



Wellwood

# 2023 REPORT to the COMMUNITY



## We're completely BACK...on a whole NEW TRACK!

Post-pandemic, Wellwood has emerged with a fully hybrid model, combining in-person and virtual offerings. This allows us to better meet the needs of immune-compromised clients – as well as those who are unable to come to our physical spaces – whether that is due to geography, transportation, mobility, caregiving responsibilities, feeling too unwell to travel, or continuing to practice physical distancing for personal safety.

Our team is witnessing, firsthand, the drastic effects of pandemic-related delays in screening, testing, treatment and surgeries – significantly higher numbers, advanced stages of diagnoses, ongoing isolation, and far more complex needs.





This coming year will mark my 25<sup>th</sup> anniversary as Wellwood's Executive Director. It remains a tremendous privilege to serve you – our clients, volunteers, donors and community. I strive to demonstrate our organizational values on a daily basis, as well as our commitment to collaboration, accessibility, inclusivity and transparency – and I promise to keep checking my own “best before date” to ensure that I never, ever bring less than my ALL.

As the cover of this report says, the profile of our “newly-diagnosed” clients has changed significantly to “newly-diagnosed at an advanced stage.” We continue to see unprecedented anxiety and isolation, as well as a dramatic shift in comorbidities for clients. As a result, our volunteers are being called upon to manage much more complicated situations, and a crucial component of navigational assistance has expanded well beyond cancer resources.

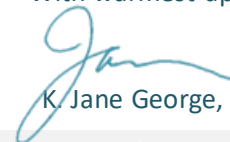
This isn't about “tea and sympathy” – this is about giving concrete tools to empower people on their journey... or fight... or battle. (The metaphor each chooses is as unique as they are.)

**They need us, more than ever.**

I am so grateful that you support our work, especially now, during ongoing uncertain times for small charities. We receive no funding from government, hospitals or national cancer organizations. We rely on donations, as well as grants from local foundations, to do what we do. Your gift helps to keep cancer support in Hamilton.

**We need you, more than ever, too.**

With warmest appreciation,

  
K. Jane George, Executive Director

*In 2000, we received a grant from Ontario Trillium Foundation to hire for a half-time position for programs and volunteer management. Norma Frankoff, a local leader in the not-for-profit sector specializing in Board development, decided to apply. She said that it was because she wanted to be involved in the early stages of something important, meaningful and special for this community. Her role quickly evolved to more-than-full-time as Director of Programs & Organizational Development.*

*A career highlight was being called to the stage when Wellwood was named the City's first ever Diversity Champion by Hamilton Centre for Civic Inclusion. Norma (shown here with our nominator, Dr. Gary Warner) has worked tirelessly leading this extremely essential work.*

*This past fall, Norma officially (semi) retired – but the good news is that she isn't leaving anytime soon. She has agreed to stay on, one day a week, to continue to mentor our staff team.*

*What an absolute gift and privilege it has been to be her colleague. On behalf of all of us at Wellwood – thank you, Norma, for everything you have given to our clients, volunteers and this community.*







Wellwood



### FINANCIAL NOTES:

**These remain very challenging times for charities.**

Ultimately, Wellwood's sustainability is largely due to the gift of time and talent provided by our team of 231 organizational and situational volunteers. All programs are volunteer-delivered, which keeps staffing costs to an absolute minimum.

Post-pandemic, volunteer engagement has been a very high priority. We were fortunate to receive a grant from Ontario Trillium Foundation's Resilient Communities Fund for a one-year staff position with this focus, an investment that now has demonstrated outcomes vital to our future.

The foundation of our revenue generation is the result of an endowment fund, invested in its entirety, providing annual income to support operating costs; however, it is just one-quarter of the money needed to run the organization.

The in-kind support provided by our community partners at Hamilton Health Sciences remains vital to our success. That said, Wellwood is not government or hospital funded, nor is it financed by user fees. We provide our programs at no cost to all who need them.

Donors are assured of exceptional return on investment due to the efficiency of our volunteer-delivered service model, and know that we are transparent, responsible, accountable custodians of your gifts.

**We invite you to view our financial statements and previous Reports to the Community, or make a donation, at [wellwood.ca](http://wellwood.ca).**

# Thank you

## FUNDERS & IN-KIND SUPPORTERS

CFL Fans Fight Cancer  
Ontario Trillium Foundation  
City of Hamilton Enrichment Fund  
Doug & June Barber Family Foundation  
Kiwans Club of Hamilton East

### HAMILTON COMMUNITY FOUNDATION:

Ontario Endowment for Children & Youth in Recreation  
Edith H. Turner Foundation Fund  
Martin Foundation Fund  
Milne McGrath Fund  
Shirley M. Elford Gift of Today Fund

Project Concern <i>(Hamilton Police Employees)</i>	Brovan/The Cruickshanks Family
Ambitious Realty & Koi Restaurant	CR Landscape/Marco Constanca
Maggie & Keltie Steele & Family	ACEwebsites.ca/Keith Revie
Miriam Oda & Patty Foley	AIRO Electric Ltd./Abdul Majeed
Holiday Market Vendors	Dee Signs/The Tadgell/Dee Family
The Burlington "Square Ladies"	Rawden Cleaning/Andy McQueen
Stan Fassaert & Christine Torry	Columbia International College
The Estate of Winnifred Curry	St. Thomas More Secondary School
GFL Environmental	Sir Allan MacNab Secondary School <i>(in memory of Mark Graham)</i>
King Insurance Group	Insurance Systems Group <i>(in honour of Mike George)</i>
The Last Post Fund	Jim & Lyna Newman Foundation <i>(in honour of Alana Palaciauskas)</i>
DeGroote School of Business	Raftis Family Foundation <i>(in memory of Danila Cagnin)</i>
Copetown Lions Club	
CS-1 Transportation	
Stuart Seldon	

### ART DONORS:

Marvin Cohen, Bert Dorpmans, Archie Lieberman, Janet McNaught, Louise Rotman & Dundas Valley School of Art



As host city of the Grey Cup, our long-time friends at the Hamilton chapter of CFL Fans Fight Cancer chose Wellwood as the charity for the year's national fundraising efforts – scoring a game-changing net total of \$40,172!



Wellwood



Our Walk/Run/Wheel finally returned in-person just in time for its 25<sup>th</sup> ANNIVERSARY. Together, YOU raised net proceeds of \$72,703!



One of the most moving and meaningful aspects of this event is the many teams that gather on race day to honour or remember a loved one.

Team Orange is one of those groups who join us, year after year, walking and running in memory of this little superhero's grandfather, Bob Zwolak.

Now, ORANGE you glad we shared this picture?

# Thank you

PARTICIPANTS & TEAMS  
PLEDGE COLLECTORS & DONORS  
OUR "BUTT-KICKING" COMMITTEE

## 2023 SPONSORS

Foresters Financial  
Effort Trust  
Braemar Building Systems  
Healthcare & Municipal Employees Credit Union  
Millcroft Financial  
Mackesy Smye  
McMaster Student Union  
McMaster University  
Grant Thornton LLP  
Aldo De Santis Realty  
New Horizon Development Group  
Fidelity Investments  
Franklin Templeton Investments  
Ten Toe'n Shoe Shop

Around the Bay Road Race  
Carter Lease & Rentals  
Coke Canada Bottling  
Hamilton All Star Jazz Band  
Hub International Insurance  
Naylor Building Partnerships  
Mike George & Pat Hoddy  
Dale & Angela Stevens  
Southbrook Golf & Country Club  
Maple Leafs Sports & Entertainment  
Hamilton Harriers  
Theatre Aquarius  
The Keg (Hamilton)  
Race Kit Event Service  
Royal Botanical Gardens  
Soundbox Productions  
Starbucks (Stoney Creek)  
Niagara Parks  
Pauliegraphics  
Cogeco

# KICKING cancer's BUTT

WELLWOOD

Join us next year on Sunday, October 20 at McMaster!





Wellwood

**BOARD OF DIRECTORS:**

Dianne de Freitas *President*  
 Christine Torry *Vice-President*  
 Anna Ruta *Treasurer*  
 Kenneth Raddatz *Past-President*

David Angus *Amanda Faulkner*  
 Kathleen Hudson *Greg Iaruso*  
 Salma Ladhani *Parmjit Singh*  
 Richard Tozer *Michelle Treleaven*  
 Karen Zhang

Sadisha Galappatti *Virtual Concierge*

**BOARD ADVISORS:**

Sandi Bell  
 Denny DePetrillo  
 Fred Hopkinson  
 Jan Kahehti:io Longboat  
 Barbara Love  
 Maureen O'Connor  
 Gary Warner  
 Renée Wetselaar

**Hospital Site**

*O'Connor-O'Connell Family Support Centre*  
 Juravinski Hospital, E1  
 711 Concession St., Hamilton, ON L8V 1C3

**Community Site**

*Juravinski House, presented by HHHBA*  
 501 Sanatorium Rd., Hamilton, ON L9C 0C3



[www.wellwood.ca](http://www.wellwood.ca)    [wellwood@hhsc.ca](mailto:wellwood@hhsc.ca)  
 Charitable Registration # 89695-5036-RR0001

**STAFF TEAM:**

Questions? Contact us! 905-667-8870

**Diane Crawshaw**  
*Navigator, Hospital Site*  
 (3 days/week)

**Kaitlin Salim**  
*Manager of Programs & Child Life Specialist*

**Karla Jones**  
*Manager of Volunteer Engagement & Facilities*

**Kate Knight**  
*Director of Community Engagement*

**Norma Frankoff**  
*Director of Organizational Development*  
 (1 day/week)

**K. Jane George**  
*Executive Director*

*with support from*  
**Vicky Grimshaw**  
*Finance Administrator*



It's really NOT about the money. Even though we talk a lot about funding in every annual report, Wellwood is about PEOPLE, SELF-DISCOVERY, EMPOWERMENT, COMPASSION & COMMUNITY.