wanda Brown, previous store manager, did an excellent job of having better displays and in cooperating special events from the community in the store. The Shoppe held its Grand Re-Opening on March 29 to share the improved décor with the community. There was media coverage including the Times and Transcript, CTV and Snap'd Magazine.

The Shoppe joined City of Moncton Senior Friendly Business program on February 25. Benefits of this program include being listed on the City's web site. Also, the Shoppe now provides shopping baskets for customers and introduced a new Children's clothing section.

Shoppe hours of operation were adjusted in September to December to accommodate evening shoppers and Saturday mornings.

### **Events Hosted and Special Offers**

The Shoppe hosted a number of events throughout the year: Sunflower Gift Ticket Draw: May 1, \$300 in gift certificates; People's Park Tower yard sale: July 12; Red Hat Day at the Shoppe on July 29; Christmas at the Shoppe on August 12-16; Down East Coffee, medium roast ground or beans, 340 g bag for \$15 (no tax); Johnny Coupon Books; 2015 Sunflower calendar; Angels Remembered-Un Ange Inoubliable December Fundraising Event; and Monthly Basket Draws.

### **Shoppe Break-In**

2014 ended on sad note with the break in a robbery in December; however, we were encouraged by the overwhelming support of the community that rallied around our Shoppe and organization. Our thanks to the Tony Hebert Foundation for kindly donating a new security camera system and the installation costs, Carey My Keys Lock and Safety for donating and installing a new safe, and to Atlantic Hospitality Technologies who donated their assistance during the follow-up after the break-in. The matter continues to be in the hands of the police.

### **Volunteers and Staffing**

The Shoppe continues to have 45/50 volunteers working at the Shoppe. A new 4-hour block scheduling system was introduced which improved communication between staff and volunteers working at the Shoppe. There was an average of 5 volunteers scheduled per day or 30 volunteers per week.

Volunteers were honored at Moncton Volunteer Centre Volunteer Recognition Breakfast in April. Several initiatives were developed to improve volunteer support at the Shoppe. Including: Monthly training/orientation for new volunteers; Volunteer Training check off sheet, including a Safety check off sheet; Communication log book for daily information for staff and volunteers; "Tip of the Week" on notice board; Master Price list guide to provide consistent and efficient pricing.

### **Shoppe Goals for 2015/2016**

1. **Relocation:** As the Shoppe prepares for possible relocating, we will be focus on managing the stock inventory and organizing a plan for possible relocation to minimize customer base.
2. **Children's Selection:** If possible we look at increasing the children's clothing selection and promoting this section to customers and general public.
3. **Merchandising:** The Shoppe will continue to offer bulk item deals and specials to increase sales and the volume of items being sold. The Shoppe also needs better signage for in-store deals and descriptive displays for auction items and collectibles. Facebook and Kijiji will be used more frequently, so that we have a more visible online presence for marketing and promotions.
4. **Events:** We will continue to have in-store promotional events once a month to reflect community engagement such as silent auctions, and feature special products donated by independent merchants and seasonal sales and offers.
5. **Volunteers:** We will continue to recruit more volunteers to provide relief for those going on extended holidays in the summer and winter. The Shoppe is gaining more momentum and we need at least 5/6 volunteers consistently every day at the Shoppe. The Volunteer Handbook will be updated and provided to Shoppe volunteers. To improve communication with volunteers while working, there will be shift briefings twice a day for each group of volunteers coming in to work.

Respectfully submitted,

Ranetha Murphy  
Shoppe Manager

## **K. EXECUTIVE DIRECTOR REPORT**

### **1. Summary**

In 2014, HGM experienced:

- Increased publicity, partnerships, communications
- improved internal financial, receipting and system processes
- renewed events and fundraising
- established (and exceeded) sales goals at Shoppe
- updated web site format and content
- increased client referrals
- improved support and training for volunteers

### **2. Organization Overview**

Hospice Greater Moncton is a registered charity established in 2004 to promote awareness about life-limiting illnesses and end-of-life issues, and to provide grief and bereavement services and support for clients and families. The long-term goal is to establish a residential hospice.

Our programs and services are offered at no charge to participants.

1. In-home palliative care to terminally-ill people and families. We support 4-6 palliative clients a month.
2. Grief and Bereavement groups support 20-30 clients per year.

More than 100 volunteers support us, including:

- Hospice Shoppe: 15,000 hours/year (7 FTE positions)
- In-home palliative care: 1000 hours/year
- Grief and bereavement groups: 150 hours/year

The organization relies on earned income stream from The Hospice Shoppe Boutique and financial support from the community and fund-raising events.

### **3. Residence and Capital Campaign**

A provincial approach is required in applying for government support and funding. The NBHPCA has formed a provincial committee of residential hospice organizations to “speak as one voice” to government on residential hospices.

Presently HGM is about half-way to \$500,000 needed prior to starting capital campaign. The Board continues to prepare for Capital Campaign Committee members and partnerships. We are on target to begin Capital campaign in 2017 and build in 2018.



#### 4. 2014 Goals and Results

GOAL 2014	TACTIC	RESULTS as of Dec 2014
Establish accredited certified programs and leader training.	<ul style="list-style-type: none"> <li>• Review of programs and services</li> <li>• Review of training and qualifications</li> </ul>	<ul style="list-style-type: none"> <li>• Research completed into existing programs and certifications. Next step: review existing programs and strengthen where necessary.</li> </ul>
Financial stabilization process	<ul style="list-style-type: none"> <li>• Annual Fundraising campaign</li> <li>• Increased sales at Shoppe</li> </ul>	<ul style="list-style-type: none"> <li>• Renewed focus on Angels remembered, Goal \$10,000 Actual \$9500.</li> <li>• Sales up 12-15.5% in last quarter</li> </ul>
Increased sales at Shoppe	<ul style="list-style-type: none"> <li>• Return to Upscale Boutique image</li> <li>• One "Appreciation Day" per month for organizations.</li> <li>• Increase profile with business groups.</li> <li>• Increase presentations</li> <li>• Improve efficiency of operations.</li> </ul>	<ul style="list-style-type: none"> <li>• Returned to Upscale Boutique image, improved and increased display fixtures.</li> <li>• Presentations and media releases increase awareness</li> <li>• Under target, efficiencies gained in some processes</li> </ul>
Increase referrals for in-home care.	<ul style="list-style-type: none"> <li>• Increase communications</li> <li>• Increase introductions and print material to partners</li> <li>• Increase presentations</li> </ul>	<ul style="list-style-type: none"> <li>• Increased public and media releases.</li> <li>• Revised and bilingual brochures completed</li> </ul>
Volunteer support	<ul style="list-style-type: none"> <li>• Additional training sessions for Shoppe procedures</li> <li>• Refresher training for In-Home volunteers (LEAP).</li> <li>• Improved scheduling at Shoppe.</li> <li>• Streamline volunteer paperwork and policies.</li> </ul>	<ul style="list-style-type: none"> <li>• Several refresher sessions offered, concerns remain about attendance and maintaining current procedures.</li> <li>• LEAP completed.</li> <li>• Scheduling remains a concern.</li> <li>• Policies and handbook under review, completed March 2015.</li> </ul>
Strategic visioning and planning process	<ul style="list-style-type: none"> <li>• Round table discussions</li> </ul>	<ul style="list-style-type: none"> <li>• Completed October 2014, sessions planned for early 2015 with Board and other volunteers</li> </ul>
Client service delivery performance	<ul style="list-style-type: none"> <li>• Increase trained volunteer base</li> </ul>	<ul style="list-style-type: none"> <li>• In progress, referrals increasing and support, orientation and training paperwork and sessions in progress for early 2015</li> </ul>
Communication	<ul style="list-style-type: none"> <li>• Continue with monthly update letters</li> <li>• Establish media speaking points</li> <li>• Quarterly update meetings with supporters</li> </ul>	<ul style="list-style-type: none"> <li>• Updates continue and well received</li> <li>• Update meetings planned, attendance low.</li> </ul>

## 5. 2015 Challenges/Plan

GOAL 2015	TACTIC	RESULTS as of April 2015
HR	performance reviews	in progress
	wage review	none per 2015 budget
	Staffing needs and model	Under review for 2 <sup>nd</sup> quarter
Fundraising	Donor development plan and support	In progress
	software; data entry project	For budget review 2 <sup>nd</sup> quarter 2015
	new events and sponsorships	in progress
	FundScrip, Crowd source	for review
	staffing model for Capital campaign	TBD
	increase being named as 'charity of choice'	Below target
Client and Family	Improve follow-up with client families	Improved and ongoing. Cards sent at regular intervals.
	increase testimonials	on-going, several received
Board	Discuss viability of raising \$400-800k annually and possible partners for delivery	Under review
	future membership	Under discussion. .
Communications	increase ad	On-going
	translation and printing	Brochure translated and printed. New Shoppe, Volunteer and client handouts in progress.
	switch web to supported site (supports donor development)	TBD, not in budget
Community partnerships	Communication, Board membership, presentations	Continued communications with X-Mural, Hospice SE NB, NBHPCA

Respectfully submitted,

Joanne Adair,  
Executive Director