



# DONOR REPORT

*Your gift is changing lives*

**SUMMER 2014**

*VON depends on the help of community volunteers, just like you. If you would like to volunteer please call **705-472-8050***

1000012

## **Dr. Helen Mussallem, VON Education Fund**

Dr. Helen Kathleen Mussallem, Ed.D, CC, FRCN, DGStJ, (7 January 1915 – 9 November 2012) Companion of the Order of Canada and Canada's most decorated nurse, Dr. Helen K. Mussallem was instrumental in reshaping Canadian health care by leading the charge in moving nursing education out of the hospitals and into new levels of professionalism and advocacy. She served in the Royal Canadian Army Medical Corps during World War II and went on to become the Executive Director of the Canadian Nurses Association and from 1989–91 she was the President of the Victorian Order of Nurses. Today, more than a year after her passing, Helen continues to advance nursing through the Dr. Helen Mussallem, VON Education Fund.



This fund supports the work of VON by assisting with the cost of continuing education for our caring and professional staff and donations are gratefully accepted.

*Dr. Helen Kathleen Mussallem  
(7 January 1915 - 9 November 2012)*

## **VON North Bay's Donors and Volunteers Strengthen Community Links**

VON North Bay's wonderful team of 50 staff and over 60 volunteers are truly committed to the VON Vision of being Canada's leading charitable organization, addressing community health and social needs.

Our donors and volunteers provide much more than just time and money to VON – they also provide valuable links with our community. Each year across the country, for example, volunteers help, not only in their volunteer role, but increase public awareness of the role VON plays in building strong, caring communities, and help attract new volunteers. As a registered charity, VON appreciates every new volunteer and relies on every dollar raised.

Gifts from individuals and organizations increase VON's capacity to meet the unique needs of our community and the many others we serve across Canada.

Your gifts to VON North Bay are greatly appreciated!

## Meet Jo-Anne Poirier, **President and CEO**



***"I've been at the Victorian Order of Nurses for Canada for only a few short months, but all the enthusiasm I had coming into this job has only increased."***

Jo-Anne Poirier joined VON Canada as President and Chief Executive Officer in January and has been impressed and moved by VON's work ever since.

Jo-Anne is not new in a leadership role or to working for organizations that make an impact in the community. Prior to joining VON Jo-Anne was the CEO of Ottawa Community Housing Corporation. And before that, Jo-Anne was Vice-President, Resource Development and CEO of the Government of Canada Workplace Charitable Campaign for United Way Ottawa, First Vice-President, Business Development for MBNA Canada Bank, and Deputy City Manager, Corporate Services with the City of Gloucester.

### **Q - Why did you decide to join VON?**

Jo-Anne: *In many ways everything I've done in my career and personal life has prepared me for this role. I feel honoured to join VON and to carry on its legacy of passion, professionalism and dedication. Home and community care is very important to me. I value the tremendous contributions that VON makes in the lives of people across Canada. It was never really a "choice", working with VON is a calling.*

### **Q - What are your priorities coming into the job?**

Jo-Anne: *First and foremost – helping to ensure that we serve the needs of our clients in the best way possible. The first 90-days were focused on immersing myself in the people and culture side of VON. Getting a better understanding of where we are financially, strategically and working with the team to build a plan of where we need to be in the coming months and years is my first priority.*

**Approximately 1 in 5 Canadians are caring for a family member with a long term illness or disability.**

## Caring for more people with the help of technology

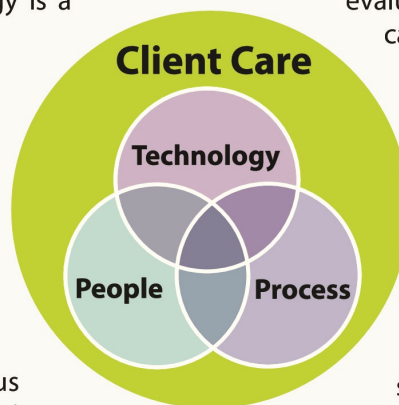
As a charity, we work to make sure that every dollar from our donors makes a difference in the care of our clients. Investment in technology is a great example.

VON depends on charitable support to provide our front line home care professionals with mobile technology. Technology that directly benefits the client.

Sharon Goodwin, Regional V.P. Central & Western Region, Home Care & Private Services was recently interviewed and was excited to tell us "Our updated health care communication tools have helped VON meet the growing demand for services. The new mobile devices

will help ensure that consistent and timely data is collected and available to support the planning, evaluation and determination of each client's care. Our healthcare providers will spend less time with important but time-consuming paperwork – freeing up time that can be spent with clients, and supporting their family and caregivers."

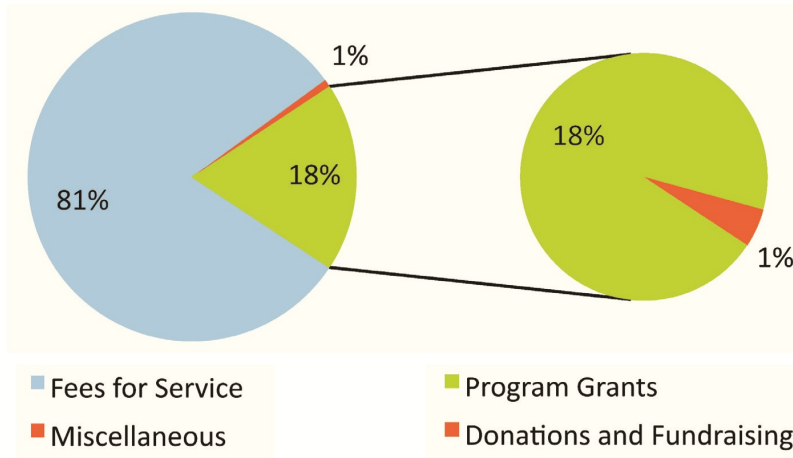
The new mobile technology will allow our employees in our communities to reach 25% more people. That is 25% more people being supported at home, living a high quality life; 25% more caregivers support; and consequently, fewer people deteriorating and needing more costly hospital and long-term care.



**Your gift is changing lives. Thank You!**

## VON Canada Revenue

Fees for Service	\$ 201,329,114
Miscellaneous	\$ 1,833,444
Program Grants	\$ 43,980,202
Donations and Fundraising	\$ 2,327,254



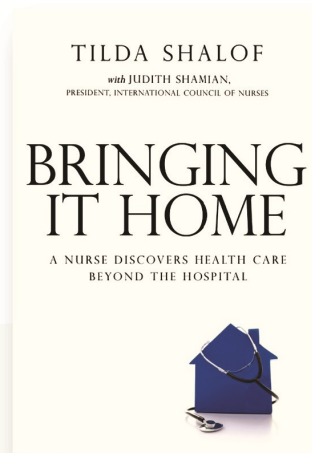
\*Because of rounding, these totals do not add up to 100.

\*2013 Audited Financial Statements

## Read Tilda Shalof's Latest Book "Bringing It Home"

### A Nurse Discovers Health Care Beyond the Hospital

In *Bringing It Home*, ICU nurse and bestselling author Tilda Shalof leaves the hospital behind to accompany the nurses who work in people's homes, from mansions to shacks and even on the streets. Working with the Victorian Order of Nurses (VON), Tilda meets a wide variety of nursing and other health care professionals who offer care, sometimes in unlikely settings. This book describes her personal journey, and explores how nurses care for people of all ages, from the elderly to teen parents and children with disabilities.



*Chelsea takes pride in her relationships with her clients. "I'm sure I could work faster if I didn't stop to chat, but it means so much to them and to me too."*

To purchase, visit [www.von.ca](http://www.von.ca). The author has generously offered to donate some of the proceeds of the book to VON.

## Will Power



Canadians have always been generous in donating their time and money to charitable organizations like VON. In recent years, they've had to be even more generous. Because of cutbacks, charitable organizations are depending more and more on the support of thoughtful people (like you!) to help fill the gap and ensure that our community continues to benefit from important and sometimes vital charitable programs and services, such as the ones that VON provides each and every day.

Charitable gifts included in your will have the POWER to make a tremendous impact. Including a gift in your will allows you to contribute to charities you care about in a way you might never have thought possible in your lifetime.

Including a gift in your will can also help offset taxes that your estate will have to pay, leaving more for your loved ones. If you have not already done so, please take the time to make or update your will to include a very special gift in support of your favorite charity – like VON!

## Why do my donations get mailed to the VON Donations Processing Centre in Ottawa?



VON stretches every dollar as far as possible. By sending all the mail and gifts to one place, we not only take advantage of cost savings with Canada Post, we are able to save on processing overhead and that means that as much of your gift as possible is going to work making a difference in your community.

For additional savings please visit our website at [www.GiveToVON.ca](http://www.GiveToVON.ca) where we can send you an e-tax receipt for your gift immediately and with zero postage costs.

## Your Gifts at Work in North Bay

**VON North Bay does not host fundraising events and is able to continue to provide these programs and services because you have helped! Thank You!**

### Meals on Wheels

On a weekly basis **60 VON** volunteers deliver between **500 & 600** hot and frozen meals to a variety of individuals, including: seniors, people with physical disabilities and cognitive impairments, individuals suffering from illnesses and recovering from surgeries, and those who need special dietary planning and assistance.

The nutritious meals, friendly visits and safety checks delivered each day often enable individuals to live independently in their own homes longer, therefore saving tax dollars in hospital visits, health care and nursing home costs. **As a donor your gifts make this happen.**

Meals on Wheels means much more than a nutritious meal. Volunteers deliver *peace of mind*, a *friendly smile* and the *comfort* of knowing that they are not forgotten.



*Volunteers doing something 'special' for VON clients*

### Foot Care Program

People rarely realize the value of professional foot care until their feet cannot function properly. Proper foot care and foot health maintenance are essential to people's mobility, and often people with diabetes and/or older adults end up with compromised mobility because of foot issues. For over 30 years VON's specially trained foot care nurses have been providing professional foot care services in both home and clinic settings at nominal fees. When challenges are identified fees are reduced or eliminated.

**Most people are born with healthy feet. But 3 out of 4 people will develop serious foot problems as they age – putting their independence and well-being at risk. Healthy feet contribute to your safety and health.**

### In-Home Blood Work Services

VON North Bay provides In-Home Blood Work to individuals that are not able to attend a clinic or hospital. This service is also one of VON North Bay's programs that remains affordable to all because of your gifts.

## Did you know this about VON North Bay?

- VON North Bay District encompasses over 42 cities and towns
- Nurses made over 53,000 home visits.
- Nurses provided foot care for over 800 clients in their homes and at monthly clinics in North Bay.
- Nurses provided blood work in the home for over 150 clients in North Bay
- Personal Support Workers made over 35,000 home visits.
- Meals on Wheels dedicated team of over 60 volunteers have delivered more than 26,000 meals to over 250 clients in the North Bay Area



*Volunteers celebrating at Appreciation Night*