

InspireHealth Annual Report 2017 - 2018

Dear valued supporters of InspireHealth,

InspireHealth has had an exciting year, with advancements in clinical programming, outreach, education and fundraising. The fiscal year 2017 - 2018 began with a renovation at our Vancouver location to refresh our centre, consolidate our office space and optimize costs. This set the stage for a rejuvenated, joy-filled and supportive environment for our patients and team members.

Outreach, Community Collaborations & Education

Throughout the 2017/18 year, InspireHealth's outreach efforts continued to focus on ensuring British Columbians living with cancer learn about the supportive cancer care services available to them. We connected with health care providers including oncologists, family physicians, community and hospital based clinical counsellors, dietitians, nurses and physiotherapists. Our goal was to increase the number of patients who hear about our services through their trusted healthcare professionals, thereby expanding awareness within the medical community.

In support of patient education, InspireHealth clinicians were invited to present at several national conferences including Myeloma Canada and Young Adult Cancer Canada. Closer to home, our physicians presented InspireHealth's supportive cancer care services at patient education days organized by BC Cancer. To reach more patients living outside of Vancouver, Victoria and Kelowna, InspireHealth clinicians provided interactive and educational one-day patient programs throughout the Lower Mainland, on Vancouver Island and the Gulf Islands and in the Southern Interior of BC.

By strengthening our connections within the cancer care community, we have expanded InspireHealth's reach and impact. We work collaboratively with BC Cancer and many of their programs including Patient and Family Counseling, the Hereditary Cancer Program and the Adult Childhood Cancer Survivors Program (LEAF Clinic). Supportive relationships with Canadian Cancer Society and Young Adult Cancer Canada (YACC) have enabled us to increase the accessibility and reach of our programs and services.

We are fostering new and expanded relationships with the Colorectal Cancer Surveillance Program at St. Paul's Hospital in Vancouver, which provides services to patients throughout BC, and the Lion's Gate Hospital oncology team, who support patients on the North shore and Sea-to-Sky area.

Family medicine residents continue to seek out elective rotations at InspireHealth as part of their medical training. These elective students have shared that their time spent learning from our dedicated team and our empowered patients is practice changing. These elective opportunities connect these new physicians with the heart and soul of our work - person-centred care that honours patients' values and choices.

Our team in Victoria has collaborated with a local non-profit organization Power to Be, to create a program to support young adults (16-39 year olds) living with cancer. Together we offer inspiring opportunities for young adults to connect with each other through recreational activities in nature, which has included kayaking (see below), canoeing, rock climbing and more.

“This pushed me to do something that I thought I couldn’t do because of my cancer diagnosis. It feels amazing and gives me hope to go out and do stuff that I had stopped doing because of my diagnosis.”

InspireHealth Young Adult Patient



“These outings (with InspireHealth) offer me a sense of community with other young people, who I don’t often see in the clinic or hospital. They help me know I’m not the only one going through this.”

InspireHealth Young Adult Patient

Clinical Programming

This year InspireHealth has focused on meeting the needs of our patient population with expanded clinical program offerings – both in scope and accessibility. We have added variety and depth to our exercise, counselling and nutrition programming. We have expanded the support groups and increased our evening and weekend programming. InspireHealth is pleased to offer several unique options in the areas of art-therapy, mind-body and movement classes. The exercise and yoga classes have increased and continue to be well attended and appreciated. In Kelowna, InspireHealth developed and piloted the first exercise program to be held at the Kelowna BC Cancer Centre. This program was met with great interest and enthusiasm by patients and referring providers, their BC Cancer oncologists or counsellors.

Our multidisciplinary team of registered dietitians and nutritionists provide innovative nutrition support, both in individual and group settings. We upgraded our video-conference platform to improve accessibility. Patients can now connect with one of our clinicians by simply clicking on a secure link sent to their email.

Our clinical team expanded with the addition of a Medical Oncologist who joins InspireHealth to provide oncology counselling focused health promotion and side effect management in the context of breast cancer. In addition, we were excited to present a 4-part webinar series co-facilitated with a Radiation Oncologist. This webinar series is available to watch online, please visit our website's Video Library www.InspireHealth.ca/online-canada/videos.

Operations

This fiscal year we continued our analysis of our costs throughout the organization with the goal of seeking ways to increase efficiencies and reduce overhead. The result was a continued focus on fiscal responsibility and an increase in total savings per year. We completed the office space renovation of the Vancouver centre resulting in a refreshed and efficient workspace. This renovation reduced annual rental costs by \$19,000 in the first five months (November '17 – March '18) and will save us \$45,700 every subsequent year. We acknowledge with thanks the generous support received from InspireHealth's landlord Triovest, Fusion Projects and their sub trades.

Founding Partners

We would like to thank the BC Ministry of Health and the Lotte & John Hecht Memorial Foundation for their ongoing support and commitment to InspireHealth. These two organizations have provided instrumental funding to InspireHealth since the organization was established in the late 1990's. Furthermore, it is thanks to these two organizations that InspireHealth received provincial expansion funding in 2011 enabling us to open our centres in Victoria in 2011, and Kelowna in 2012.

Fundraising, Marketing & Events

In 2017/18, we continued to build upon our two signature annual fundraising events: the InspireHealth Rain Walk and our Gala, A Night to Inspire. Fundraising revenue from our events has steadily grown, raising a total of \$168,000 net revenue this year, compared to \$114K in 2016/17 and \$60K in 2015/16.

The InspireHealth Rain Walk

The InspireHealth Rain Walk is our signature community event, celebrating our empowered and supportive community. This event is continuing to grow and gain support – we saw significant growth in both revenue and participants from 2017 to 2018. In 2018, the Rain Walk raised a total of \$106,425 across all three cities, compared to \$56,565 in 2017. Impressively, participation increased from 365 to 610 people across all three cities – thank you!



From this cost effective event, 90¢ of every dollar raised went directly to fund our patient programs and services.

In addition to the fundraising revenue, we have also received significant in-kind support this year. Thank you to Lamar Transit Advertising, who donated advertising worth \$10,000. For the two weeks leading up to Vancouver's Rain Walk, InspireHealth's services were advertised on the plasma screens displayed at every SkyTrain and Canada Line station in Vancouver.

Some other reasons for the success of the 2018 Rain Walk:

- Excellent media coverage received in Victoria and Kelowna
- Key Event Partners, especially The Women's Place Gym in Kelowna
- Building an event brand with repetition and consistency – third year running in Vancouver and second year in Victoria and Kelowna
- Increased promotions in-centre, including registration & donation desk manned by patients
- New tagline 'Give Back to Your Community' – engaging our patient community

For the Rain Walk 2019, we have created a promotional video to support online marketing and build awareness and participation in the greater community.



A Night to Inspire, Annual Fundraising Gala

In November 2017, the second Vancouver gala raised over \$90,000 with 215 guests. This year we are excited to elevate the event by hosting it at the landmark Fairmont Hotel Vancouver in November 2018. The Victoria centre will be launching their inaugural gala at The View, a private estate overlooking the Saanich Inlet in October 2018. Collectively, these two events are forecasted to raise a minimum of \$140,000 this year.



Donor Recognition

Recognizing the importance of taking time to thank our donors in person, a Donor Appreciation Evening was held in September 2017 at the Vancouver centre. The next appreciation evening will take place in January - February 2019, at both the Vancouver and Victoria centres.

Monthly Donors

Monthly donors provide an essential and reliable source of funding – an impactful way for donors to directly support InspireHealth’s programs, sustainability and growth.

Currently we have 110 monthly donors giving a total of \$32,496 annually and we invite more donors to use this easy method of supporting InspireHealth. Many of our monthly donors are current or past patients, who know first-hand the difference their support makes in the lives of people living with cancer.

InspireHealth Film & Website

This year we created a short film highlighting how InspireHealth uniquely supports individuals and their loved ones living with cancer. Mike Maslenski, a talented and experienced Promotions Producer, generously produced this film. We are grateful for the opportunity to showcase the difference InspireHealth is making in so many lives. The film is available to watch and share on our website's homepage www.inspirehealth.ca and we encourage you to share it with your family and friends.

Fall/Winter News & Developments

The 2018/19 fiscal year is underway, with a focus on the development of a strategic plan for the next three to five years. We thank our Board of Directors for their commitment and active involvement in supporting InspireHealth, helping us to shape our growth and our future.

There are many exciting opportunities for connection, collaboration and community building ahead. We look forward to you joining us at *A Night to Inspire* this fall - October 20th at The View, a private estate in Victoria and November 23rd at the Fairmont Hotel Vancouver in downtown Vancouver.

Society Membership

Our year began with a new set of Society bylaws that were approved at the 2017 Annual General Meeting (AGM). This initiated a new process for joining InspireHealth's Society. We are delighted that in this first year of Society membership, 111 people have joined as members. Many have expressed an interest in volunteering, including serving on InspireHealth's Board, committees and fundraising. We note that more than 75% of Society members are past patients, or supporters of past patients. This is a testament to InspireHealth's service to the cancer community.

Board Renewal

We would like to thank the past Board members who completed earlier this year, Shakeel Velji, Gerry Gramek and Andrea Wright, for their commitment and support. We would also like to recognize the significant contributions of previous Board Chair, Matthew Heemskerk, who initiated the strategic planning and renewal process, and Leona Kolla who has accepted and embraced the role of Board Chair in 2018.

It gives us great pleasure to welcome the new members of the Board, Janine Brunelle, Dr. Simon Sutcliffe, Bob Wiens, Natalie Tsang and Kathy McLaughlin. In addition, the board is very pleased to welcome the three additional members who are also standing for election at this AGM - Zouheir Mansourati, Alnesh Mohan and Mal Griffin.

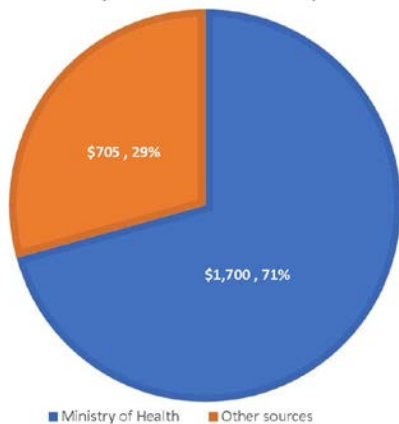
Through collaboration and teamwork, this diverse and accomplished Board are actively engaged in the strategic planning of InspireHealth's future and growth.

Financial Overview

InspireHealth enjoyed balanced revenues and expenditures in the fiscal year 2017-18 as can be seen in the audited financial statements. Working capital surpluses are adequate to provide flexibility in the event of unforeseen circumstances. Our main funding source remains the BC Ministry of Health. In 2017-18 we received \$1.7 million and it is designated for our clinical services.

We are fortunate to have a broad base of other sources of funding as shown in the graph. Additionally, the InspireHealth team has achieved exemplary results growing the event revenue in recent years.

TOTAL FUNDING (000)
APRIL 1, 2017 - MARCH 31, 2018



■ Ministry of Health ■ Other sources

OTHER SOURCES OF FUNDING (000)
APRIL 1, 2017 - MARCH 31, 2018



■ Gaming ■ Individuals, memoriums, legacies ■ Corporations ■ Foundations ■ Events, net

Setting Strategy for the Future

Over the past several months, the board and senior leadership have been engaged in the first stages of strategic planning. A survey of stakeholders has been completed and an environmental scan that included interviews with key stakeholders, research on health care trends, and a cancer-related partner and competitive analysis has been undertaken. This provided the essential background information for the Board and Senior Leadership strategic planning process. We look forward to this process leading us to a vibrant, impactful and sustainable future into 2019 and beyond.

Sincerely,

Dr. Hannah Nette
Director of Clinical Services,
Interim Co-Executive Director
InspireHealth



Leona Kolla,
InspireHealth Board Chair

