



# Where Love, Life and Living Matter.

2018 - 2019 Report to the Community



# Purpose

To build communities where people of all ages and abilities can experience wellbeing and happiness.

# Envisioned Future

- Nationally recognized model of care
- Helped to transform the Canadian perspective of care
- National influence as change agent
- Inspirational work culture – top Canadian NFP employer

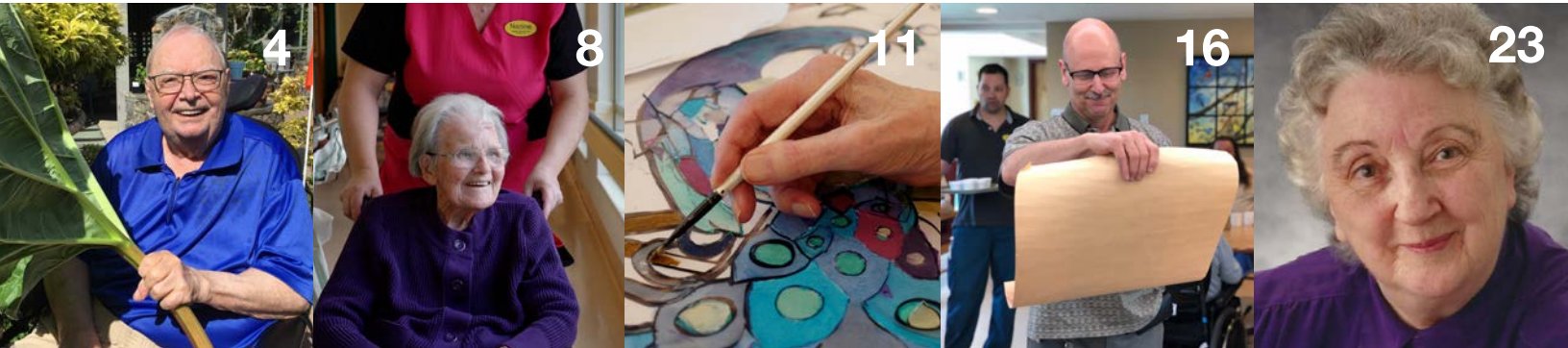
# Strategic Priorities

- 1 Define, build and implement a new Program Platform that becomes the foundation for Broadmead Care’s transformational model of care.
- 2 Using the new Program Platform, define, create, and implement a new standard of staff education and training that builds the culture, attitudes, empathy, and skills needed to help our residents and clients experience wellbeing and happiness.
- 3 Co-create a new organizational culture that builds communities where people experience wellbeing and happiness.
- 4 Develop and implement outcome measures that will indicate if we are achieving our Purpose: to build communities where people experience wellbeing and happiness.
- 5 Provide a best-practice clinical program of care that results in top quartile CIHI clinical outcomes and that supports wellbeing and happiness.
- 6 Continue to build Broadmead Care as a high performing not-for-profit organization with a reputation for effective governance and management.

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Cover Photo: Staff member Debbie, LPN, resident Holly, and dog Lucy, member of the Lodge Dog Program, enjoy the morning sun.



Paul Morgan, Chair, Board of Directors (L) and David Cherperdak, President and CEO (R).

# Message from the Board and CEO

This past year has been one of significant organizational change, progress, and growth for Broadmead Care. Our organization has grown to become one of the larger employers in the Region with more than 700 employees, an operating budget of \$42 million, 5 residential care homes, and a range of programs that cares for thousands of seniors and other adults in the South Island annually.

Broadmead Care’s growth continued in 2019 through collaboration with Island Health for new Adult Day Programs. As a result, we are adding almost 20,000 annual spaces for Adult Day Programs at Rest Haven Lodge, Veterans Memorial Lodge, and Beckley Farm Lodge. These Adult Day Programs provide a range of social, recreational, support, and health services to support seniors to be able to continue to live safely at home.

We also are continuing to make progress with our plans to replace the current 26-bed Nigel House with a beautiful new 41-bed residential care home for adults with disabilities, with an additional 47 units of Assisted Living and Affordable Housing. This is a \$40+ million project that is part of the Nigel Valley Neighbourhood Master Plan. We hope to begin construction this Fall.

While it is exciting to see and experience the ongoing growth of our organization, what is even more important is *why* Broadmead Care is committed to growth and providing a range of health services for seniors and adults in the South Island – in fact, why we even exist as an organization. Through a process of strategic renewal in the past year, we have refined our organizational

Mission into a new Purpose: *To build communities where every person can experience wellbeing and happiness.* This Purpose reflects that our work is so much more than providing high-quality clinical care and services. Even more importantly our work is about helping our clients, no matter what their health and personal circumstances are, to live a life worth living.

As a result of the significant growth Broadmead Care has experienced, and the shift in our organizational Purpose, Broadmead Care also completed a Brand Review resulting in a renewed brand strategy and also a new visual identity that brings our new tagline to life: *Where Love, Life and Living Matter.*

As we reflect on this past year’s successes, Broadmead Care acknowledges the very productive and collaborative partnerships we have with Island Health, Veterans Affairs Canada, and BC Housing. We are also very grateful for the dedication and skill of our amazing staff and volunteers, and the support of our generous donors.

We hope you enjoy this Annual Report and join us in celebrating a year of progress in serving the South Island, and helping those we care for to live a life worth living.

**Paul Morgan**  
Chair, Board of Directors

**David Cherperdak**  
President and CEO





Patricia enjoys the monthly birthday party in the Oak Room at Veterans Memorial Lodge.

# Who We Serve

## GIVING BACK TO THOSE WHO GAVE SO MUCH FOR US

Broadmead Care is a non-profit organization that has been caring for veterans and seniors since the 1970s. With five residential care homes in Victoria, Saanich, and Sidney, some function as hubs to support a range of Continuing Care services in their respective communities. Broadmead Care also operates Adult Day Programs at most of its sites, to support seniors to continue living safely in their homes.

Our programs serve some of the most vulnerable members of our community and it is our honour and privilege to care for them. Within these programs, Broadmead Care offers compassionate, person-centred care that helps people enjoy life, and experience wellbeing and happiness. Below is a profile for the programs for the 2018–19 year.

### VETERANS MEMORIAL LODGE

Veterans Memorial Lodge is an attractive, comfortable residential care home located in the pleasant neighborhood of Broadmead in Victoria.

It is a 225 bed multi-level care home offering 24/7 nursing care for WWII, Korean War, and modern veterans and

seniors. 115 beds are reserved as Priority Access Beds for veterans. The Lodge has recently added an Adult Day Program, in addition to the program at Veterans Health Centre.

### VETERANS HEALTH CENTRE

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.

Mr. Poole, a WWII Veteran, visits the Veterans Health Centre every week.



### BECKLEY FARM LODGE

Beckley Farm Lodge is a 65-bed residential care home with 24/7 nursing care. The Lodge has a newly expanded Adult Day Program where clients can access an overnight respite program, a Community Bath Program for those having difficulty bathing at home, and an *Active Seniors Enjoy Life* program that operates in two sites in the James Bay Community. All the outreach programs combined serve more than 200 clients in the community. The Lodge also offers community lunch and supper meals for seniors.



Lee-Kuen and Ben chat during morning coffee at Beckley Farm Lodge.

### NIGEL PROGRAM FOR ADULTS WITH DISABILITIES

The Nigel Program for adults with disabilities provides residential care for adults between the ages of 19-55. Nigel House is a licensed residential care facility with 26 beds, and Harriet House is a 15-bed unit for those requiring complex care support.



Healthcare Worker Evelyn assists Debbie with her daily physical therapy exercises.

### REST HAVEN LODGE

Rest Haven Lodge practices person-centred care – striving to create an environment that honours each resident's or client's life history, supports their strengths, and maintains their dignity. Located on the peninsula in Sidney, Rest Haven Lodge offers 73 beds in their residential care home for those who require 24/7 nursing care. Rest Haven Lodge has recently added an Adult Day Program, which has been enthusiastically received by the community.



Residents and staff enjoy light moments during a game at Rest Haven Lodge's Adult Day Program.





Resident Doug, a post-war veteran who served three tours to Cypress, proudly displays his medals.

## Proud to Serve our Veterans

Broadmead Care is very proud of its role as the primary provider of residential care and adult day programs for Canada's WWII and Korean War veterans on Vancouver Island. In partnership with Veterans Affairs Canada we provide 115 Priority Access Beds for this cohort of veterans, and an adult day program at the Veterans Health Centre for veterans still living at home.

Sadly the number of these veterans in Canada is rapidly decreasing as this generation of Canada's heroes passes away. However, Canada is very fortunate to continue to be served by another generation of Canadian Forces personnel who have proudly represented Canada around the world in peacekeeping missions and other military engagements. Today Canada has approximately 80,000 post-war Canadian Forces veterans, some of whom are

now in their 70s and 80s and require some form of care and support.

To meet the growing need of this new cohort of veterans, Broadmead Care, Island Health, and Veterans Affairs Canada entered a new agreement for Broadmead Care to provide ten (10) preferred admission beds for these veterans within our 115 Priority Access Beds. This means that we will be able to provide long-term care for Canadian Forces veterans who previously would not have qualified for admission into these beds.

It is a great honour to care for Canada's veterans and we look forward to continuing this role on Vancouver Island for many years to come.

We are honoured to care for Bob, once a Veterans Affairs liaison, and now a resident.



## A Home Away

### NEW ADULT DAY PROGRAMS HELP CLIENTS THRIVE

On April 1, 2019, Broadmead Care launched Adult Day Programs at Veterans Memorial Lodge and Rest Haven Lodge, and expanded the existing program at Beckley Farm Lodge.

The new Adult Day Programs are the result of Broadmead Care becoming the successful proponent in a recent Island Health Request for Proposal (RFP). In October 2018, the Ministry of Health announced a three-year plan to expand respite care and adult day programs to help support seniors to continue living safely in their own homes instead of requiring other forms of care like Long Term Care. Island Health, who works in partnership with a number of organizations across Vancouver Island to deliver the program, issued an RFP to add more adult day program spaces in the region.

"We are pleased to add and expand Adult Day Programs at our residential care homes," says David Cheperdak, Broadmead Care President and CEO. "Our purpose is to build communities in each of our care homes that truly help people experience wellbeing and happiness. The addition of these Adult Day Programs will help to advance that goal."

Available seven days per week, the new Adult Day Programs will be open during the day and evenings to seniors living in their own home by providing supportive group programs and activities. More than 60 seniors per day will be accessing the program (more than 20,000 Adult Day Program spaces per year) in the South Island. The Programs provide a safe space for clients to enjoy social time, meals, entertainment and activities, and exercise.

**"It's more than residential care. We address more than physical needs: it's spiritual too,"**

says Janelle Karatsikis, LPN.

Elaine is the primary caregiver for her mother, Lee-Kuen. She explained what the Adult Day Program at Beckley Farm Lodge means to them. "The pick-up bus makes it possible for people to attend, and staff ensure

participants are safe and engaged. I feel good because quality of life is so important, and the Adult Day Program helps us make the most out of what is possible for my mom."

Lorraine Gee, Manager of Beckley Farm Lodge, shared her wealth of knowledge from managing adult day programs for more than 30 years in supporting the implementation of the Adult Day Programs at Beckley Farm Lodge, Rest Haven Lodge, and Veterans Memorial Lodge. She provided insight into the Adult Day Programs. "The benefits are two-fold. They offer an opportunity for the elderly living in the community, who are no longer able to attend formalized recreation or social programs, to attend a program that still provides them with wellbeing and happiness.

"And on the other side, they providesmuch-needed support and respite for those who are caring for loved ones at home. This allows our clients to live at home as long as possible."

Beckley Farm Lodge Activity Worker Dana shares a joyful moment with resident Donna during morning coffee.







Activity Worker Michael distributes a sweet treat at a gathering in the Oak Room at Veterans Memorial Lodge.

# Living our Purpose

## RE-IMAGINING WHAT IS POSSIBLE

There is a significant change in seniors' Long Term Care homes beginning around the world. This change is a shift away from an institutional model of care to a person-centred approach focused on living well. Broadmead Care has used this approach to care for many years.

While this person-centred approach to care has contributed to Broadmead Care's providing high-quality care and services for many years, we recognized an opportunity to further transform the care we provide to truly help people live a life worth living.

We began this journey as an organization by involving all of our staff in exploring what Broadmead Care's Purpose actually is. We learned that together our Purpose is to build communities where every person can experience wellbeing and happiness. While good clinical and personal care is essential for each resident, our most important work is to help residents to live with meaning and purpose, to live as fully as they can, and to feel like they belong and to feel loved. That's our Purpose.

Broadmead Care has now embarked on a new journey to achieve that Purpose. We have a renewed strategic plan in place that is focused on further building our culture, knowledge, and skills in ways that will enable us to truly transform people's lives through the loving, compassionate care and vibrant living environments we provide in our care homes.

In the context of the significant organizational growth we have experienced and also the renewed approach to our Purpose, we completed a Brand Review project this year. To all those we care for we make this promise: Broadmead Care is driven to innovate, learn and re-invent what is possible when it comes to helping people feel a sense of belonging, respect, acceptance, and ultimately enjoy a life worth living.

The Brand review also resulted in a new logo and tagline. The words "Where Love, Life and Living Matter" and new logo reflect the heart of our Purpose – that those in our care will experience wellbeing and happiness as best they can as we support them to live a life worth living.

# Renewed Brand Reflects Our Purpose

## LOVE, LIFE AND LIVING

Just what is a 'brand', and why is it important?

A brand is a unique symbol, design, words, or a combination of those, that identifies a product, service, or organization and differentiates it from its competitors. It's a visual representation of what an organization stands for. Over time, the brand, or image, becomes associated with a level of credibility, quality, and satisfaction in the marketplace. All brands have a name and a visual identity.

A powerful brand is crucial to portray Broadmead Care's new purpose of building communities where people of all ages can experience wellbeing and happiness. It strengthens our reputation for leadership in the healthcare sector, in providing exceptional care and innovative services, and as a great employer.

To do its job, a brand has to be credible and relevant, clear, unique, and up to date. Which brings us to this point: Broadmead Care has been changing tremendously and our impact on the South Island is increasing. We've grown about 40% in just 4 years, becoming a large employer with 730 staff on payroll. We're operating 408

residential care beds, plus adult day programs in three municipalities. This growth, combined with a refocusing of our purpose, meant it was time to review our brand – to keep it up to date, with a clear and strong visual identity.

The year-long journey involved guidance from Suburbia Studios, consultation with stakeholders, methodical and collaborative decision making, reflection on Broadmead Care's purpose, and finally, landing on an outcome that brings our Purpose to life.

The result of such an engaging process was to keep the same name, 'Broadmead Care', as it is so well known in Victoria. The logo and tagline have been replaced with a version that conveys Broadmead Care's shared Purpose – to help our residents experience wellbeing and happiness. Combined, the new logo and tagline comprise our visual identity, and communicate a sense of vibrancy, life, joy, and love.

We've had tremendous positive feedback already, and we hope you like it as much as we do.



A brand is a unique symbol, design, words, or a combination of those, that identifies a product, service, or organization and differentiates it from its competitors.

Broadmead Care's new brand communicates a sense of vibrancy, life, joy, and love.





Healthcare Worker Bikram pampers residents with a manicure and lively conversation. Photo courtesy of The Number Creative.

## Measuring the Unmeasurable

### DEVELOPING A SENSE OF PURPOSE FOR CLIENTS, RESIDENTS, AND STAFF

Broadmead Care's new Purpose is all about creating wellbeing and happiness for people of all ages. But how do we define 'wellbeing', and how is it measured?

It's fairly simple to capture clinical indicators that have to do with physical wellbeing. Things like diagnosis, number of medications, and general physical health form part of the daily records for each resident. But the softer side of wellbeing is much harder to quantify. There are no charts that record a resident's sense of purpose or positive relationships with staff.

Still, all those who live and work in a Broadmead Care home can benefit from an improved sense of wellbeing and happiness. "Using a person-centred approach to care has helped us create opportunities to build relationships. A resident will have one or two staff members assigned to his or her care, rather than a rotating schedule of employees. This develops greater trust between staff and residents. We simply have more time to spend with them, getting to know them, and know what is important, and what gives them purpose. It sets the stage for empathy and bestows on everyone the chance to be who they are, where they are. Staff and residents work in partnership with each other, and that creates a greater sense of security," explains Melanie Hennig, Vice President of Residential and Community Care.

A sense of purpose is critical to wellbeing, she continues. "Sometimes residents just want a job to do. Talents and preferences come to light when we get to know residents more deeply. Then we are better able to identify a purpose for them. Building these relationships slowly over days and weeks helps us better understand how someone could be frustrated by a seemingly mundane task. When we understand that, and can tap into our feelings, we help our residents not only live well, but thrive. When we thrive, we experience tremendous wellbeing and happiness, and that is a true sign of respect, care, and success."

**Are you interested in helping us increase the sense of wellbeing and happiness at Broadmead Care?**

**Consider volunteering at one of our care homes, or in one of our programs.**

**Visit [www.broadmeadcare.com](http://www.broadmeadcare.com) to find out how your gifts and talents can benefit everyone!**

## Creating Joy in a Quiet Space

### CREATIVE ARTS HAS A NEW HOME AT VETERANS MEMORIAL LODGE

The new creative arts studio on B level at the Veterans Memorial Lodge is not only a wonderful transformation of space; it is also an opportunity to ignite creativity and imagination.

Creative Art directors Jodie, Hamish, and Rosamund shared their view on the move from the main floor to B level. "There is a big shift in the environment from the main level to B level," shared Jodie. "We have gone from a noisy and very busy space to one that is a peaceful and inviting sanctuary."

The calm and welcoming nature of the new space is the foundation of creativity for the residents. Residents and staff have embraced the change and are experimenting with ideas, such as the community

mail box, through which residents receive handwritten letters, and a mobile book cart – a project being built and managed by residents.

The decision-making process for the residents is highly engaging, thus helping to alleviate boredom or isolation. The staff find that their one-on-one time together with the residents is precious. They are grateful for the opportunity to embrace change and build on an already engaging program.

**"We have gone from a noisy and very busy space to one that is a peaceful and inviting sanctuary."**

Jodi assists a resident with a painting project in the new Creative Arts Space at Veterans Memorial Lodge.





# Introducing ‘EMAR’

## MAKING LIFE EASIER, ONE PRESCRIPTION AT A TIME

Early in 2019, Broadmead Care introduced a new partnership with CareRx Integrated Pharmacy. CareRx is a locally based pharmacy division of Centric Health, a leading provider of pharmacy services in care homes across Canada. Broadmead Care has chosen to partner with CareRx because of their dedication to quality, customer service, and exceptional value.

CareRx was founded in Victoria, BC to provide the best possible pharmacy services for care homes across the Province. CareRx has used its decades of experience to improve service, technology, and best practices, offering a full-service pharmacy solution to its customers.

Part of this solution is EMAR (Electronic Medication Administration Record) – technology that allows a quicker and more accurate dispensing and charting of medications.

Through a laptop, EMAR is present on every medication cart. Each electronic record includes a photo of the resident, along with the list of medications for that person. When medication is dispensed, the information is automatically recorded on the resident’s chart. This helps ensure the best possible accuracy and is viewable on an electronic status board that can be accessed by physicians, nurses, and other professionals. Reminders can also be set, so staff are better able to follow up on resident care.

Using EMAR has saved nurses time each day – giving them more time to spend one-on-one with residents, thereby providing greater opportunity to focus on their wellbeing and happiness.

Wendy, LPN at Veterans Memorial Lodge, demonstrates the use of EMAR.



Dr. Dale Nicoll, Medical Director for Broadmead Care (L), and Jim Oldhall, Site Manager, Veterans Memorial Lodge (R).

# Indicators that Matter

## MEASURING SUCCESS ONE MEDICATION AT A TIME

One of the most important health indicators for care homes, as defined by the Canadian Institute for Health Information (CIHI), is the number of residents who are on nine or more medications. “This is a national indicator, and we can compare our results to any home in this region, province, or across the country,” says Jim Oldhall, Site Manager, Veterans Memorial Lodge (VML).

Health indicators help monitor key performance measurements for organizations. This particular indicator is important, because the lower the number, the healthier the organization. That’s not to say that we’ve improved people’s health, but rather, that we are taking a serious look at end-of-life care and what is truly beneficial for our residents.

“Elderly people experience a change in their ability to metabolize medications. They are much more susceptible to side effects, and there are some medications more likely to cause problems. Our philosophy is the less medication the better. We’ve achieved good results at Broadmead Care, and I think they’ll continue to improve,” says Dr. Dale Nicoll, Medical Director for Broadmead Care.

“Veterans Memorial Lodge has some of the best numbers in Canada,” continues Nicoll. “When we started measuring this in 2016, 39% of people under our care were on 9 or more medications. Now it is 12.5%.

“Many families are very willing to reduce medications. It’s been an ongoing conversation, because as a society, we’re accustomed to treating conditions, and it’s sometimes hard to overcome that school of thought. However, we’ve found that discussing medication can open up a valuable conversation about end-of-life care.”

This measurement mainly applies to VML, and while each care home under the Broadmead Care umbrella is a bit different, all have seen a reduction in number of medications for elderly residents.

Oldhall observes other tangible benefits of the program. “Because we’ve reduced the number of pills we’re dispensing, and the amount of time it takes, we’ve seen an increase the amount of time staff spend with residents, which is a very positive outcome.”





# Nigel House Project Update

## MOVING AHEAD

The Nigel House Redevelopment Project is well underway. After receiving unanimous support for the Nigel Valley Neighbourhood Plan project after the July 23, 2018 Saanich Council meeting (Committee of the Whole) and at the September 18, 2018 Public Hearing, Broadmead Care is nearing completion on the final design development phase.

While the new building will increase the number of complex care beds from 26 to 41, and will include 37 assisted living units plus 10 affordable housing units, it will be so much more than just a building. The new Nigel House will provide spaces for improved comfort, safety, and dignity for its residents, as well as contributing to the larger redevelopment of the nine-acre Nigel Valley Neighbourhood project. When complete, this beautiful

campus of care will service a tremendous need within Greater Victoria.

Broadmead Care is pleased to share that Durwest Construction Management Inc. has been chosen as the construction manager for the new Nigel House. Construction is anticipated to begin in Fall 2019. In the meantime, when you drive down Vernon Avenue, you can see that the Battin Fielding town homes have been demolished, clearing the site for the new Nigel House.

## NEXT STEPS

- Final reading with Saanich Council for the Nigel Valley Neighbourhood Plan (NVNP)
- Rezoning, subdivision, and civil works for NVNP
- Nigel House building permit application



The original Battin Fielding town homes, constructed more than 40 years ago, were cleared to make way for the new development.

# A New Home for Nigel House

## INTRODUCING THE FUNDRAISING CAMPAIGN COMMITTEE

Former provincial Cabinet Minister Murray Coell has joined with fellow former Saanich Mayor Frank Leonard to co-chair “A New Home for Nigel House” campaign to raise \$3 million of the estimated \$40+ million needed to replace the current Nigel House, which was built in the 1970s.

Coell and Leonard have created a team of volunteers to assist with campaign fundraising efforts which includes Victoria Shannon (President and CEO of Hansbraun Investments), Sharlene Smith (Principal, CommPlan Canada), Mary-Lynn Bellamy-Willms (Principal, Suburbia Advertising), and Michael Morres and Bob George (Broadmead Care Board Directors).

The Campaign Cabinet is pleased to announce that \$2.2 million has already been donated or pledged.

“The New Home for Nigel House campaign will fill an important need for younger adults with disabilities in our community while also providing affordable housing and assisted living units,” shared Leonard and Coell. “We thank the anonymous donor who has stepped up with a \$1 million matching gift challenge to the community, and we thank the volunteers who are helping to raise the needed funds.”

With 73% of the goal already achieved, the Campaign Cabinet would like to invite members of the community to participate in any way they can.

“The current Nigel House was built more than 40 years ago for a much more mobile population. The new home will create a beautiful living space for adults ages 19–55 with disabilities and complex care requirements, while also helping to address our community’s need for assisted living for seniors, and affordable housing,” said David Cheperdak, CEO Broadmead Care.

For more information about the campaign and how you can get involved visit [broadmeadcare.com](http://broadmeadcare.com).



Frank Leonard (L) and Murray Coell (R), A New Home for Nigel House Campaign Co-Chairs.

## Quick Facts

- 15 additional beds
- 37 new assisted living units
- 10 new affordable housing units
- Private single rooms – no more sharing

- Total cost: \$40+ million
- \$3 million to be raised through the New Home for Nigel House campaign

To donate, visit [broadmeadcare.com](http://broadmeadcare.com)

L to R: Paul Morgan, Chair, Board of Directors; Mandy Parker, VP Philanthropy and Communications, Broadmead Care; Mel Cooper, Chair, TELUS Victoria Community Board; Dick Auchinleck, Chair of the Board, TELUS.



**We wish to express our deep gratitude to TELUS Friendly Futures Foundation for their generous donation of \$50,000 to the New Home for Nigel House Campaign.**

**“Nothing excites the TELUS Victoria Community Board more than agreeing to fund important programs that are led by non-profit, volunteer-driven organizations. We know that the new Nigel House will make a huge difference to the lives of its residents and have a lasting impact on the community surrounding them.”**

**– Mel Cooper**





# It Takes a Community

## STAFF AND RESIDENT STORIES

**Nigel House** – She’s been there since day one, and now Selina, seen here with Activity Worker Amanda, is very excited about the prospect of moving to the new Nigel House. When she first moved in, she was on foot, and able to walk around with the help of crutches. Now she’s in a motorized wheelchair and finds it harder to maneuver in space that wasn’t really designed to accommodate wheeled locomotion.

This is the second project Selina has experienced. The current building was renovated in 1999, which helped, but “we need the new Nigel House, because this one is falling apart!” she says. “The new House will have better facilities and private rooms, and better space for activities. And there will be more space to move my chair – the elevators will accommodate three wheelchairs!”

Selina says she anticipates the new Nigel House will be “different, but great” and is very much looking forward to day one in her new home.

## Veterans Health Centre

When clients arrive for the Adult Day Program at Veteran’s Health Centre (VHC), they are welcomed and cared for by Janelle, pictured here with client Richard. Janelle, an LPN, has worked for Broadmead Care for 15 years in a variety of roles, and joined VHC three years ago.

“The clients really enjoy engaging with each other, and a lot of them realize they have known each other in the Service, and they reconnect after so many years,” she says. “They enjoy social time, meals, entertainment, and exercise. You get to see them light up, they’re just different people. And when they come once, they want to be here more often.

“Everyone who comes in here, thrives,” Janelle continues. “When their caregivers see them enjoying themselves, they get to relax back into a relationship they may have had to give up, as caregiver. It’s precious to see them get to be husband and wife again. That’s a gift we love to give.”

## Rest Haven Lodge

Audrey, pictured here with Jolena, has been a staff member at Rest Haven Lodge for 20 years. She started working in the kitchen, and moved into her current role as a Health Care Worker in 2012. “I spend a lot of time in someone’s personal space,” she says. “You know your tasks, but to know your person is a different feeling. What changes that feeling for both of us is the relationship, and that takes time to develop. Sometimes I ask what they’d like to wear, ensure their glasses are clean, and make sure we get ready together. It’s not me who is doing it for them. It’s a partnership, and it’s absolutely critical to developing trust.”

This might include an occasional manicure “so the ladies feel a bit spoiled. You can take time to put makeup on the ladies, or shave the gentlemen. That is something that gives them comfort, and it’s all individually based. What does each one enjoy? We have some people who are artists, and if you have the time to sit and draw, or colour with them, they feel comfortable. With some people it’s a cup of coffee in a nice, quiet space. I’m so lucky to be able to share their lives with them.”







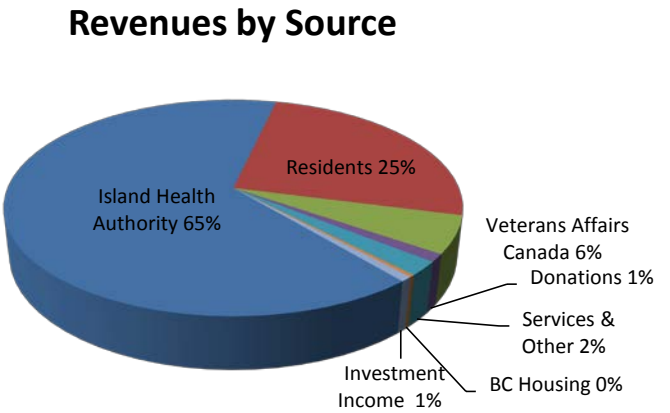
Ronald and Muriel Coneybeer have been married for 63 years, and sweethearts for longer than that. They were recently reunited at Veterans Memorial Lodge when Muriel moved in – on their anniversary! They met at a dance, were married in England in 1956 and immediately emigrated to Canada, living in Toronto, Edmonton, Calgary, and Lethbridge before their final move to Victoria in 1975. Ron has lived at Veterans Memorial Lodge for two years, and they are both simply delighted to be together again.

# Financial Performance

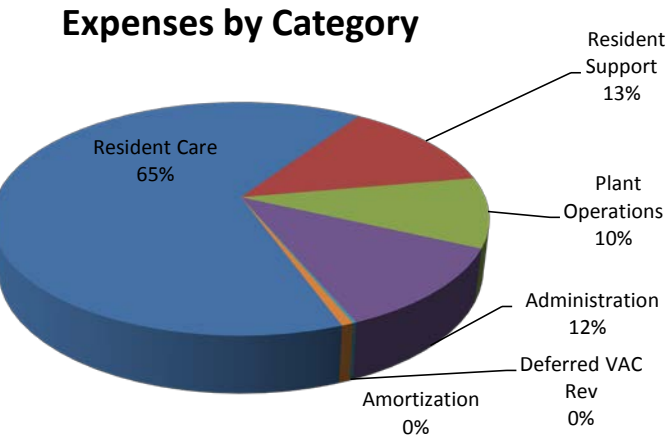
At Broadmead Care, we are committed to demonstrating the highest levels of financial responsibility to ensure the sustainability of exceptional care for the clients and residents we serve.

## FISCAL 2017/18 REVENUES AND EXPENDITURES (UNAUDITED)

	2019 (\$000s)
<b>REVENUES BY SOURCE</b>	
Island Health Authority . . . . .	24,096
Residents . . . . .	9,459
Veterans Affairs Canada (VAC). . . . .	2,076
Donations* . . . . .	433
Fees for Services & Other . . . . .	782
Investment Income (Loss) . . . . .	274
BC Housing . . . . .	113
<b>Total</b>	<b>37,233</b>



<b>EXPENSES BY CATEGORY</b>	
Resident Care . . . . .	23,982
Resident Support . . . . .	4,725
Administration . . . . .	4,316
Plant Operations . . . . .	3,579
Deferred VAC Revenue . . . . .	72
<b>Total</b>	<b>36,674</b>
<b>Net Income before amortization . . . . .</b>	<b>559</b>
<b>Amortization of Property &amp; Equipment (Net)</b>	<b>240</b>
<b>Net Income after amortization</b>	<b>319</b>



\*Donations used for resident care and support; total cash and in-kind donations received were \$2,052,000 with \$1,619,000 deferred for future expenditures.





Activity Worker Carol assists a resident in the new Adult Day Program at Rest Haven Lodge.

# Your Generosity Makes a Difference!

## WE TRULY COULD NOT HAVE DONE IT WITHOUT YOU

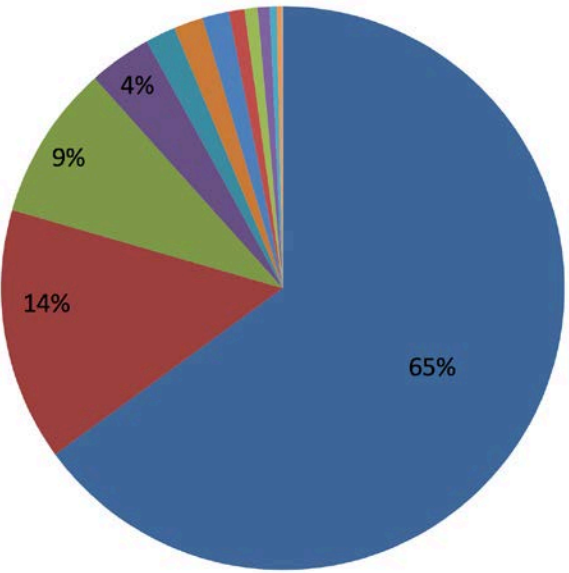
Your annual donations help residents live a life worth living because of programs you support, such as creative arts, music and memory; as well as much-needed equipment like blanket warmers, specialized beds and overhead lifts that make life more comfortable – all thanks to you!

Thank you for your commitment to help us build communities where people of all ages and abilities can experience wellbeing and happiness.

Below is a chart showing the impact of your annual donations received from April 1, 2018 - March 31, 2019.

In addition, A New Home for Nigel House – a \$3 million fundraising project (see page 14) – will accommodate an additional number of spaces for adults with disabilities from 26 to 41, plus 37 assisted living units and 10 affordable housing units. Because of your generosity, 73% of the fundraising goal has been reached!

## Annual Donations Totaled \$781,401



- Every Moment Matters
- Golf Tournament: Feels Like Home Campaign
- Gifts In Kind: Equipment
- Equipment
- Beckley Farm Lodge
- Rest Haven Lodge
- Music, Creative Arts, Activities
- Nigel House
- Make Room Campaign
- Resident Health & Wellness
- Veterans Health Centre
- Grateful Family Program

# Recognizing You!

We are extremely grateful to all those who made an investment in Broadmead Care. The support we received from members of our community including residents, family members, friends, corporate groups, service clubs, private foundations, and third-party event organizers was tremendous. Our gratitude is beyond measure for the heartfelt contributions in support of our programs.

## OUR GENEROUS DONORS

Thank You to our donors and community partners who made a contribution between **April 1, 2018 and March 31, 2019.**

### CHAMPIONS (\$500,000 and up)

Rudi Hoenson

### PATRON (\$100,000 and up)

Estate of Constance Gibson

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TELUS Friendly Future Foundation

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Royal Canadian Legion #10

Royal Canadian Legion #127 Public Service \*

Royal Canadian Legion #133

Royal Canadian Legion #134

Malahat Poppy Fund

Royal Canadian Legion #210

Royal Canadian Legion #8 Poppy Fund

St. Anthony's Clinic Pharmacy \*

Margery Sutherland

United Way

Victoria Foundation - Beckley Farm Lodge Fund

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†Denotes deceased. \*Denotes 10 years of giving.



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# Generosity Lives On

Connie (photo right) passed away peacefully in July 2017, yet her legacy lives on at Broadmead Care through the contribution she made in her Will.

A native Victorian, Connie attended Cedar Hill and Girls’ Central schools. Upon graduation in 1939 she started work at Yarrows Shipyards in Esquimalt (later Versatile Pacific Shipyards), and after 49 years of steady employment at Yarrows she retired as head secretary. It was at Yarrows that Connie met her future husband, Gerald, and in 1949 they were married and moved to Esquimalt where they built their home in the Highrock area. After retiring, Connie continued to take a keen interest in local maritime history and anything to do with ship construction and ship repairs.

Connie once shared that it was her interest in all things maritime that led her to support the veterans living at Veterans Memorial Lodge. Over the years, through her contributions to equipment, programs or simply the greatest need, Connie made a significant impact on improving the comfort and care of veterans and seniors at Broadmead Care.

Eighteen months ago we received news that Connie had passed away and shortly thereafter, a letter from her lawyer arrived informing us that Connie had left a gift in her Will to Veterans Memorial Lodge. We were saddened to hear of the loss of our friend and benefactor, but we knew her legacy would live on through her remarkable investment.

“Connie’s greatest pleasure was to give to organizations whose work was for the benefit of others,” says friend

Hugh Statham. “During her lifetime she donated to many worthwhile causes and through her Will she ensured her legacy would carry on helping others. Connie was a fine, kind, generous lady.”

A bequest to Broadmead Care is a wonderful gesture of kindness and generosity that will greatly enhance the homes we provide for veterans, seniors, and adults with physical disabilities. While we can’t predict the future needs of the residents at Broadmead Care, your donation will have an impact on its purpose, which is to build communities where people of all ages and abilities can experience wellbeing and happiness.



A charitable bequest is a donation that you specify in your Will which will generate a tax credit to offset the income tax owing on your final tax return. To include Broadmead Care in your Will, work with your lawyer or notary to create a new Will or to add a codicil to your existing Will.

To find out more about making a legacy gift to Broadmead Care, visit our website: [broadmeadcare.com](http://broadmeadcare.com)

†Denotes deceased. \*Denotes 10 years of giving.



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†Denotes deceased. \*Denotes 10 years of giving.

Your donations in action – with the help of an overhead lift, Nadine is able to move Isobel easily and safely at Veterans Memorial Lodge.  
Photo courtesy of The Number Creative





TRIBUTE/MEMORIAL GIVING

Tribute/Memorial Giving acknowledges a special loved one who has touched your life. At Broadmead Care, Memorial Giving often acknowledges gifts that were made in honour of special loved ones who have left us after receiving care in one of our care homes. These exceptional individuals had gifts made in their honour between April 1, 2018 and March 31, 2019.

GIFTS WERE MADE IN MEMORY OF...

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GIFTS WERE MADE IN HONOUR OF THOSE STILL WITH US...

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Cora Thomson and Corrie  
Cameron Turner

†Denotes deceased. \*Denotes 10 years of giving.

Every effort has been made to ensure the accuracy of this report. If by chance we have missed your name please let us know by calling Shannon at (250) 658-3274 or Mandy at (250) 658-3226.

Legacy Circle

The Legacy Circle honours those who have generously made provisions for a future gift through their will, life insurance or other financial planning vehicles.

Anonymous x 2  
Beverly Francis  
Aliya Harris\*  
Vicki Hall  
Lucille Ross  
Sharlene Smith\*

\*Denotes 10 years of giving.



L to R: Carol Pendray (Treasurer), Paul Morgan (Chair), and Heather Parry (Vice-Chair).

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We are proud to work together with the following partner organizations to ensure the best services for our residents and clients



Veterans Affairs  
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Broadmead care has been fully accredited by Accreditation Canada since 1989. Maintaining accredited status is one key strategy our organization uses to assure our clients, residents and their families, and funders of the quality and safety of our programs and services.



Broadmead Care was chosen as one of two finalists for the Non-Profit/Association of the Year by the Victoria Chamber of Commerce. We are very proud to be the 2019 runner up, and thank our staff and volunteers for their commitment to and support of our clients, residents, families, and communities.





**Join us in supporting veterans, seniors,  
and adults with disabilities in our community.**

**Contact us for more information about  
how you can make a difference in the lives  
of those who have given so much to us.**

Broadmead Care  
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*[www.broadmeadcare.com](http://www.broadmeadcare.com)*