

2012 AGM – Annual Report: Letter from President

Welcome to the Spirit of the North 2012 AGM. This is my first annual letter as president of the Spirit of the North Foundation. I'm excited to be able to share some thoughts about the foundation's work over the past year.

To begin, I would like to give a small amount of background. I have spent my career in business, almost all of it in the investment field. So when I started with the Spirit, on the board I asked many people for advice. Over and over again, I heard a similar refrain: that the biggest difference between business and philanthropy is that in business, the market tells you exactly how you are doing. In philanthropy, most people have said there is no market.

As time has gone on I have some issue with this idea. Without a doubt businesses do get pure market feedback in many cases. Reports can and are generated in detail every day. But there are many types of business and with some you can't get real time information about what is working and what isn't. When you look at innovation, investments may need to be made that won't reach the market for years, maybe decades. In cases like those, you need to rely on tools at your disposal to determine if the potential reward is worth the risk. You do your homework before you take on a project. You gather feedback from others with experience and good judgment. You use any interim data available to measure progress as rigorously as possible.

Many foundations are in a similar position. Often finding the best way to help their given mandate (ours Improving Healthcare in the North) takes many years of work, research and experimentation. We have to accept the likelihood that some of our strategies aren't going to get the results we expected. At the same time we have to accept a series of responsibilities – setting clear priorities, using data effectively, relying on others expertise to make sure we are making the most effecting use and devising the best strategies we can. At the Spirit of the North we work especially hard to engage a wide range of partners, who bring diverse and broad perspectives to the work we are doing together to improve health care in our community.

This has been a very challenging year for the Foundation. We have had change both on the board and in the office. I want to begin with the board - I know this is a volunteer board, with board members coming from very diverse careers in the community. The Foundation staff and I appreciate all the hours you have spent over the last year in each of your roles and on various committees. We thank you for your dedication to making this a Foundation that truly helps improve health care in the north. I look forward to a continued relationship with all returning directors and want to welcome all new board members. For those that won't be with us next year, we thank you for all the work and support you have given to the Foundation and want to wish you all our best in the future.

It is difficult to pick out individuals when doing a report like this, and I'm not sure this is even the spot to do it, but I want to take a moment to recognize the many many years of service our medical representative has given this Foundation. She has been part of this board for as long as I can remember, and has given countless hours of her time to the Foundation. She always made herself available to discuss medical equipment when the board had questions and was never shy in the boardroom. I have learnt a lot from this person and want to say a big thanks on behalf of the board to Dr Michelle Sutter for all the years and hard work she has given the Foundation. Michelle, you will be missed.

The office has had some change in the staff this year and I want to thank those that have stepped up during our time of transition - Nycole, Kim, Morgan, Shirli Gene. This year we saw the resignation of two key positions in the office. Our Funds Development Officer Debie Hamilton, and the CEO, Don Gowan, both found new roles within our community, in the private sector. Debie Hamilton was a major part of the foundation for the last 6 years. She played key roles in fund raising on our annual programs, and most recently began our legacy leaders program. But I think

Debie will be most remembered for her role at the festival of trees, where she would work tirelessly to assist in making sure the Festival was a huge success in our community. Debie we want to thank you for all the hours and commitment you gave to the foundation and wish you all the best in the future. Don we thank you for assisting the board and helping the foundation to get where it is today. You were able to help on so many levels, we will look forward to working with as a board in your new role in the years to come.

The board had made a decision to first hire a new CEO, and allow that person to build a team around them. Knowing that, this summer the major priority of the board was to find a new CEO. Our newest appointed member stepped up to chair that role for us. Dave Yarmish and Tom worked very hard and found an excellent candidate as our new CEO, Jessica Aldred. We thank you for the many hours you spent and at the same time the very good job that was done in keeping the hiring process costs to a bare minimum. Great work and welcome to Jessica, the board looks forward to working with you in the future.

Over the last year, Spirit of the North has been working with Northern Health to identify various pieces of equipment that are needed to significantly improve health care in the North. We have approved a piece of equipment this year to launch our first major capital campaign in a number of years. We will see this begin in the spring, I'm looking forward to seeing this project get started.

In collaboration with Northern Health, our staff and the board has been working very hard over the past number of years to have a donor recognition wall in the UHNBC main atrium and I'm excited to say we are very near having this become a reality, thanks to the hard work of Cormac and Finlay from NH. Great job, we are excited about the design and appreciate everyone's work to make this become a reality.

There are so many great and exciting things happening at the Spirit and I have probably used all the space I need to, so in closing, and as we look to the future I have two priorities as the president of the Spirit of the North.

The first is to make sure we are good stewards of the funds you, our donors have given to us. We understand that this is both through internal process, and granting of those funds. We need you to know that, we appreciate the trust you have given to us to make sure your donation to health care is being used most efficiently, and for the best impact on health care in the north.

My second priority is to improve the quality of our external partnerships, which are our lifeblood. I know we are not doing as good a job as we can both as a board and as a Foundation in this area. Starting with myself, everyone at the Foundation needs to make a concerted effort to listen more carefully to what our donors and partners have to tell us. We must strive to understand what is needed in the north and how we can create maximum impact on healthcare through philanthropy.

As we address these important issues, we will be guided first and foremost by how this work will impact our overarching goal of improving healthcare in the North. In that spirit, I'm so excited to see how each donation will make an impact in the coming years. In the end, impact is why we are here.

Sincerely,

Darren J. Masse, President

Spirit of the North Healthcare Foundation – 2011-2012 Presidents Club Membership

President's Council - (25,000 +)

Auxiliary to UHNBC
Cooper, Robert and Christine
Costco Wholesale Canada Ltd.
McGhee, Dr. Carolyn J.
Prince George Fire Fighters
Northland Chrysler Jeep Dodge
Rotary Club of Prince George - Yellowhead
Tim Hortons - Carol and Wayne Beebe

Founder - (10,000 +)

17 Andre's Audiotronic
LTN Contracting Ltd.
Malpass, Dr. Kristian G.
Michael's Jewellers 461280 BC Ltd.
Prince George Free Press
RBC Foundation
Rempel, Henry and Mary
Scotiabank
Spectra Energy
Universal Imports
WestJet

Gold - (5,000 +)

Andersen, Keith and Lynn
Central Display Ltd.
CKPG-TV/99.3 The Drive/101.3 The River
Enchainment Productions Inc.
Girard, Richard and Jane
Hoffmann-La Roche Limited
Pacific Western Brewing Company
Prince George Golf & Curling Club

Rogers, Diane and William
Ryser, John H.
Shoppers Drug Mart/Pharmaprix Life Foundation
Sutter, Dr. F. Michelle
TD Bank Financial Group
UNBC JDC West
Wood Wheaton Supercentre
Wood, Craig and Tanya

Organizations & Individuals - (1,000 +)

0756287 BC Ltd.
0795520 B.C. Ltd.
AGFA Inc.
Alpay, Selen and Anita
Aurora Health Clinic
B R Donuts Ltd.
B.K. Two Way Radio Ltd.
BID Group of Companies
Bishop, Dr. Winston T.
Bopp, Victor and Teresita
Brain, Carol
Brough, Dr. Laura
Bryant, Darcy G.
BX Neighbourhood Pub Ltd.
Cam Taylor Mechanical & Welding
Canadian Imperial Bank of Commerce
Canadian Tire Associate Store #360
Canfor Pulp Limited Partnership
Central Builders Supply PG Ltd.
Central Mountain Air Ltd.
Chan Foucher Lefebvre LLP
Child Development Centre
Coast Inn of the North
Commonwealth Mortgage Corp.
Crave Restaurant & Lounge
Cycle North Enterprises Ltd.
Ebert, Sean Patrick
Ferris, Dawn
Flaman Fitness

Formula Contractors B.C. Ltd.
Fowlie, Neil and Lorie
Froese, Friedegard
Frost Lake Logging Ltd.
Gale, Don
Girard, Jane and Phil
Glazier, Pat
Golden Arch Food Services Ltd.
Gowan, Don
Hamhuis, Dan and Sarah
Hampole, Dr. Rahul and Renee
Harris Johnsen Management Law Corporation
Heavenor, Jacob and Anne
Henderson, John
Hiller, Lillian
Holmes, Graham
Hubbell Designer Goldsmiths
IDL Projects Inc.
Integris Credit Union
Janzen, Jeff
Jodan Holdings Ltd.
Kane, Dr. Barbara
Kingston, Dr. William G.
Knights of Columbus - Sacred Heart Council No. 8927
Knights of Columbus Council 5246
Knoll, Drs. Susan and Garry
Koehler, Albert and Jutta
London Drugs Foundation
Lukaris, Dr. Andrew D.

Spirit of the North Healthcare Foundation – 2011-2012 Presidents Club Membership

Organizations & Individuals - (1,000 +) continued

Marquis Advertising Group Inc.
Masse, Darren and Janet
McGuire, Sherry L.
McInnes, Ian and Elaine
McLeod, Margaret
Milette, Anne D.
Moore Canada
Mor-D Enterprises Ltd.
Myatovic, Joe and Theresa
Nadleh Whut'en First Nation
Nelson, Dr. David
Nelson, Myrtle Kathleen
Neumann, Bryce
Niven Contracting
North, Thomas and Janine
Northern Medical Society of BC
Northern Toyota Centre Ltd.
Number 127 Holdings Ltd.
O'Connor, Dean and Valerie
O'Malley, Dr. Michael J.
P.G. Surg-Med Ltd.
Pacific Western Helicopters Ltd.
Pataki, Steve
Pfizer Canada Inc.
Plenk, Joseph
Prince George Chamber of Commerce
Ramada Hotel -Downtown Prince George
Raymond, Dr. Richard
RBC Financial Group
Re/Max Centre City Realty
Rickbeil, Ken
Riverstone Bar & Grill
Roden, Dr. Grant
Rollings, Terri Lee
Royal LePage Prince George
Rustad, Jim and Noreen
Sambad, Myron and Shirley
Schmid, Dr. Josie
Schokking, Dr. Ian
Sentes, Tom
Shahnawaz, Dr. Muhammad
Shaw Construction Ltd.
Shaw, Vivian
Spruce Credit Union
Spruceland 10th Avenue Liquor Store Ltd.
Staff of Spruce Credit Union
Stewart, Elmer
Stones Bay Holdings Ltd.
Sutte, Dr. Michelle F.
TELUS
Terlesky Braithwaite Janzen
The Darren Masse Group
The Hydrecs Fund - Northern Region
The Prince George Citizen
Tim Hortons UHNBC
Treasure Cove Casino
Tropical Pool & Spa Ltd.
Van Horlick's Trophy & Gift House
Vista Radio Ltd.
Waldie, Les and Carol
Wharrie, David and Janice
Wilson, Dr. J. Galt
Wilson, Dr. Linda
Women of the Moose #936
Worthington, Carol
Yarmish, David and Karin
Young, Boyanne
Young, Wade
Zawislak, Colleen
Zion Enterprises Inc

Individuals - (500 +)

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|---------------------------------------|---------------------------------|----------------------------|-----------------------------------|
| Allin, Gordon | Faulder, Geraldine | Lloyd, Lorne | Reynolds, Alissa |
| Ames, Dr. Janet E. and Brian Farrance | Fehr, Brian | Lutes, Trevor | Ross, Nycole and Eric |
| Ankney, Anne | Flynn, N. Ruth | Martin, Bill and Tracey | Row, John and Mary |
| Bajkov, Carol | Golley, Bill | McAskie, Carolyn | Royle, Kim and John Rustad |
| Boutin, Ashley | Gowan, Tana | Miller, Annie | Sands, Ken and Susan |
| Carson, Donald | Hamilton, Debie | Myers, Sandie and Kenneth | Santos, Michele |
| Chartier, Eric M. | Harrison, Rick and Linda Wilson | Nicholson, Hugh and Bonnie | Shiels, Betty Ann |
| Cowley, Denis | Hatch, Helen A. | Noble, Patricia A. | Strickland, Dan |
| Cox, Marlene | Hellyer, William and Cathleen | Novak, Marinka | Verticchio, Lu and Holly |
| Creuzot, Gary | Henderson, Steve and Ann Marie | Novak, Tony and Jo-Ann | Viera-Richard, Mike and Elizabeth |
| Czechmeister, Catherine | Hofer, Tammy | Ntupas, Kathy | Wigmore, Clarence and Dawn |
| Dobson, Wayne | Jackson, Judy | Piete, Debbie | Wilson, Jeffrey J. |
| Dougan, Ernest and Karen | Jantz, Ingrid | Redenbach, Dr. Zoe | Wysoski, Jeanne |
| Douglas, Brad | Lindgren, Staffan | Revel, William John | Zimmer, Myra |