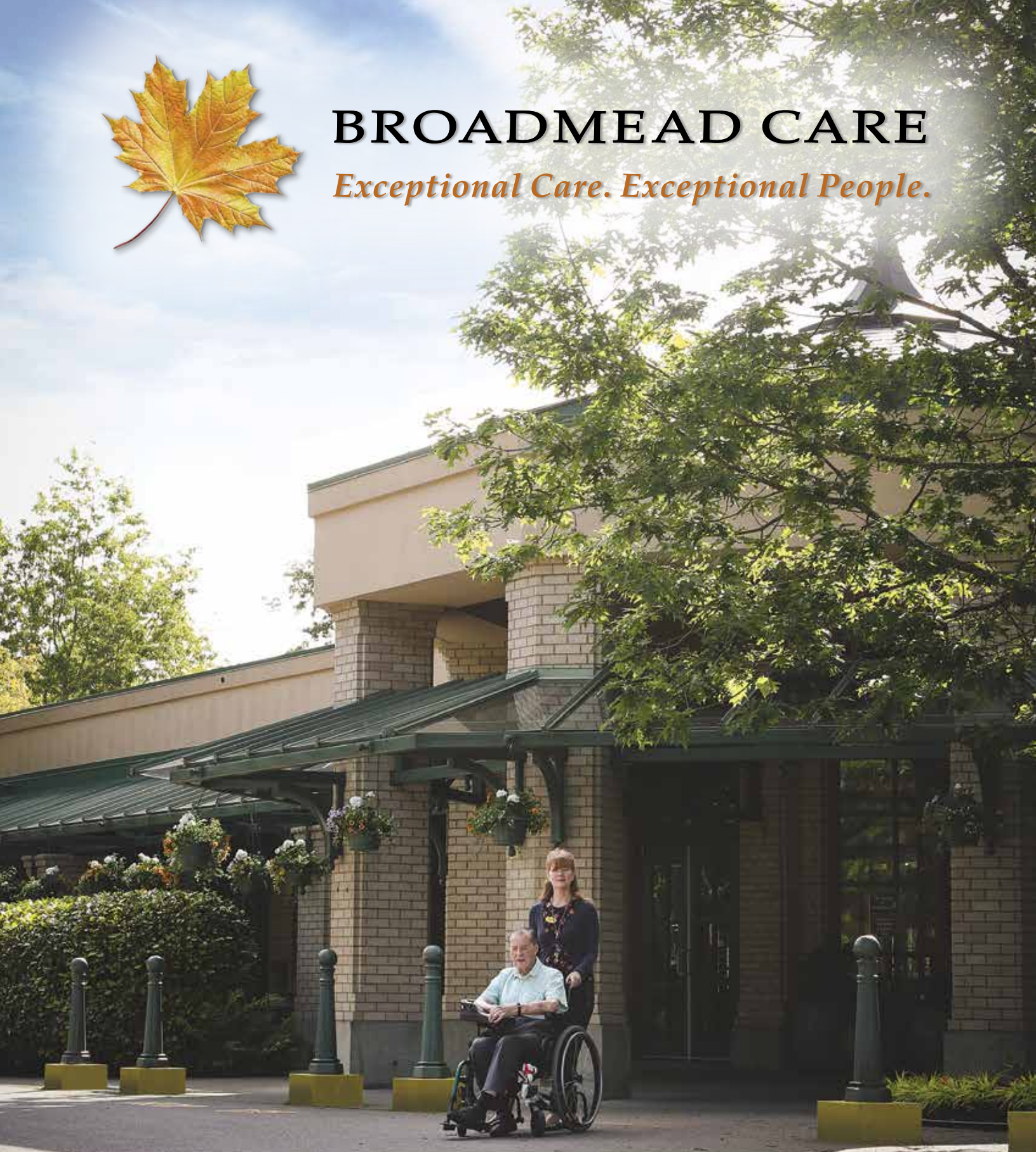




BROADMEAD CARE

Exceptional Care. Exceptional People.



2016-2017
ANNUAL REPORT TO THE COMMUNITY

Vision

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

Mission

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

Values

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

Strategic Goals

- ① Broadmead Care Society will deliver excellent health, social and personal care services to the people it serves
- ② Broadmead Care Society will have the organizational culture and human resources needed to achieve its Mission, Vision and Goals
- ③ Broadmead Care Society will have the necessary financial resources to maintain excellence in its current operations and to achieve its Vision
- ④ Broadmead Care Society will strengthen its reputation for leadership in the healthcare sector, exceptional care and innovative services
- ⑤ Broadmead Care Society will pursue growth that increases its service mix and delivery, organizational capacity and financial strength





Message from the Board and CEO

It has been a very dynamic year for Broadmead Care – a year characterized by organizational progress, change and growth.

The seniors care sector in BC is experiencing significant change. Most notably, there is a rapid process of consolidation occurring where large organizations are taking over smaller service providers that are no longer financially viable.

Broadmead Care anticipated this process would occur and years ago developed an organizational growth strategy in its strategic plan. Building new partnerships through organizational growth is a key element of our strategy to serve our community in a greater way, provide the highest quality care and services possible, create a more financially sustainable organization and ensure there is a vibrant non-profit sector providing health services in the South Island.

In this context, we are pleased to announce that Beckley Farm Lodge merged with Broadmead Care on April 1, 2017. This merger is the resulting decision from a full year of close collaboration and careful review by our organizations. Beckley Farm Lodge has a proud legacy of providing quality residential care and adult day programs in the James Bay area for more than 30 years. We are delighted

to have Beckley Farm Lodge join the Broadmead Care family of programs serving the South Island. Beckley Farm Lodge will continue to operate under the same name and Broadmead Care will continue to build on the Beckley Farm Lodge legacy of high quality seniors' care.

In the past year we also received approval from Island Health to replace and expand Nigel House. This is the culmination of years of work between Island Health and Broadmead Care. The new Nigel House will be a beautiful new residential care home for adults with disabilities with significant care requirements who are not able to live in other care settings. You can read more about the project in this annual report.

We hope you enjoy this annual report and join us in celebrating the exceptional impact we had in our community this past year. We are fortunate and grateful for the steadfast support we have received from our staff, funders, community partners, volunteers and donors. Together, we are making a significant difference in our community.

Paul Morgan
Chair Board of Directors

Dave Cheperdak
CEO



VHC Clients, Bill R, Bill C and Michael.

Our Programs

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 to the fullest – regardless of circumstances that affect their health and well-being.

VETERANS MEMORIAL LODGE AT BROADMEAD

The Veterans Memorial Lodge at Broadmead is a 225-bed, 24/7 residential care home for WWII and Korean War veterans and seniors; of the 225 beds, 115 are reserved as Priority Access Beds for veterans. Below is the resident profile for Lodge residents for 2016-2017:

- 30% of newly admitted residents stay less than one year
- 108 admissions
- 55% male, 45% female
- Average age: 89.5 years
- Average age men: 89.6 years
- Average age women: 89.2 years
- Number of residents 81 - 90 years old: 68
- Number of residents 91 - 100 years old: 126
- Number of residents over 100: 5
- 77% have dementia

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 2016-2017:

- Average number of clients per week: 154
- Average age of clients: 84 years
- Clients' age range: 54 - 101 years
- There are two 99-year-old veterans attending the Veterans Health Centre that will turn 100 in the coming year.

Resident, Roy.





Jodi, Activity Worker with Alisha, Nigel resident.

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 step-down unit requiring complex care support. Below is the profile of Nigel Program residents:

- **Average age of clients: 54**
- **Clients' age range: 26 - 71 years**
- **50% men, 50% women**

Length of stay:

- **0 - 5 years: 35%**
- **6 - 10 years: 8%**
- **11 - 20 years: 42%**
- **21 - 35 years: 15%**

BETTER AT HOME

Broadmead Care continues to provide Better at Home services to seniors in Saanich and on the Saanich Peninsula with its partner agencies Saanich Volunteer Services and Beacon Community Services. Over the past year we enrolled 425 new clients. All volunteer services are provided at no cost to clients.

- **49 people received 473 friendly visits**
- **368 people received 2,240 drives to appointments**
- **12 people received 20 yard work visits**
- **11 people received 23 home repair visits**
- **171 people received 2,022 housekeeping visits (charged on a sliding scale according to income)**

We are grateful to the United Way of the Lower Mainland and the Government of British Columbia for funding this vital program to support seniors to remain in their homes as long as possible. We also appreciate our partner agencies and their committed volunteers and staff who connect seniors with their community in practical and meaningful ways.

BECKLEY FARM LODGE

Beckley Farm Lodge is a 65 complex care residential care home with 24/7 nursing care. The Lodge has an 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 over 200 clients in the community. The Lodge also offers community lunch and supper meals for seniors.

Resident profile 2016-2017:

- **52.6% are over 85**
- **2.1% are under 65**
- **70.1 % are female**
- **52.3% have dementia**
- **19 admissions**

Adult Day Program:

- **37 clients per week, age range 70 - 102**

ASEL - Outreach:

- **120 participants**

Bathing:

- **21 clients per week, age range 61 - 102**



Beckley Farm Lodge.

Quality of Care

QUALITY OF CARE TO ENSURE “EVERY MOMENT MATTERS”

The primary motivation of our work at Broadmead Care is to provide the best quality of care and services possible for our residents and clients – to “make every moment matter” for each person we care for. One of the most important sources of quality of care information available for residential care in Canada is the Canadian Institute of Health Information (CIHI). A couple of years ago CIHI launched the long term care section of its public health system performance reporting website called *Your Health System*. The following CIHI data is for the Veterans Memorial Lodge at Broadmead. The data indicates that the average age of residents at the Lodge is three (3) years older than the average in Canada and that our residents are frailer. Despite this significant difference in the age of residents, the quality of care at the Lodge is better than the average in Canada and reflects

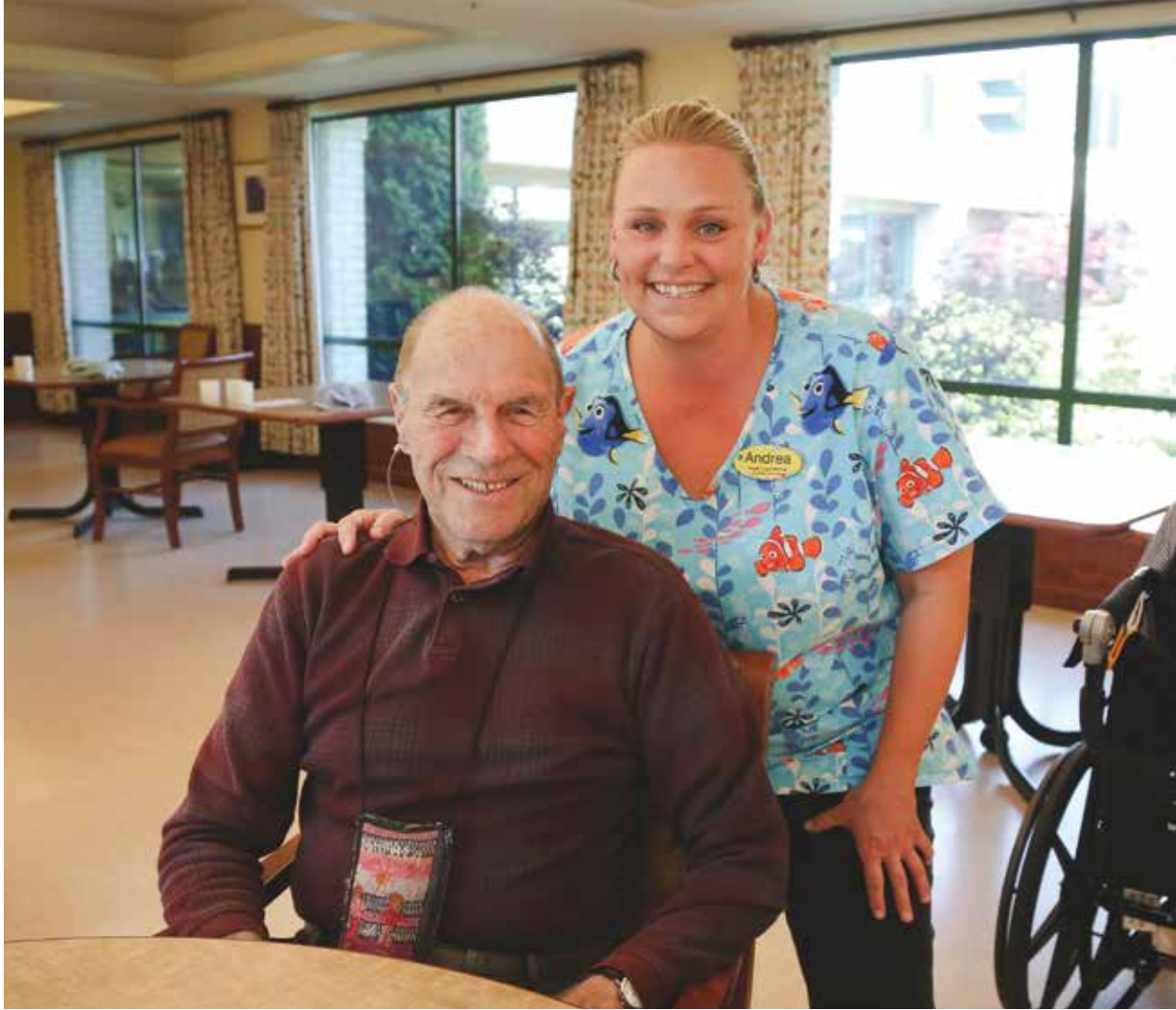
our commitment to exceptional care. The data demonstrates, for example, that Broadmead Care has very strong medication management practices that ensure residents are only receiving appropriate medications and also that we have effective pain management practices to ensure residents live as comfortably as possible. Furthermore, despite having one of the lowest rates of restraint use in Canada, the number of resident falls at the Veterans Lodge Memorial at Broadmead is similar to other jurisdictions in Canada.

Refer to the table below that compares a number of key quality of care indicators at the Veterans Memorial Lodge at Broadmead compared to the Island Health, BC and Canadian averages. Although the average age at the Lodge is 3-4 years older than the Canadian average, the indicators illustrate a high quality of care.

Indicators Measured in % (2016 -3Q)	Veterans Memorial Lodge at Boardmead	Island Health	BC	Canada
Improved or remained independent in mid-loss ADLS*	15.5**	34.7	33.2	30.6
Worsened or remained dependent in mid-loss ADLS*	29.2	34.5	31.4	29.7
Worsened mood from symptoms of depression	19.5	22.5	17.8	18.3
Taken antipsychotics without a diagnosis of psychosis	6.0	26.7	26.3	24.6
Has fallen	19.5	18.6	16.1	14.7
Worsened stage 2-4 ulcers	2.4	3.6	3.2	2.7
Daily physical restrains	1.4	8.8	8.8	13.3
Has pain	4.8	14.0	13.2	13.7
Worsened pain	8.9	13.4	10.8	10.5
Average age	89	85	86	86

*ADLS refers to Activities of Daily Living

**Number is low as the residents who move into the Veterans Memorial Lodge at Broadmead are often dependant for mid-loss ADLS (ability to transfer self, walk or self-sufficient in locomotion). It is not expected their level of functioning will improve due to their complex health care needs. Further information is available on the Your Health System website <http://yourhealthsystem.cihi.ca/hsp/indepth?lang=en#/>.



Andrea, Healthcare Worker with Ron, resident.

Accreditation with Commendation

Broadmead Care's top priority is the quality of care and services we provide. One measure we use to evaluate our organizational performance is by being an accredited health care provider. In Canada, Accreditation Canada is the primary accrediting organization for health care organizations. We have been accredited by Accreditation Canada for many years. "Accredited" status must be renewed every four years – this requires every aspect of Broadmead Care's operations to be evaluated against almost 700 national standards. In September 2016 two Accreditation Canada surveyors spent four days at the Veterans Memorial Lodge at Broadmead, Veterans Health Centre and the Nigel Program conducting this evaluation.

The results of the accreditation survey were that Broadmead Care met 675 of the 689 national

standards that apply to our programs and services. As a result, we have been awarded Accreditation with Commendation and our accreditation status has been renewed for 4 years. All of us at Broadmead Care are very proud of this result. Most importantly, it reflects the commitment of our organization to "make every moment matter" for the residents and clients we serve, and also reflects our commitment to excellence and ongoing quality improvement.





"This is the best place to work. The staff are so friendly and the atmosphere is great. Everyone puts their best foot forward to do well in their job for the residents," says Jordan Bates, Support Services Supervisor. While Jordan arrived at Broadmead Care only two years ago, he has made an impact on the quality control through regular room and UV audits. Jordan works closely with his team to ensure every resident has a comfortable, safe and secure environment.



Violeta, laundry worker.

Strengthening Leadership & Staff Engagement

ENHANCING RELATIONSHIPS THROUGH WORKPLACE APPRECIATION

The Management Team has been working with the Supervisorial/Leadership group to focus on improving leadership skills and staff engagement. One initiative is to strengthen the skills of management, supervisors and leaders in expressing appreciation for the great work staff do on a daily basis. The value of being appreciated improves relationships and increases job satisfaction. People will feel valued if it is personalized and is delivered in the language of appreciation preferred by the recipient.

In January 2017, the Leadership group attended a half-day workshop titled “Workplace Appreciation – Why Saying Thank-you Isn’t Enough”, facilitated by Denise Lloyd of Engaged HR. The workshop was based on the book “The 5 Languages of Appreciation in the Workplace,” written by Gary Chapman and Paul White. The authors define these

languages as: **Words** of Affirmation, **Quality Time**, **Acts** of Service, **Tangible Gifts** and **Physical Touch**.

Prior to the workshop, each participant completed the “Workplace Appreciation Inventory Assessment,” which identified each individual’s primary language of appreciation. Using this new knowledge, the group worked through individual and group exercises to demonstrate how to utilize these languages to display appreciation to and for our staff.

Feedback received from the workshop from attendees was very positive. It was enlightening to know that there are a variety of ways to show appreciation and that some of the ways we have shown appreciation in the past had little value to the majority of the participants. The Management Team and Supervisorial/Leadership group plans to continue to build on this work as we develop a formal Staff Recognition Program.



It's a game of mental math navigating your way through on average 2,000 lbs of laundry per day. The loads are brought down twice a day, one at 6:30am and then again at 10:30am. With 3 washers and 3 dryers, the team is a tight knit group that is well-choreographed to ensure the carts are emptied; items are cleaned, folded and

repacked before the end of the shift. "With 7 Lodges, some days our job requires us to be a CSI" says Angela. "Every day can present a different set of challenges, whether it's locating a missing item or trying to find a home for an unlabelled piece of clothing. But we all love our job, the staff and the residents are the highlight".



Jie Zhang, LPN.

Shape Your Shift

COMMUNICATING THROUGH MEANINGFUL MOMENTS

Ongoing education for our staff is essential to maintain our commitment to exceptional care. Throughout the year, we offer a number of workshop and educational opportunities to ensure we are providing the best care possible for our residents.

Shape Your Shift is one of the workshops provided for front-line Health Care Workers. Developed by our healthcare team, Kristi Osguthorpe, Megan Hiltz and Mike Ralph, the goal of the workshop is to review current best practice, learn from each other, improve communication skills, gain confidence in communication and, celebrate the care everyone provides for our residents.

The workshop started with a review of the 8 “A’s” of Dementia: Anosognosia, Amnesia, Aphasia, Agnosia, Apraxia, Altered Perception, Attention, Deficits, Apathy. Participants learned communication and approach techniques, discussed what to do

“when things go wrong”, who, what and where to report responsive behaviours and how to “Make Meaningful Moments” for residents and staff.

The participants appreciated the ability to share ideas and learn from each other. They felt validated for the hard work they do. Most reported they gained a “better sense” of the importance to stay calm and to ask for assistance from coworkers if needed. Overall, the front-line Health Care Workers learned the importance of being intentional with communication, approach, and body language which sets up a successful caring interaction with a resident who has dementia.

Shape Your Shift workshops, along with other educational opportunities, equip our staff to make “every moment matter” through best practices to ensure consistent delivery of compassionate, person-centred care.



Working at Broadmead Care has brought Duran full circle. Born in Somalia, Duran immigrated to Canada in 1987 and loves it here. After years in the retail industry, Duran was looking for a change. She decided to volunteer at Broadmead Care as it reminded her of her grandmother. After only one year, Duran felt strongly about the organization and could envision making a difference as an employee. Twelve years later, Duran still has a smile on her face as she ports meals to the residents. When asked what her most memorable moment is, Duran is quick to reply "helping the residents."



Frank, volunteer with James, resident.

Supporting Resident Programs

VOLUNTEER COMMITTED TO CARE

Kelly Sprackett, Volunteer Coordinator, BCS

Nigel Program volunteer Frances “Frank” Whysker joined our care team in August of 2015. She began as a companion outing volunteer to take a male resident for walks on the Galloping Goose Trail.

Quickly though, Frank realized that all of the residents at Nigel House are looking for companionship and assistance with daily tasks that most of us take for granted.

When Frank enters the building, she has a brief chat with the residents in the sitting room by the front door; stopping to do small tasks for people that they cannot do for themselves before reporting in for her official assignment.

Frank has always volunteered with sports and school related events while raising her children. Now that they are off at university, Frank says “I’m retired and have time on my hands. It feels really good to help others. My life is so easy in comparison. I’ve learned a lot about

“I love Nigel House. The staff are so caring. I’m really looking forward to volunteering in the new building. The residents deserve a bright and modern new home that that suits their needs.”

– Frances “Frank” Whysker

accessibility through taking Nigel residents into the community.”

Over her time with the Nigel program, Frank has increased her volunteer commitment and varied her roles. She has helped with special events and outings, and is now a volunteer appointment companion, supporting residents to get to community health appointments on handyDART.

“I love Nigel House. The staff are so caring. I’m really looking forward to volunteering in the new building. The residents deserve a bright and modern new home that that suits their needs.”



Enoia, resident and Cathy, spiritual care coordinator.

Spiritual Care

SPIRITUAL CARE TO SUPPORT RESIDENTS & FAMILIES

Cathy Victor

Someone once said that not all who loiter are lost. When I can, I like to loiter with intent. You never know who you will encounter or what relationship will take shape. My role is often summed up in providing presence: whether it is welcoming someone new, accompanying someone who is dying or hearing about someone's distress or fear. For me it is about developing relationships of trust and a space for soul care. Most Tuesday mornings, with the dedicated help of local churches, there is a time of worship in the Oak Room. Two Thursdays a month the local Roman Catholic Church provides Mass in the Maple Room. On Sunday mornings there is a hymn sing. When I put my "clergy garb" on or when we sing old familiar hymns or pray familiar prayers there are often meaningful and comforting memories that are evoked.

But so much more happens day to day that is truly sacred. I often have the privilege to be with families when someone they love is dying and to try to offer them the support they need. Sometimes it is a hand held or it may involve scriptures or prayer. There is also the honour of hearing the stories of those who

live here and sharing some of those stories at the monthly Memorial Gatherings. Providing support to staff when the loss of beloved residents begins to weigh on them is also important. It is the cost of caring, and the caring I see is phenomenal.



Chapel, VMLAB.



Rosamund, activity worker with Joyce, resident.

Creative Arts

FINDING EXPRESSION THROUGH CREATIVE ARTS

Martha McDougall

The ability to leave their room and enter the art studio is a true pleasure for some of the residents. One resident in particular had never painted or been at all “crafty” throughout his entire life. Once he moved to the Lodge he was invited to come to the studio to “see what it was all about” and he has never left! He reports feeling so welcome, always greeted with a smile and a laugh and having support to try all types of new painting styles. The studio helps him find meaning to his life, structure to his day, try new things he had never tried before in the past 9 decades and meet many new friends.

The Creative Arts Program is designed to allow veterans and residents to maintain or develop an interest in the creative arts, with assistance from the instructors. The instructors encourage and support the residents while they create beautiful pieces of art in spite of their physical, cognitive or emotional abilities. The Creative Arts studio is located in a bright, window-filled room right in the front foyer of the Lodge. It is open to all residents five days week and staffed by qualified instructors.

“My dad was a good provider when we were growing up but I never saw him paint or involved in any type of art project. Our family is absolutely delighted with the joy he has discovered in the art studio. We all have pieces of his art work hanging in our homes.”

– Daughter of Veterans Memorial Lodge at Broadmead resident



Aime, resident.



Sketch of new Nigel House.

Organizational Growth

NIGEL HOUSE REDEVELOPMENT

Two years ago, BC Housing approached Broadmead Care and the three other non-profit organizations in the “Nigel Valley” (8 acres along Vernon Avenue between Saanich City Hall and Saanich Road) with the idea of redeveloping the entire valley to create a world class neighbourhood of housing, care and services with beautiful green spaces that would be integrated into the surrounding community. Since then, Broadmead Care has worked closely with BC Housing and these other non-profit partners to develop a new Nigel Valley Master Plan. The Master Plan was submitted to Saanich in October 2016 for the rezoning and subdivision approval process.

The Nigel Valley Master Plan provides an exciting opportunity to redevelop Nigel House in an ideal community and location for the complex hard to house population it serves. The Master Plan involves some land swaps within the Nigel Valley area with Broadmead Care receiving an excellent new building site adjacent to Vernon Avenue in exchange for the current Nigel House site.

This past year Broadmead Care received approval from Island Health to replace and expand Nigel House and is now finalizing an agreement to build a new \$17 million, 41 bed residential care home

for adults with disabilities with complex care requirements who are hard to house.

Given the urgent need to replace Nigel House, Broadmead Care is now well into the design development stage of the project and intends to begin construction as early in 2018 as possible. Nigel House residents will be able to remain in the current facility until the building is complete.

Broadmead Care is excited to be part of what will become one of the more significant land developments for health and human services currently taking place in the Province of BC.



John, Nigel House resident with dog, Clover.

NIGEL HOUSE REDEVELOPMENT CAMPAIGN

With your support, together we can create a home for those who live at Nigel House that will give them the comfort, dignity and care they need to live their lives to the fullest.

Of the \$17 million cost of the Nigel House Redevelopment, Broadmead Care **needs to raise \$2.5 million** to bring our vision of a new home for Nigel House to life.

Help us take the first step to building a new Nigel House. Your donation will help us make the vision of a better life for the people living at Nigel House a reality, and will help us realize the vision of the entire Nigel Valley Project as a remarkable community of care that will be a landmark for health and human services in BC. *For more information call Mandy at 250-658-3226.*



"People here are a little bit forgotten. They've had hard lives. They've had the deck stacked against them. More than anything, that would be a good reason to help—because they haven't had easy lives and it's no fault of their own."

*— Rob Richter, Recreation Therapist
at Nigel House for 20 Years*

BECKLEY FARM LODGE JOINS BROADMEAD CARE

Years ago Broadmead Care developed a growth strategy that is a key part of our Strategic Plan. The purpose of this growth strategy is threefold:

- ① to enable Broadmead Care to advance its mission and serve the community in a greater way;
- ② to have the resources and capacity to provide care and services that are of very high quality; and
- ③ to ensure Broadmead Care remains financially strong and sustainable.

This past year Broadmead Care took a significant step forward in its growth strategy. We are delighted to announce that on April 1st, 2017 Beckley Farm Lodge officially merged with Broadmead Care. We are proud to have Beckley Farm Lodge become part of the Broadmead Care family of programs serving the South Island. Beckley Farm Lodge has a strong legacy of providing high quality care and services for seniors in the James Bay community for many years. The Lodge provides residential care, an adult day program and a mobile adult day program. Beckley Farm Lodge will continue to operate under the same name, but is now under

the umbrella of Broadmead Care Society, rather than its own society.

Broadmead Care will continue to build on Beckley Farm Lodge's proud legacy of quality services and will ensure that the Lodge continues to serve our community for many years to come.



Beckley Farm Lodge.

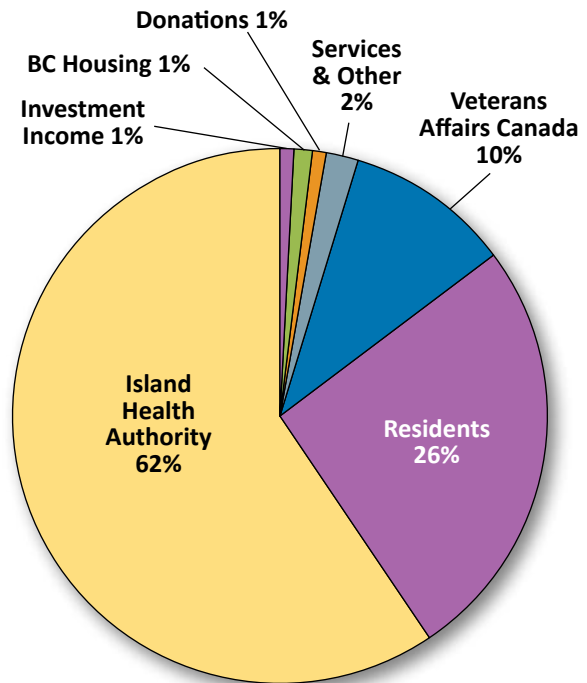
Financial Performance

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 2016/17 REVENUES AND EXPENDITURES (UNAUDITED)

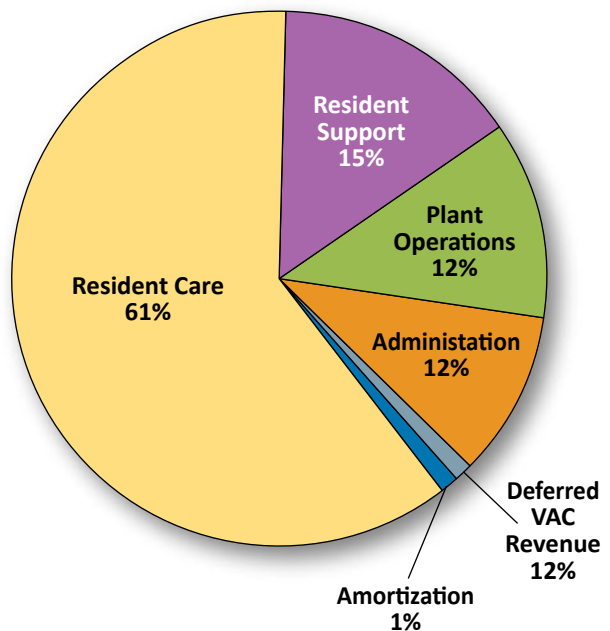
REVENUES BY SOURCE

	2017 (\$000s)
Island Health Authority	14,565
Residents	6,185
Veterans Affairs Canada	2,302
Fees for Services & Other	379
Investment Income/Loss	241
Donations*	231
BC Housing	182
Total	24,086



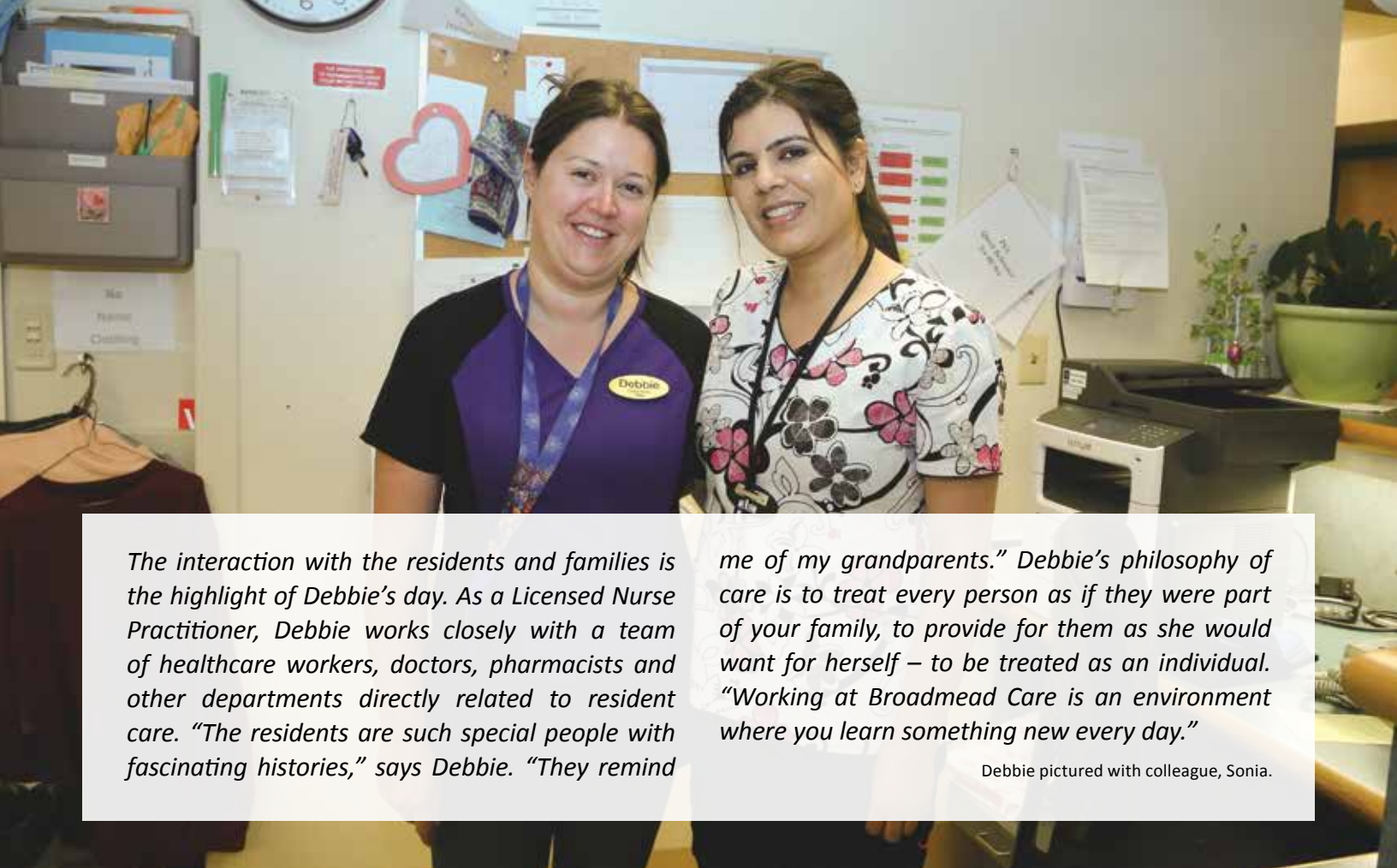
EXPENSES BY CATEGORY

Resident Care	14,920
Resident Support	3,599
Plant Operations	2,979
Administration	2,413
Deferred VAC Revenue	149
Total	24,059
Net Income before amortization	27
Amortization of Property & Equipment (Net) . .	293
Net Income after amortization	(266)



*Donations used for resident care and support; total cash and in-kind donations received were \$604,493 (2.5% of total revenue) with \$373,232 deferred for future expenditures.

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



The interaction with the residents and families is the highlight of Debbie's day. As a Licensed Nurse Practitioner, Debbie works closely with a team of healthcare workers, doctors, pharmacists and other departments directly related to resident care. "The residents are such special people with fascinating histories," says Debbie. "They remind

me of my grandparents." Debbie's philosophy of care is to treat every person as if they were part of your family, to provide for them as she would want for herself – to be treated as an individual. "Working at Broadmead Care is an environment where you learn something new every day."

Debbie pictured with colleague, Sonia.

"Make Room" Campaign



Murray Edwards has been a long-time friend and donor to Broadmead Care. As a veteran, he would visit a number of friends and colleagues at the Veterans Memorial Lodge at Broadmead. "I was very impressed with the positive remarks about Broadmead Care and especially the staff" says Mr. Edwards, "never thinking that a time would come when I would be echoing those same sentiments."

Following a stroke at the age of 95, Mr. Edwards moved to the Lodge. And despite some mobility loss, he is still very active and an avid writer spending many hours reading and writing in one of our libraries.

The "Make Room" Campaign is a project supported by Mr. Edwards. The Lodge is his home, and the staff and volunteers at Broadmead Care work hard every day to ensure Every Moment Matters for Mr. Edwards and all our residents. Your support today will ensure for years to come that our residents have a home in which they will take great pride and comfort.

With only 50% rooms left to fund, we invite you to join those who have already contributed. With your help, we can reach our goal and start the renovations. The cost to renovate one room is \$1,600. Every gift makes a difference, no gift is too small. *For more information call Shannon at 250-658-3274.*

The Impact of Your Donation

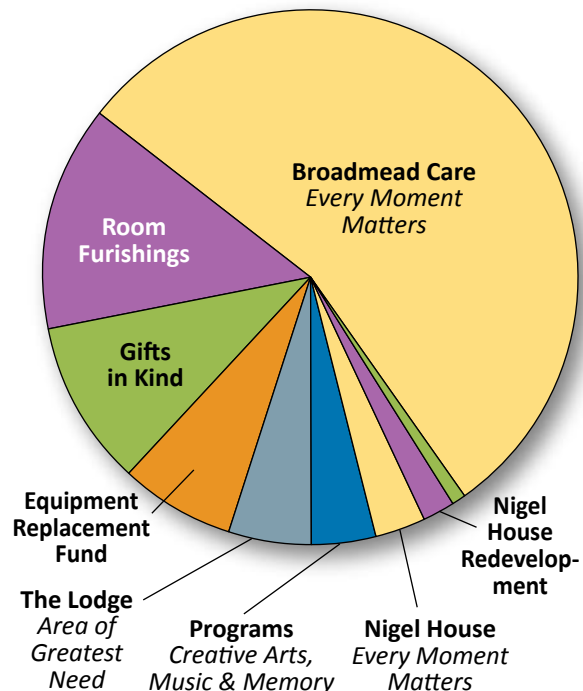
Your support has made a tremendous impact on the lives of the residents at the Veterans Memorial Lodge at Broadmead and at Nigel House. Through our Every Moment Matters Campaign, your contributions were directed towards the area of greatest need, such as blanket warmers, adaptive clothing, specialized equipment and programs.

Providing 24-hour care for hundreds of veterans, seniors and adults with disabilities every day requires community support. Government funds cover the basics - extras like overhead lifts, beds, mattresses, creative arts, music programs, spiritual care and gardens are supported by kind-hearted donors like you.

“As a family, we decided to buy a blanket warmer. We knew it have an impact on many of the residents and provide them with comfort.” Elaine, resident family member.

Thank You for making every moment matter!

**TOTAL DONATIONS RECEIVED BETWEEN
APRIL 1, 2016 TO MARCH 31, 2017: \$612,271**



Karen, Nigel resident.



Pictured with fellow board member Daphne Goode, Sharlene poses with long-time benefactor, Rudi Hoenson who inspired her gift of giving.

Leaving A Legacy

Ensuring the clients of the Broadmead Care Society continue to receive excellent care for years to come is the expectation Sharlene Smith has of her Legacy Gift to Broadmead Care. Through an endowed life insurance policy, Smith has ensured that her contribution to the residents will continue long into the future.

“Making a Legacy Gift allows me to make a significant contribution to an organization I care about,” says Sharlene Smith, former Board Chair, Broadmead Care Society.

Smith’s past experience with BCS and her faith in the organization are the underlying reasons why she included BCS in her financial giving plans. She experienced significant growth and satisfaction while on the board of directors. In addition to giving back for years to come, her gift is also a way of recognizing the contributions made by the veterans and seniors who are served by the Broadmead Care Society.

Sharlene Smith is a nationally accredited public relations practitioner educated in public relations and business administration, with extensive board governance experience. She established her own communication management consulting business in 1997 after a 20-year career in communications and management in senior positions in B.C. and Saskatchewan. Sharlene’s expertise was sought after for a position on the board of directors for

Broadmead Care. That was in September 2006 and after 9 years, and two terms as board chair, Sharlene is proud of the people she has served and served with, and Broadmead Care’s contribution to the community.

When asked why Sharlene joined an organization she knew nothing about, Sharlene shared that she was very impressed with the overall management, strategic planning framework and board governance practices. While there are many memorable moments during Sharlene’s tenure on the board, she’s proudest of the methodical plan for organizational growth that supported the merger with the Nigel Services for Adults with Disabilities Society in 2009. The merger was well thought out and executed, and the residents of the Nigel Program benefited from enhanced services and facilities.

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
- Beverly Francis
- Aliya Harris
- Lucille Ross
- Sharlene Smith

Recognizing You!

We are extremely grateful to all those who made an investment into Broadmead Care. The support we received from members of our community including, residents, family members, friends, corporate groups, service clubs, family and private foundations and 3rd party event organizers was tremendous. Our gratitude is beyond measure for the heartfelt contributions they made in support of our programs.

OUR GENEROUS DONORS

Thank You to our donors and community partners who made a contribution between
April 1, 2016 and March 31, 2017.

PATRON (\$100,000 and up)

Rudi Hoenson

HEROS (\$25,000 and up)

Victoria Foundation

BELIEVERS (\$10,000 and up)

Royal Canadian Legion #91
Prince Edward Pacific*

Royal Canadian Legion #37
Poppy Fund

Victoria Remembrance Day
C'te-Poppy Fund*

SUPPORTERS (\$5,000 and up)

Joan Bekius
Bonnie Campbell and Frank Wright
Delorus Dailly
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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 facilities. These exceptional individuals had gifts made in their honour between April 1, 2016 and March 31, 2017.

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



Edward, Lisa and James on the course.

Our Annual Golf Tournament

\$100,000 RAISED IN SUPPORT OF OUR VETERANS & SENIORS AT THE VETERANS MEMORIAL LODGE AT BROADMEAD

On May 12, 2017, over 150 golfers and friends to the Lodge came out in support of our “Make Room” Campaign and the 14th Annual Broadmead Care/Commissionaires Charity Golf Tournament. Despite some hit or miss weather, the day was a great success raising \$100,000 towards the campaign in which we aim to renovate all 229 rooms at a cost of \$366,400 or \$1,600 per room. The combined participation of everyone who contributed in one way or another will enable us to renovate approximately 62 veterans’ and seniors’ rooms, contributing to the comfort, safety and well-being of the residents at the Lodge.

Gifts towards our tournament also came from our residents and families who, although not

able to come out and golf, took part in the \$30,000 Matching Campaign that Rudi Hoenson so generously offered to the fundraising efforts. We are truly grateful for all the support that came from on and off the course that day.

The Charity Golf Tournament started out as a unique and fun way to raise funds. Over the years, through the hard work of our dedicated group of volunteers, it has grown to become a major fundraising platform for the Lodge. We are so thankful to all of our sponsors, donors, participants and volunteers for their support of our event, and we look forward to seeing all of you next year!

**We are proud to partner with the
following care delivery leaders
to ensure the best for our
residents and clients.**



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United Way helping seniors remain independent.

UWLM

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Broadmead Care has been fully accredited by Accreditation Canada since 1989. In September 2016, our society once again received a four-year Accreditation with Commendation (2016-2020). Exceptional Care, Exceptional People is the phrase that embodies Broadmead Care's commitment to excellence. Maintaining accredited status is one key strategy our organization uses to ensure we maintain this commitment in a consistent and evidence-based manner.

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