



2024

REPORT to the COMMUNITY



When we announced an **EPIC** total of \$99,627.01 raised at our 26th annual Walk/Run/Wheel by hordes of cape-wearing **SUPERHEROES**, many of you wondered: *“This is SO close to \$100,000 – why didn’t you just round it up?”*

This is because we are completely transparent in our fundraising. We don’t adjust figures, and we report net totals with all expenses removed, down to the penny – quite literally in this case!

And then, something **INCREDIBLE** happened! Six of our **MARVELous** athletic supporters sent in a total of \$1,043.00 to take us over the \$100K finish line. Isn’t that absolutely **WONDERful**?

To everyone who participated, sponsored, donated, volunteered or cheered from the sidelines – we send out all the gratitude in the **UNIVERSE**.

WAIT! We have a new net total:
\$100,670.01



Our commitment to financial transparency extends to providing direct links from our website to: the past 15 years of our audited financial statements; all of our past Reports to the Community; the Board of Directors’ fundraising & investment policies; and Wellwood’s detailed charity analysis, conducted by Canada Revenue Agency (CRA).

CRA breaks down percentages assigned to revenues and expenses, in categories such as: Charitable Programs; Management & Administration; and Fundraising. **Wellwood scores an impressive 78.95% of all expenses going directly to programming, based on the agency’s calculations.**

The theme of this report is a reflection on how, for 30 years, we have continued to work diligently to earn your ongoing trust by providing you with

COMPLETE TRANSPARENCY





To our valued clients, volunteers, donors, community partners, supporters and friends:

30 years!

This year will mark 30 years since Wellwood’s incorporation, as well as my 26th year of having the privilege of being your Executive Director.

What does TRANSPARENCY mean for a relatively small not-for-profit that serves people affected by cancer? While we started that conversation on the cover, that is best explained within the context of our core values, which are listed at “START HERE” at wellwood.ca under the heading “Vision, Values & Commitment.”

TRANSPARENCY means that, when we say that our spaces are accessible, diverse, inclusive and safe, they really are. Anti-racism, anti-discrimination and anti-oppression are a top priority, so we have continuously invested extensive resources, conducted ongoing training, and ensured representation at all levels (beginning with governance). People who see themselves represented on our website or in a flyer are seeing real images of real people who are really at Wellwood. Named our City’s first ever Diversity Champion by Hamilton Centre for Civic Inclusion, this is a laurel on which we will never rest. Most recently, we initiated a request to share Wellwood’s hospital site for Indigenous Healing Space, and are delighted that an official opening is imminent.

TRANSPARENCY means that people can trust that we do not operate in a silo, and that we will always direct them to the place that can best meet their needs. It also means that other community organizations can rely on us to ensure that any potential clients are connected to them. From the outset, Wellwood valued collaboration, cooperation and partnership. We have never duplicated services, serving – first and foremost – as a navigator to help locate and access what people need from across the sector. While we have always connected clients with resources beyond our scope – the recent, dramatic shift in comorbidities (such as food/housing/job insecurity, personal/family safety, mental health and financial challenges) means navigation and referrals have now expanded well outside “cancer”. We also donate our space to a wide range of other agencies and groups as our gift back to our community.

TRANSPARENCY means constantly assessing and improving privacy processes. Especially in this era of constant concern around privacy and confidentiality, this core value requires more vigilance and responsiveness than ever before. We are focused on preventing, mitigating and containing any issues that could arise, as well as limiting any potential for human error. Confidentiality agreements are signed by all volunteers, staff, support



group participants and Board members. We collect as little information as possible from the wide range of users of our services – which includes people who have had a diagnosis, caregivers, health care providers, and those who are through the crisis and are focused on long-term wellbeing.

My door is always open. If you have any questions, concerns or feedback, please don’t hesitate to reach out to me at georgej@hhsc.ca or 905-667-9870, ext. 204.

K. Jane George
Executive Director

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Wellwood

“New Client” PORTRAITS:



NEW registrations have **QUADRUPLED** since pre-2020.



PRE-2020, staging at diagnosis was mostly early. NOW:
Stage 1/2: 15%
Stage 3/4: 40%
Palliative: 45%



Visits to our **HOSPITAL SITE** have more than **DOUBLED** since pre-2020.



One-on-One **PEER MENTOR** requests have almost **TRIPLED** since pre-2020.



In addition to more **ADVANCED** diagnoses, they present with much more complex needs...

So, our community referrals now regularly expand well **BYOND** **CANCER**.

Clients list their top three priorities as: **INFORMATION, NAVIGATION and CONNECTION** to peers...

So, while the pre-2020 trend was for coping strategies and tools, we've now circled back to our early years.

Wellwood’s sustainability is largely due to the gift of time and talent provided by our team of more than 250 organizational and situational volunteers. All programs are volunteer-delivered, which keeps staffing costs to an absolute minimum.

The foundation of our revenue generation is the result of an endowment fund that is invested in its entirety and provides income on an annual basis 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 receives no ongoing funding, nor is it financed by user fees. We provide all of our programs at no cost to everyone who needs them.

Our donors can rest assured that you will see exceptional return-on-investment because of the efficiency of our volunteer-driven delivery model, and know that we are transparent, responsible, accountable custodians of your gifts.

We invite you to view our Vision & Values, audited financial statements, previous Reports to the Community, governance policies on confidentiality, privacy, complaints/issues, fundraising and investment – or you can also make an online donation – at wellwood.ca.



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Charitable Registration #8965-5036-RR0001

**KICKING
cancer's
BUTT**

ALL the
Gratitude
in the UNIVERSE

COMPLETE



TRANSPARENCY

JOIN US for the 27th ANNUAL
WALK/RUN/WHEEL at McMASTER
SUNDAY, OCTOBER 19



KIDS' 1K IS FREE
and every tiny superhero gets a cape & medal

THANK YOU

PARTICIPANTS & TEAMS
PLEDGE COLLECTORS & DONORS
OUR "BUTT-KICKING" COMMITTEE
OUR INCREDIBLE VOLUNTEERS
& THESE SUPER SPONSORS:



Effort Trust
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Braemar Building Systems
McMaster University
Doane Grant Thornton
Millcroft Financial
Race Kit Event Service
Ten Toe'n Shoe Shop
John Ceko Photography
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Losani Homes
HMECU
Cycling Without Age

Mike Scott & Suzanne Primeau
Dave & Tandra Henderson
Franklin Templeton Investments
Hamilton All Star Jazz Bands
Fortino's (Ancaster & Main West)
Starbucks (lower Stoney Creek)
Naylor Building Partnerships
Southbrook Golf & Country Club
Cogeco Cable
CR Landscape
Pauliegraphics
Hamilton Harriers
Niagara Parks
Parkway Nissan
Soundbox Productions
Coke Canada Bottling



These wonderful photographs – and all of the Walk/Run/Wheel event images that appear throughout this report – were taken by the DYNAMIC DUO of John Ceko and Jennifer Walker.



Wellwood

Thank you

to our FUNDERS & IN-KIND SUPPORTERS:

**Ontario Trillium Foundation
City of Hamilton Enrichment Fund
Doug & June Barber Family Foundation
McKeil Family Foundation**

Hamilton Community Foundation:

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

The Estate of Winnifred Curry
P.X. Dermody Funeral Home
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Brovan/The Cruickshanks Family
CR Landscape/Marco Constancia
AceWebsites.ca/Keith Revie
Rawden Cleaning/Andy McQueen
Maggie & Keltie Steele

Humble gratitude to the loved ones who chose Wellwood to receive donations in memory of:

Christine Torry, Jim Lamontagne, Sandra Bereza, Victor Denobriga & Gertrud Jorgensen

Appreciation to all who held third-party fundraisers:

Marilyn Evanik, Alison Robertshaw, Tibor Keleman, Expedia Cruises in Waterdown & Sir Allan MacNab Secondary School (in memory of Mark Graham)

*We do not list individual donors for privacy reasons.
We appreciate every gift, large and small.*

Wellwood “DIY” Fundraising Events

Holding a third-party fundraiser is a fun and fabulous “do it yourself” way to help us help others. From concerts to crafts to comedy, anything is possible with a little imagination. The most important thing is that you and your group are able to enjoy yourselves!

Why not give it a try? Our staff are here to help with ideas, as well as to provide information and support in planning your event. Please contact us!

WALKING on WATER for WELLWOOD

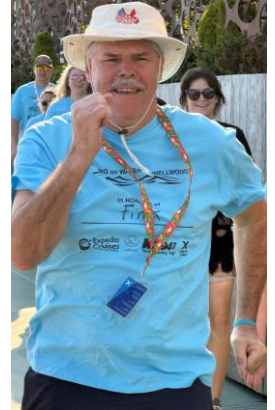


This idea for a floating fundraiser was so far out, they had to set sail for open seas!

Shawna Curtin Weatherill of Expedia Cruises in Waterdown – along with her friends at KX94.7 FM and Celebrity Cruises – inspired passengers to send some sunshine back home to people on their own journeys – with cancer.

This nautical adventure floated \$3,232.64 to support Wellwood programs, and they set sail again in February of 2025.

Anchors aweigh and bon voyage!



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BOARD OF DIRECTORS 2024/25:

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Michelle Treleaven
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BOARD CONSULTANTS 2024/25:

Sandi Bell
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 Patricia Gagic
 Jan Kahehtio Longboat
 Barbara Love
 Maureen O'Connor
 Gary Warner
 Renée Wetselaar

We acknowledge the privilege in providing Wellwood's safe gathering spaces on lands that Indigenous peoples have called home for thousands of years. Chedoke Hospital, formerly on the grounds of our community site, was an unwanted home to 1,274 Inuit (many of whom were children) during a traumatic forced relocation for tuberculosis treatment. This is a promise to never forget the harm that was done.

This interpretation of our logo was created by Cree Bell (who was, then, just 16 years old). Cree's art is inspired by her Indigenous heritage. She designed this in honour of her grandmother's strength, and longstanding relationship with Wellwood.



STAFF TEAM 2024:

Kate Knight
Director, Community Engagement

Karla Jones
Manager, Volunteers

Kaitlin Salim
Manager, Programs & Child Life Specialist

Diane Crawshaw (3 days/week)
Client Navigator & Manager, Hospital Site

Norma Frankoff (1 day/week)
Director, Organizational Development

Vicky Grimshaw (hourly contract)
Finance Administrator

Phil Alfano (hourly contract)
Systems Administrator

K. Jane George
Executive Director

Juravinski Hospital Site 905-389-5884
711 Concession St., Hamilton, ON L8V 1C3

Community Site 905-667-8870
501 Sanatorium Rd., Hamilton, ON L9C 0C3
www.wellwood.ca wellwood@hpsc.ca



Outgoing Board President, Dianne de Freitas, was presented with an Ontario Trillium Foundation grant for Volunteer Mobilization by local MPP, Sandy Shaw, at the 28th Annual General Meeting. (As with much of our programming, this session was "hybrid" – with many others "there" via the zoom room.)

Pandemic-related delays in screening, tests, surgeries and treatment have resulted in a dramatic increase in the number of people we see who have been diagnosed later and at more advanced stages.

Funding from Ontario Trillium Foundation (OTF) empowered us to re-engage and re-build the volunteer base, supporting volunteer mobilization to ensure the team is prepared to meet these advanced needs.

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 and COMMUNITY.

YOUR WELLWOOD BOARD & STAFF ARE COMMITTED TO:
COMPLETE TRANSPARENCY