

2022-2023



South Okanagan Similkameen
Medical Foundation

Impact Report



Scan to Watch Overview Video:



Message from the Board Chair



As I conclude my 4th term as Chair, I look back at all that we have accomplished in the past year and look forward to changes yet to come. Under the direction of our CEO considerable effort has been expended improving our systems, reporting and governance, all of which will serve us well as we move onto the next stage in the life of the SOS Medical Foundation.

During the past year we announced the 2nd largest campaign in our history with a goal of raising \$10 million for the benefit of oncology patients in our region. In 9 months we have raised and have committed a significant amount, but we still have a long way to go to reach our goal. A considerable amount to date came from commitments over a 4 year period and I am confident our ongoing fundraising programs will ensure our goal will be reached on schedule.

Over the past year we have started preliminary discussions on the David Kampe gift of land on the corner of Industrial Ave. and Camrose St. located directly across from PRH. Once developed beyond the current use as a storage lot, income from the property will ensure a good revenue stream for the Foundation for many years to come.

In the past year we attended, as the benefiting charity, a gala organized by members of the community. The gala raised \$50K towards our oncology campaign but more importantly it was a great opportunity to expand our profile in the community. We were able to introduce the Foundation to a large group of individuals who likely did not know of our existence and past accomplishments in the South Okanagan Similkameen. It was such a success that the Board approved hosting our own gala scheduled for November 25, 2023.

We continue to experience strong results from both the Foundation operations and the additional income from the SOS Café. I acknowledge our costs to raise a dollar have been increasing as we have been investing in the future of the Foundation and dealing with the effects of inflation but you can be assured proper stewardship of donor funds remains our first priority.

All that has been accomplished could not have been done without our committed Board of Directors and a large group of volunteers. Firstly of course is the 50 plus that so generously give their time to the SOS Café. There are also the countless volunteers from the Hospital Auxiliaries throughout the region and the Care Closet.

Two years ago we established 4 key priorities of:

- Re-establish relationships with organizations, auxiliaries, and key community stakeholders/donors;
- Identify opportunities to fund initiatives throughout the region and not limited to Penticton;
- Create and execute a communications plan, and;
- Valuate and analyze current systems and processes to identify efficiencies and reduce risk exposures.

which I think have all been successfully met. New priorities will evolve with the new CEO as we look to complete the oncology campaign and develop the Camrose St. property but I am confident smooth operations will continue with the support of our great staff.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Peter Steele', written in a cursive style.

Peter Steele
Chair of the Board of Directors

Funding Highlights



**Better
Care.
Better
Outcomes.**

Give Today for
Cancer Care
Closer to Home.

1 in 2

Cancer statistics state
that 1 in 2 of us
will experience
cancer in our lifetime.

\$10M

Please join us in
raising \$10 million to
support a new
Oncology Department
at Penticton Regional
Hospital.

Check out
our Oncology
Campaign Video:



A grateful patient shared about the benefits from having a recently purchased **Shock Pulse Urology Machine** closer to home, which helps treat painful bladder and kidney stones locally. This prevents the need for sometimes excruciating travel outside of the South Okanagan.

\$150,000 funding secured a Zeiss Ophthalmology microscope for the Summerland Health Centre, critical for eye surgeries. Without it, surgeries would be canceled, affecting over 1,700 patients in the region.

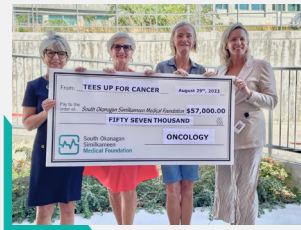
Sonosite Ultrasound funding of \$30,000 enables precise needle insertion in dialysis, improving patient comfort and dialysis access preservation.

SOS Medical Foundation invested \$30,000 to upgrade the mammography machine at Penticton Regional Hospital, reducing the need for repeat exams and patient callbacks.

A generous donor's **\$100,000** funded an upgrade enhancing the trauma space at South Okanagan General Hospital, improving equipment access, lighting, and safety for medical staff.

South Okanagan Similkameen Medical Foundation aims to raise \$10 million for an expanded oncology clinic at Penticton Regional Hospital, doubling its capacity. The campaign received its first \$500,000 donation from Essio Truant in memory of his late wife, Dianne.

Giving Stories



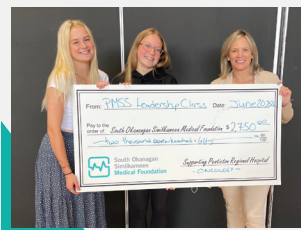
Tees Up for Cancer

The August 2022 event held at the Penticton Golf & Country Club raised **\$57,000** - *Smashing their goal of \$25,000!*



Gift Store Anniversary

Penticton Regional Gift Store celebrated its 75th anniversary in June 2022. Treasures and Trinkets, raises funds by selling purposeful and beautiful items, enabling the Foundation to address equipment needs.



Princess Margaret Secondary

Princess Margaret Secondary School's leadership students, including Olivia Carleton-Palanio and Susie Robinson, raised \$2,750 through cookie dough sales to support the PRH Oncology Clinic in memory of Susie's father.

GivingTuesday

GivingTuesday saw an impressive achievement of **\$409,471.00** raised, surpassing the previous year's amount by approximately \$38,000, thanks to generous donors and matching gift Champion Gerry Turchak and Brutus Truck Bodies by Nor-Mar Industries Ltd.

Board of Directors

Thank you to the SOSMF 2022-2023 Board of Directors for their outstanding service!

Board Chair
Peter Steele

Vice-Chair
Ryan Mahaffy

Treasurer
Tara Vanden Pol

Director
Chris McGinley

Director
Ramesh Rikhi

Director
Mark Bowland

Director
Gar Hatton

Director
Lorraine Unruh

Director
Christopher Little MD

Director
Heather Palberg

Director
James Smirle

Director
Carole Bird

Financials

Donations & Other Revenues:

\$3,603,014

Expenses:

\$1,067,687

Funding Provided for Equipment/Research/Other:

\$909,591

What Will Your Legacy Be?

Make a difference that lasts. Your estate gift can support life-changing healthcare. Contact the South Okanagan Similkameen Medical Foundation to find out how you can leave a gift in your will.



**South Okanagan Similkameen
Medical Foundation**

sosmedicalfoundation.com • sosmedicalfoundation@interiorhealth.ca

550 Carmi Avenue, Penticton, B.C. V2A 3G6

250-492-9027