

*Every Moment Matters*



## ANNUAL REPORT 2014 - 2015



**BROADMEAD CARE**

*Exceptional Care. Exceptional People.*



# BROADMEAD CARE

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The Broadmead Care Society provides residential care, adult day programs, and support for World War II and Korean War Veterans and seniors at the Lodge at Broadmead, Veterans Health Centre, Nigel House, Harriet House and through the Better at Home program. Broadmead Care was awarded *Accreditation with Exemplary Standing* by Accreditation Canada in 2012 and will be renewing its accredited status in 2016.

## VISION

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*A caring society where people of all ages and abilities live to their full potential.*

## MISSION

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*To help build a caring society by providing excellent health, social and housing services for Veterans, seniors and other adults.*

## VALUES

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*Caring  
Respect  
Integrity  
Quality  
Continuous Learning and Improvement  
Teamwork  
Accountability*

## STRATEGIC GOALS

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The five strategic goals as set out by the Board of Directors for 2014-2015 were to:

1. Deliver excellent health, social and personal care services
2. Maintain an organizational culture and the human resources needed to achieve the mission and vision
3. Enhance Broadmead Care's reputation
4. Ensure Broadmead Care has the necessary financial resources to maintain excellence in its operations
5. Pursue sustainable growth that increases service delivery, organizational capacity and financial strength

## A Message from the Board Chair and the CEO



Board Chair Paul Morgan (left) and  
CEO David Cheperdak (right).

The past year was one of significant change and accomplishment for Broadmead Care. When compared to national indicators for quality in long term care, the quality of Broadmead Care programs remains high. We have made significant progress on a number of important capital improvement projects, moved some partnership projects forward and have had one of our best fundraising years ever.

The Board of Directors and Management Team held a Strategic Planning Day to monitor progress on the society's overall goals (see inside front cover). In particular, the Board and staff addressed key issues such as the resources required to maintain exceptional care, the organizational growth strategy and the need to replace Nigel House. As a Board and staff, we have been exploring several different partnerships that will make best use of resources while ensuring the continuation of our mission. We continue to work closely with Island Health, BC Housing, Saanich and the Capital Regional Hospital District to redevelop Nigel House.

One of the highlights of this past year was the launch of the Better at Home program in Saanich and on the Saanich Peninsula. This program supports isolated seniors living at home by providing light housekeeping, transportation and volunteer support. Another highlight of the year was the Rudi Hoenson Matching Gift Campaign that raised more than \$200,000 for the installation of overhead ceiling lifts at the Lodge at Broadmead. Rudi is a WWII Veteran and a long-time benefactor of Broadmead Care. Overhead ceiling lifts make transferring more dignified, comfortable and less stressful for residents – particularly those with dementia – while decreasing the possibility of injury for our staff.

In these pages, you will read stories about the exceptional care and exceptional people who make up Broadmead Care. You are among that group. Your support enables us to care for hundreds of people, day in, day out, from the time they enter our care until their lives come to a close. We are grateful to everyone for helping make this another year of exceptional care. Thank you for helping us pursue our vision of a *caring society where people of all ages and abilities live to their full potential.*

A handwritten signature in blue ink, appearing to read "Paul Morgan".

Paul Morgan  
*Chair, Board of Directors*

A handwritten signature in blue ink, appearing to read "David Cheperdak".

David Cheperdak  
*CEO*



## Broadmead Care Programs and Services

### Lodge at Broadmead

The Lodge at Broadmead is a 225-bed residential care facility for WWII and Korean War Veterans and seniors. 115 beds are reserved as Priority Access Beds for Veterans. Below is the resident profile for Lodge residents for 2014-2015:

- >> 1/3 of residents stay less than one year
- >> 62% male, 28% female
- >> Average age: 88.13 years
- >> 101 admissions
- >> 75% have dementia
- >> Number of residents 81-90 years old: 87
- >> Number of residents 91-100 years old: 102
- >> Number of residents over 100: 2

### Veterans Health Centre

The Veterans Health Centre provides health, social and recreational services for Veterans living in the community to enable them to live at home as long as possible. Below is the profile of Veterans who attended the program in 2014-2015:

- >> Average number of clients per week: 126
- >> Clients' age range: 58-101 years
- >> Average age of clients: 89 years
- >> Oldest client will turn 102 in August

### Nigel Program

The Nigel Program for Adults with Disabilities provides residential care for adults who are generally between the ages of 19-55. Nigel House is a licensed residential care facility with 26 beds and Harriet House is a 15 bed residential program for people requiring complex care support. Below is the profile of Nigel Program clients:

- >> Average age of clients: 53
- >> Clients' age range: 34-70 years
- >> 46% men, 54% women
- >> Length of stay: 0-5 years – 31%
- 6-10 years – 19%
- 11-20 years – 35%
- 21-35 years – 15%

# Caring for Canada's Veterans

Broadmead Care is the primary provider of residential care and adult day programs for Canada's WWII and Korean War Veterans on Vancouver Island. The 70th anniversary of the end of WWII is a poignant reminder of the sacrifices our Veterans made for all of us. It is our privilege to care for them.

Although the number of Veterans is decreasing nationally, many Veterans retired to Vancouver Island. As a result, Broadmead Care continues to experience significant demand for Veterans' services. The Veterans Health Centre maintained a waitlist throughout the year and the 115 Priority Access Beds for Veterans at the Lodge were at full occupancy. Broadmead Care works closely with and highly values its relationship with Veterans Affairs Canada. Working in partnership, we have provided support for Veterans and their families for more than 40 years and will continue to do so into the future.

Lodge at Broadmead resident and WWII Veteran Earl Clark.  
Photo: B. Stotesbury, Times Colonist.

## Nigel House Redevelopment

During the past year, the Nigel redevelopment project has moved in a new and exciting direction. As reported last year, Broadmead Care acquired three properties adjacent to the existing Nigel House. Since January, Broadmead Care has been working closely with BC Housing and other non-profits located in the area to plan a possible redevelopment of the entire "Nigel Valley" – a tract of land surrounding the entire length of Nigel Avenue. A process is underway to create a compelling Master Plan to redevelop Nigel House and the aging buildings operated by the other adjacent non-profits to create a vibrant and beautiful community of housing, social and health services integrated with the surrounding neighbourhood.

*"Our sincere thanks for the special care and help through these last 3+ years that you have all provided for our Dad. We appreciate it so much. What a lovely team you are."*



A view of the Nigel Valley and site of the proposed redevelopment.



Broadmead Care's core group of physicians.

## Broadmead Care's Core Group of Physicians

Broadmead Care is fortunate to have a dedicated and caring group of physicians who provide medical care for our residents. To ensure that all residents have access to quality medical/primary care, Broadmead Care works with a group of about 10 - 12 physicians who have been willing to increase the number of patients they care for at the Lodge. We call this group our Core Group of Physicians. Collectively, they now provide medical care to 86% of the residents at the Lodge. Geriatric specialist Dr. Duncan Robertson and family physician Dr. Rick Nuttall provide support and coordination for the core group.



## Better at Home

Broadmead Care officially began accepting clients to its Better at Home program in March 2015. This program is funded by the BC Government and administered throughout the province by the United Way of the Lower Mainland; its purpose is to help seniors stay in their homes as long as possible. Broadmead Care, in partnership with other organizations, provides non-medical support including light housekeeping, transportation, and volunteer support for seniors living in Saanich or on the Saanich Peninsula. For information, call Kelly Sprackett at 250-658-3264.

Better at Home client Barbara Rogan with her daughter, Helen.



## Rudi Hoenson – Veteran, Ex-Prisoner-of-War, and Philanthropist

Rudi Hoenson is a WWII Veteran who has made tremendous contributions to the lives of the Veterans and seniors at the Lodge at Broadmead. Rudi has donated over \$600,000 to support residents' care. His generosity has enabled Broadmead Care to purchase new bathtubs, electric beds, and mattresses. This year, Rudi challenged the community to match his donation of \$100,000 to purchase overhead ceiling lifts in residents' rooms. The community responded and over \$214,000 was raised. Rudi, you are an inspiration – you have seen humanity at its worst and yet you give selflessly to help others. Thank you!

Pictured with Rudi is Miss Millie. Millie is a registered Pacific Animal Therapy dog. She has been volunteering at the Lodge for years and brings joy and cheer to all who meet her. Thank you, Millie!



Rudi Hoenson's \$100,000 matching gift campaign was a huge success. Photo credit: Darren Stone, Times Colonist.

# A Few Highlights of 2014-2015

Rear Admiral Bill Truelove and his wife, Brenda, visited the Veterans and seniors many times at the Lodge, often bringing the Naden Band ensemble with them. Rear Admiral Truelove has made a significant effort to honour Canada's Veterans by building linkages between active Canadian Forces personnel and Veterans in the Lodge.

Rear Admiral Truelove (centre right) frequently visited residents at the Lodge at Broadmead.



Your message:

Thank you for My  
Freedom



Thank  
you

Hundreds of people, including many school children, sent thank you notes to honour our Veterans on Remembrance Day.

This year saw the introduction of the highly successful Peter Hinton Memorial Concerts in Care. This concert series – sponsored by donors Mike Morres and Geri Hinton – brings some of Canada's outstanding classical musicians into the Lodge at Broadmead, enabling residents and their families to enjoy top quality concert music performances.

Long-time supporter Geri Hinton (right), pictured here with a Concerts in Care performer. Geri and Board member Mike Morres sponsored the concert series.

From left to right: Nigel Brodeur, Russell Moore, Ken Summers and Gary Garnett (Chair of the 2015 Golf Tournament) enjoy the annual Commissioners/ Broadmead Care golf tournament.

The amazing volunteers of the annual Commissioners / Broadmead Care golf tournament raised over \$100,000! Funds raised will help purchase overhead lifts for residents at the Lodge at Broadmead. Special thanks are extended to the members of the Army, Navy and Air Force associations who donated tens of thousands of dollars to support the overhead lift campaign.

*"I would like to extend my heartfelt thanks to everyone at the Veterans Health Centre for the excellent care that you gave [my husband] and for the support you gave to me. It was a great asset for him to attend the weekly day program and respite."*

Thanks to a donation from the JS Fund through the Victoria Foundation, residents at Harriet House once again enjoyed their annual 'bouquet of kindness' as the backyard garden made possible through this donation burst into bloom.

Residents of Harriet House enjoy a beautiful garden every year thanks to a donation from the JS Fund through the Victoria Foundation.

### **Debby Mooney, Housekeeper with Broadmead Care for 31 Years**

*"I love my work. While I'm cleaning a resident's room, I enjoy chatting with the residents and listening to their stories. I remember one gent who had been deaf for a long time. He hadn't said a word since entering the Lodge, but I still kidded around with him whenever I was in his room. I had been away for a while, and I went to check on him. He looked at me and said – clear as a bell – "I have been waiting for you." And then he died. We really don't know what's going on as people near the end of life, but I feel privileged to be a part of our residents' journeys."*

*"The staff members are fabulous. Everyone is so kind to Mom and Dad."*

*"Dad had the best care possible and the treatment he received was fabulous."*

# Three Cheers for Volunteers!

When it comes to exceptional people, the 200 plus volunteers at Broadmead Care are among the best. These folks help in so many ways – from doing manicures, to visiting, helping with outings, playing cards, entertaining, running the Gift Shop and more. Exceptional people include exceptional volunteers like Pat Robertson who celebrated her 40th anniversary of providing weekly sing-a-longs for residents at the Lodge and Margaret Bramley who has been running the Gift Shop and helping with a myriad of tasks for 20 years! We could not provide exceptional care without the tremendous support of our volunteers. If you are interested in volunteering, please call 250-658-0311. Thank you!



Margaret Trowsdale (left), now 100 years young, was one of Broadmead Care's first volunteers and is living proof that volunteering contributes to good health and longevity. Pictured here with volunteer coordinator, Kelly Sprckett.



*"...being a Volunteer at Broadmead Lodge has personally been the most rewarding and satisfying venture I have ever undertaken. It taught me a lot about myself and I am very grateful to you for allowing me to be a part of the great establishment."*

## Creative Arts Program Resident Wins Ribbon

Resident Louise Sorboe participates in the Creative Arts Program. Her fabric painting of a bluebird (left) won a second place ribbon at the Saanich Fair. Congratulations!



# Broadmead Care as a Place to Work

Broadmead Care has now been an independent employer for almost two years. A new Collective Agreement was negotiated with the BC Government Employees Union and negotiations are currently underway with the BC Nurses Union. One of the requirements of being an independent employer was for Broadmead Care to take over its payroll system. A major project this year was the implementation of a new scheduling and payroll system called Ceridian. The Human Resources department – particularly the Payroll and Scheduling staff – put in many hours to ensure the successful transition to this new system. As an independent employer, Broadmead Care will continue to maintain its reputation as an attractive employer and a great place to work for its exceptional 470 employees.



Every moment matters at Broadmead Care.

## Canadian Institute of Health Information data indicates high quality of care at the Lodge at Broadmead

In June 2015, the Canadian Institute of Health Information (CIHI) launched the long-term care component of its public health system performance reporting website called *Your Health System*. CIHI will be providing indicators of quality of care related to residents' physical and psychological functioning, safety and residents' experience of pain. The most recent indicators available on the CIHI system will be from the fiscal year 2013-14.

The Lodge at Broadmead compares very favourably with both provincial and national averages and in some indicators performs well above average. For example, CIHI indicators demonstrate that the Lodge has very strong medication management practices that ensure residents are receiving only appropriate medications and also has effective pain management practices that ensure residents live as comfortably as possible. These results are even more positive given that the CIHI data also indicates that the population of residents at the Lodge is considerably older and frailer than the national long term care average.

*"We would like to thank the staff at Broadmead for allowing us to have the Maple Room for a private lunch with relatives who were visiting from Prince George. Also want to offer our thanks to those who participated in setting out dishes, utensils, hot water, etc. Everyone was very much impressed with what you had done to help us have an enjoyable lunch and visit. A great example of care at Broadmead Care."*



### **Mike Ralph, Licensed Practical Nurse**

*"I am so excited about the Alive Inside program. We compile a list of the resident's favourite songs and then play them to the resident through an iPod. We have already seen astonishing results with residents with depression or dementia. They literally come alive – when they hear their favourite song, they sit up in their wheelchair, start singing along, rock to the rhythm – it's a wonderful program."*

*"With heartfelt gratitude and a big thank you to all who took such wonderful care of our father, grandfather, and great grandfather."*

## **Donors – Every Gift Matters**

Broadmead Care had an exceptional year for fundraising thanks to our donors. Highlights of the year included:

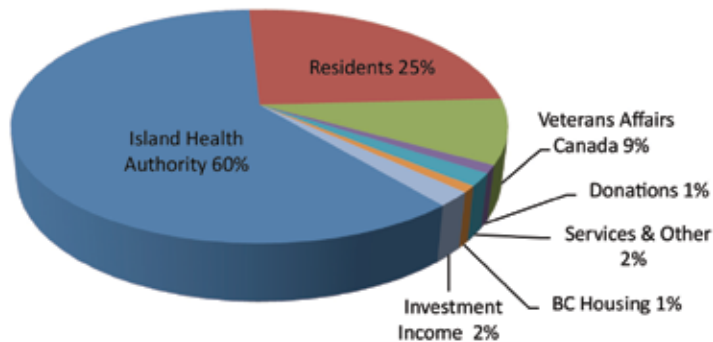
1. Rudi Hoenson's matching gift campaign. Rudi spent three and a half years in a Japanese prisoner-of-war camp and the care of Veterans is close to his heart. He challenged the community to match his \$100,000 gift. Many donors stepped up with gifts large and small and – in the end – \$214,846 was raised.
2. The number of new donors who made first-time gifts to Broadmead Care this year – 300! Thank you!
3. The LEGACY CIRCLE was launched, inviting donors to name Broadmead Care in their Will or to make another type of legacy gift (for example, gifts of publicly-listed securities.) Legacy Circle members are invited to an annual reception, receive special acknowledgment on the Donor Recognition Wall, and are kept up to date on Broadmead Care's plans and progress. This year, one anonymous individual let us know she has remembered Broadmead Care in her Will.
4. Service clubs are tremendous supporters of residents' care. Royal Canadian Legions and Ladies Auxiliaries, Poppy Funds, Commissionaires, Rotary, Kiwanis, Elks, Lions, Knights of Columbus, the National Association of Federal Retirees, Oddfellows, Rebekahs, Shriners, car clubs and others contribute tens of thousands of dollars annually to support care. Members often volunteer as well. To all our service club friends, thank you for all you do.

Thanks to our donors, residents received wonderful gifts of care including equipment such as new electric beds, specialty mattresses, commodes, nebulizers, and overhead ceiling lifts and were able to participate in programs including creative arts, music therapy and spiritual care.

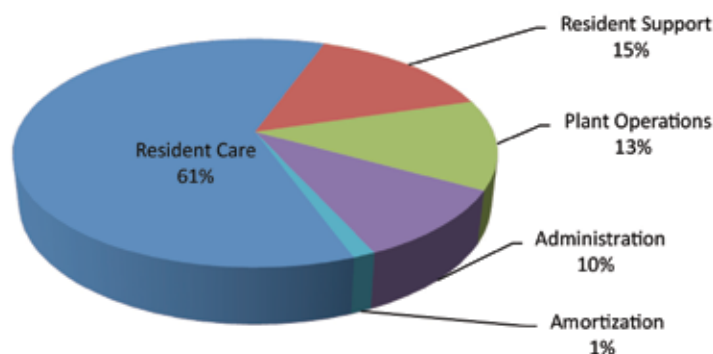
Gifts ranged from a few dollars to hundreds of thousands of dollars. Every gift matters to make every moment matter. Heartfelt thanks are extended to all our donors for your kindness, generosity and compassion.



## Fiscal 2014/15 Revenues & Expenditures



	2015 (\$000s)
<b>Revenues by Source</b>	
Island Health Authority .....	14,035
Residents .....	5,801
Veterans Affairs Canada.....	2,090
Investment Income.....	472
Services & Other.....	415
Donations*.....	249
BC Housing .....	205
<b>Total</b>	<b>23,267</b>



	2015 (\$000s)
<b>Expenses by Category</b>	
Resident Care .....	13,984
Resident Support.....	3,392
Plant Operations .....	2,908
Administration .....	2,310
Amortization of Property & Equipment... ..	291
<b>Total</b>	<b>22,885</b>
<b>Net Income</b>	<b>382</b>

\*Donations used for resident care & support; total cash and in-kind donations received in 2014-2015 were \$769,005 with \$520,451 deferred for future expenditures.

A complete set of audited financial statements is available by calling 250-658-3201.



**Elizabeth,  
Broadmead Care Healthcare Worker**

*"Overhead lifts make a huge difference in the care we are able to provide. With floor lifts, we are constantly twisting our bodies, trying to turn a machine around that has a 200-pound resident suspended in a sling. With overhead lifts, I can reach the resident anywhere in their room and I can guide them with my hands, not with a machine. Overhead lifts make care more dignified and comfortable for the residents, and safer and easier for us healthcare workers."*



*"Thank you for all that you did for our Mother! The big things and the little things. Like making her smile and putting on her necklaces each day."*

## Managing Risk

Like any organization, Broadmead Care must manage risk. In 2013, a Sentinel Risk Register was created identifying key risks facing the organization. This register is reviewed annually by the Board and tactics are implemented to prevent or manage risks as they arise. Each year, the Board also completes an annual Legal Risk Management Checklist with the objective of maintaining 100% compliance on all indicators.

*"Thank you so much for the wonderful care and compassion you showed our Dad. Your kind ways, warm hearts and dedication to helping Dad has meant so much to us. You truly have been our 'angels'. Knowing Dad was in good hands helped us so much. Thank you from the bottom of our hearts"*

### Chris, Nigel House Resident

*In 1983, Chris was hit by a car while crossing the street. Chris says that, at that time, he really didn't care about anything or anybody including himself. Since moving to Nigel House, Chris has a new appreciation for living. He enjoys the company and care from people he can relate to. He now volunteers in a program to help high school students appreciate their lives. Chris always tells them, "It's better to have patience than to be one!"*



## A Green Report Card

Broadmead Care was recognized for its outstanding environmental achievement in 2014 by Cascades Recovery Inc. Through its energy conservation and recycling programs, Broadmead Care saved:

278



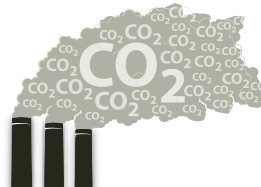
Mature Trees

462,250 Litres



Water

86.5 Tonnes



CO<sub>2</sub>

247,610 kWh



Energy

129 Cubic Yrds



Diverted from Landfill

*"On behalf of my brother and me, I'm sending this note to more formally thank you for your wonderful support and care for my Mum and for us. Your calm, wise, friendly approach to difficult times in Mum's life was so welcome. From advice, delivering messages, making arrangements, sorting out Kleenex and listening to my tears, you have always been there."*



## BOARD OF DIRECTORS

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*Broadmead Care is fortunate to have a dedicated and talented Board of Directors who volunteer hundreds of hours to ensure the society has effective governance.*

*The Board of Directors thanks everyone who supported Broadmead Care in its efforts to provide exceptional care for our residents this past year. We thank the residents, clients, and their families who have entrusted us with their care.*

*Paul Morgan, Chair  
Bob Cronin, Vice Chair  
Sharlene Smith, Past Chair  
Chris Carter, Treasurer  
Greg Brophy  
Wendy Clay  
Daphne Goode  
Russell Moore  
Mike Morres  
Bob Pearce  
Judith Vestrup*



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