

Wellwood

Report to the Community

2011



From the President:

This year, as we see the healing garden *finally* undergoing its transformation, I think of this quote by Louis L'Amour, "*There will come a time when you think everything is finished. That will be the beginning.*"

As clients and volunteers energize our building, and the healing garden finally is completed, we are aware of just how long we have all waited to be "finished" ...and, yet, this really is just the beginning. At long last, we can reach into our long-held wish list of programs that have been on hold — new initiatives for kids and for caregivers, for example — and we can expand to be all that Wellwood can be.

We also remain firmly and deeply committed to making Wellwood an inclusive centre — safe, accessible and barrier free to all. I am very proud of all that Wellwood has done to ensure this value is the foundation of every decision we make. The article reprinted here is a comprehensive examination of all of the groundbreaking work that we have achieved in this area following an initial contribution of funds by the Ontario Trillium Foundation to support our early efforts many years ago.

The year ahead, as with all the others behind us, will be one of growth and transition as we prepare for our expanded space in the brand new Juravinski Hospital when it reopens in 2012. With barely time to catch our breath, we are back in planning mode, anticipating all that is possible with that new space.

As a board, we are always inspired by the work that is done by our volunteers and the staff...you are Wellwood's heart, soul and sustainability. On behalf of Wellwood's governance team, thank you all.



And so, just as it is starting to feel like everything is almost finished — *let's begin!*

Trish Nelson

Trish Nelson

Making Canc

When Sandi Bell first saw the washroom at the new Wellwood Resource Centre of Hamilton community site, she had an unusual reaction: she giggled.

"I was so happy," the part-time Canadian Human Rights Commissioner and president of Empowword consulting firm says. "It's one of the better accessible washrooms I've seen."

Bell is a person with a physical disability and uses a motorized scooter. She knows first-hand that when well-meaning organizations make plans to create better accessibility, the design and execution is sometimes flawed.

"You'd be surprised," she says. "Most hospitals don't have real accessible washrooms."

Bell has found herself trapped in "many, many" so-called accessible washrooms over the years.

In her opinion, the problem is not simply a failure in design; it's a lack of awareness. And in the health care sector in particular, this lack of awareness has serious consequences. If patients and clients feel uncomfortable or ignored in a health care environment, they are less likely to benefit from the services offered.

Deirdre Pike agrees that health care services can only be delivered effectively if users feel comfortable and accepted. She has come face-to-face with some of the social barriers to creating a fully inclusive health care system.

Pike is the founding chair of The Well, Hamilton's Lesbian Gay Bisexual Transgender Queer Community Wellness Centre. She gives anti-oppression training with an LGBTQ focus to community

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Sandi Bell



Lee Styres-Loft

This article appeared on OpenFile, a community news website, and is reprinted with permission (www.openfile.ca.)

By Erin O'Neil

er Care More Accessible

groups and organizations in the city, including the Hamilton Wentworth District School Board, Catholic Family Services and Good Shepherd Services.

"I had one doctor ask if I thought LGBTQ people were 'born this way'," she says, recounting one training session. "Homophobia is a very big issue in the health care system especially."

In 2007, the Social Planning and Research Council of Hamilton completed a needs assessment of the LGBTQ community of Hamilton and found that only 57 per cent of the LGBTQ community in Hamilton felt comfortable coming out to their doctor.

"Clearly, there is work to be done," says Pike. "It's about creating personal understanding and transformation."

Bell offers her own diagnosis: "There needs to be a commitment to genuine human dignity, in every aspect of life. Our greatest need – each and every person – is to be treated as a human being."

Both women point to Wellwood Resource Centre of Hamilton as a shining example of physical accessibility and social inclusion.

"They go way beyond the majority of services in Hamilton," says Bell. "They are totally aware of all the dynamics in people skills – everyone from the volunteers to the Board of Governors."

Wellwood is a community-based, non-profit organization that provides information, supportive care programs and peer support to anyone affected by cancer. The centre works with existing community agencies and cancer care providers to provide integrated supportive care. All programming is offered free of charge, run by carefully screened and trained volunteers. Funding is a persistent issue.

In the planning process for the new community site, Wellwood Juravinski House, Wellwood consulted with community members who had experience and expertise in fostering inclusivity.

"We asked for help," says Norma Frankoff, Wellwood's program coordinator. "We asked what the problems were, what wasn't a problem, what could be improved."

She speaks passionately about the importance of the new facility, which officially opened in June 2010 after 10 years of fundraising and planning.

"We're trying to create an organizational culture in which intoler-

ance is not tolerated," she says. "It goes well beyond welcoming people with open arms; it's about removing any systemic barriers."

Wellwood Juravinski House is perched on the border of Chedoke Hospital campus. The building feels just like a bungalow house, with no stairs, an open kitchen and a cozy dining room that doubles as a boardroom. Washrooms are individual, gender-neutral rooms. The accessible washroom that made Bell so happy is a long, large room with enough space to maneuver easily and a fully accessible shower area in the back. A volunteer is always stationed at the front desk to welcome clients.

"I was really impressed," says Pike, whose partner used services at Wellwood after her cancer diagnosis. "They didn't bat an eye when two lesbians walked in, and they already had a rainbow sticker up in the front window, which I think is very important."

When Frankoff discovered that Pike does anti-oppression training through The Well, she hired her to give the training at Wellwood.

"We need to be responsive to community needs and pay great attention to any information about who our clients are and what their needs are," says Frankoff. "If we're not responding to the needs of the people in Hamilton then no one will come."

Bell has also given training at Wellwood. As president of Empoword consulting firm, Bell has helped many organizations with issues related to disability and accessibility, equity and diversity, anti-racism, inclusion and anti-oppression.

"They are approaching this the way all organizations should," she says. "If you embrace awareness and inclusivity every day, it becomes a reality."

Frankoff concedes that it is difficult to cover everything, but she is fiercely proud of what Wellwood has accomplished.

"It's about multi-layer strategies, acknowledging that there is more than one way to approach something and about approaching communities to ask how we can help," she says.

"We don't have to be all things to all people, but we can support our community in this way."



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Partnerships key to an inclusive cancer care network

Wellwood Resource Centre of Hamilton's commitment to inclusivity and accessibility is supporting an evolution in the city's cancer care support services.

But while Wellwood is a valuable stand-alone resource centre for people with cancer, it is also an integral part of a cancer care network in Hamilton.

In addition to the community site at Juravinski House on the Chedoke Hospital campus (the subject of Part 1 of this series), Wellwood programs are also run out of the centre's original location at the Juravinski Hospital Cancer Centre (JCC).

"Physicians and nurses in health care hospital settings will find themselves not having the time to take to hear somebody express their concerns," says Dr. Olive Wahoush, assistant professor in the School of Nursing at McMaster University and president of the Wellwood Board of Directors.

"This is a need that others like Wellwood staff, volunteers, community health systems can in fact do better, because they have the time, because they have the preparation and the understanding."

But for all its good intentions and careful planning, Wellwood is faced with several realities: the availability of volunteers; the availability of funding; and, as a Hamilton community organization, the challenge of fulfilling the needs of a diverse population.

Program director Norma Frankoff stresses the importance of maintaining the organization's values despite any staffing or funding concerns: "We are mindful of every decision we make. We have chosen to integrate accessibility into our budget and not see it as an addition ... it isn't about targeting or token gestures, it's about people – no matter what – feeling safe walking through the doors."

To tackle the challenge of addressing the individual needs of clients in a diverse city like Hamilton, Wellwood has a simple solution.

"We're a local, client-driven organization," says Frankoff, "But why duplicate a service that another community organization offers?"

Instead, Wellwood has integrated "collaboration, cooperation and partnership" into its organizational value statement.

Recently, Wellwood received a number of requests from the community for a caregiver support group. They made inquiries and discovered that the Victorian Order of Nurses (VON) in Hamilton already offered caregiver support programs. Instead of creating a competing program, Wellwood simply offered to host the VON at the Juravinski House community site.

"It isn't so much about trying to cover everything," says Frankoff. "It's about asking how best we can help."

Another example of a successful cancer care support program that works in tandem with Wellwood is the Aboriginal Patient Navigator

Program at the JCC. In 2002, Cancer Care Ontario – Aboriginal Cancer Care Unit did a needs assessment on cancer issues in the Aboriginal population of Ontario.

The findings showed that cancer rates among Aboriginal people, although lower than the average Ontario rates, were growing much faster than the provincial average. Breast, colorectal and smoking-related cancers were of particular concern.

To address the problems identified in the needs assessment, Cancer Care Ontario (CCO) created the Aboriginal Cancer Strategy 5-Year Plan, which highlighted the importance of a culturally relevant health promotion strategy.

To implement the strategy, CCO chose several communities in Ontario to pilot an Aboriginal Patient Navigator program, including Hamilton. The program piloted between 2006 and 2008 at the JCC, and has since become a permanent service.

"My role is advocacy and support," says Lee Styres-Loft, the Aboriginal Patient Navigator who was hired during the pilot program and has continued to fulfill that role.

"I work with anyone who self-identifies as Aboriginal, whether by birth, adoption, marriage or a connection to Aboriginal spirituality."

Styres-Loft connected with Frankoff at Wellwood soon after joining the JCC as the Aboriginal Patient Navigator.

"I did some brainstorming with Norma, trying to think of good ways to invite Aboriginals to access the service," she says. The two decided to try adding a Native beadwork class to the program scheduled in 2007. "The feedback was exceptional."

It remains one of Wellwood's most popular classes. And, like all programming at Wellwood, it's free and open to anyone affected by cancer.

"They really do care," says Styres-Loft. "There is warmth there, it's a safe, welcoming and comfortable place and that enhances their excellent programming."

She recalls working with a couple who travelled from the far north of Ontario for treatment at the JCC and support through the Patient Navigator Program. The husband was receiving treatment for cancer and the wife was exhausted from supporting her family through the experience.

She referred the woman to Wellwood, and they connected her with a peer mentor.

"When I talked to her later, she said she had talked the mentor's ear off for an hour and a half... She said she was crying with joy."

This year, Styres-Loft was asked to serve on the Wellwood Board of Directors. She accepted.

"I have always felt really good about my association with Wellwood, and I am honoured to work with them," she says. "There's a real human touch there."

FINANCIAL STATEMENTS

Note:

Wellwood's endowment fund is invested in its entirety to generate revenue on an annual basis to support the increased operating costs of introducing a second community-based site. The years 2010 and 2011 also represent a period where construction was underway of the new site as was the landscaping of the surrounding grounds.

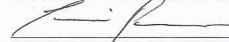
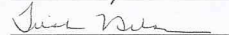
For detailed statements or to review the accompanying notes, please contact Wellwood.

WELLWOOD RESOURCE CENTRE OF HAMILTON STATEMENT OF FINANCIAL POSITION

	<i>As at March 31</i>	
	2011	2010
	\$	\$
ASSETS		
CURRENT		
Cash	82,921	298,928
Short-term investments	2,224,805	2,152,622
Accounts receivable	10,213	10,133
Inventories	994	962
Prepaid expenses and deposits	37,767	47,389
	2,356,700	2,510,034
CAPITAL ASSETS (Note 3)	1,291,891	922,365
INCORPORATION COSTS	684	684
	3,649,275	3,433,083
LIABILITIES		
CURRENT		
Accounts payable	106,581	11,487
DEFERRED CONTRIBUTIONS (Note 4)	6,246	5,641
	112,827	17,128
FUND BALANCES		
INVESTED IN CAPITAL ASSETS	1,291,891	922,365
EXTERNALLY RESTRICTED (Note 5)	2,002,000	2,378,202
UNRESTRICTED	242,557	115,388
	3,536,448	3,415,955
	3,649,275	3,433,083

(See accompanying Notes to Financial Statements)

APPROVED ON BEHALF OF THE BOARD:

 Director
 Director

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WELLWOOD RESOURCE CENTRE OF HAMILTON STATEMENT OF OPERATIONS

	<i>Year ended March 31</i>					
	General	Building	Stability	Endowment	Total	Total
	Fund	Fund	Fund	Fund	2011	2010
	\$	\$	\$	\$	\$	\$
REVENUES						
Donations	31,791	46,435	-	2,000	80,226	84,151
Donations in kind	-	52,598	-	-	52,598	51,989
Trillium Foundation grant	27,180	-	-	-	27,180	25,425
Partnership funds	90,000	-	-	-	90,000	90,000
Fundraising and other income	75,226	6,773	-	-	81,999	116,449
Investment income	58,526	3,202	-	-	61,728	77,688
Unrealized gain on investments	110,142	-	-	-	110,142	245,888
	392,865	109,008	-	2,000	503,873	691,590
EXPENDITURES						
Advertising, travel and promotion	737	-	-	-	737	2,618
Amortization	43,788	-	-	-	43,788	536
Bad debts	-	-	-	-	-	7,500
Fundraising expenses	25,339	10,342	-	-	35,681	46,819
Insurance	10,038	-	-	-	10,038	6,317
Miscellaneous	2,067	1,797	-	-	3,864	3,893
Office expenses	44,742	12,918	-	-	57,660	13,891
Printing, postage and courier	7,584	-	-	-	7,584	8,668
Professional fees	15,190	13,920	-	-	29,110	20,789
Volunteer expenses	4,375	-	-	-	4,375	3,649
Wages and benefits	175,352	15,191	-	-	190,543	162,020
	329,212	54,168	-	-	383,380	276,700
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENDITURES						
	63,653	54,840	-	2,000	120,493	414,890

(See accompanying Notes to Financial Statements)

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"There needs to be a commitment to genuine human dignity, in every aspect of life.

Our greatest need – each and every person – is to be treated as a human being."

BOARD OF DIRECTORS

2011-2012

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Jonathan Sussman
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K. Jane George (*ex officio*)

CONSULTANTS:

Jan Kahehtio Longboat
Alejandro Jadad
Denny DePetrillo
Patricia Gagic
Jack Laidlaw
Barbara Love
Maureen O'Connor

Charitable registration #
89695-5036-RR0001



Wellwood is a member of
Imagine Canada's
Ethical Fundraising
& Financial Accountability
Code Program

Link from our website to find
us on facebook and youtube



THANK YOU to Wellwood's
incredible team of volunteers.
You are what makes this
such a special place.



Hospital Site

711 Concession Street
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905-389-5884

Community Site

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