

Executive Director Annual Report November 19, 2015

Good Afternoon AHPCA Board Members, and Members,
Welcome to the AHPCA AGM, thank you for taking time out of your day to join us.

On behalf of the staff and members of AHPCA I would like to thank Pansy and the Board of Directors for dedicating numerous hours to our association over the past year. Each director brings a different set of strengths to the board, which helps to sustain and grow AHPCA. We appreciate your experience, knowledge, generosity of time and passion for improving hospice palliative care in Alberta. Pansy, your wisdom and guidance are extremely valuable to AHPCA, and we're fortunate to have your leadership in this journey.

Further to Pansy's comments about the staff, I'd like to add my thoughts; they work incredibly hard and achieve much in very few hours with limited resources, and I value their dedication to the organization. Wendy consistently looks for effective ways to reach out and raise our profile to our membership, donors and the general public. She regularly brings original and inspired ideas to the table; her enthusiasm and desire to be the best that we can be is contagious. Theresa continues to be a champion for AHPCA, always looking out for the organization. She is the face of the Roadshow, ensuring its success each year, and she has just finished organizing her second Imagine Conference to great accolades. We couldn't survive without Jon, always there for us with his computer expertise; in addition to volunteering whenever he is called upon. I feel privileged to work with this talented group.

I would like to acknowledge our members who support AHPCA by volunteering, partnering on project work and renewing their memberships annually. A final thankyou to the many volunteers, including a number of our family members, who help with Casinos, paperwork, and other tasks as necessary. It truly is a collective effort, and we couldn't do what we do without all of you!

Some of the highlights of the past year are as follows:

The Roadshow – AHPCA embarked on the 6th annual Roadshow which was developed after rural Albertans informed us that they weren't getting the educational opportunities they desired, and were feeling left out of the palliative care and end of life discussion. AHPCA created a traveling day long workshop to address these issues and over the past 6 years we have traveled to 24 locations and educated over 2000 Albertans. This year the topic was "The Final Journey: Becoming a Compassionate Companion" which focused on what you need to know when you're with someone at the end of life, and how to become the type of companion you'd want for yourself. Blair Collins, our facilitator from the previous year was back, joined by his colleague Denise Renschler for these illuminating workshops in Okotoks, Bonnyville, Drumheller and Stony Plain. Once again, the reviews were positive, with rural communities appreciating that the workshops come to them. The Lead Sponsor for the Roadshow over the past 5 years has been the Calgary and Edmonton

Commanderies of the Order of St Lazarus. We are grateful for their support, and thank them for once again, giving us the opportunity to collaborate with them to bring hospice palliative care education across the province. We also extend thankyou to various local sponsors, and the local hosts, who put in many hours to ensure the event is a success.

Plans are well underway for the 7th Annual Roadshow with the locations of Banff/Canmore, Red Deer, Grande Prairie, and Edson. The topic is “*Its About Life: Navigating the Reality of Hospice Palliative Care*”. Our facilitator is Dr David Falk, a highly regarded and well known physician and educator in Calgary. Registration is underway; we already have about 25 registrations for Banff/Canmore which is the first workshop on Wednesday May 4.

Imagine 2015: Connecting Hospice Palliative Care Communities

Through a generous grant from the *Nickle Family Foundation*, last weekend on November 14, AHPCA hosted the second annual **Imagine** conference to build on community development of hospice palliative care. **Imagine 2015** brought together close to 20 hospice palliative care groups to give them another opportunity to engage, connect and build relationships through face-to-face discussions about the opportunities and challenges in their vital work. The theme of this conference was Marketing and Media 101 which was an area identified by the participants as one in which they needed guidance.

The presenters were 2 well respected women in the field: Linda Williams whose presentation was “Key Messages: Say Less to Hear More, and Carol Howes who spoke on “The Media: A Tool to Reach Your Stakeholders”.

The sessions were relevant and informative, and the participants enjoyed renewing connections from the previous year, establishing new relationships, while learning useful skills. It became clear to us that this is an exceptionally valuable event and an essential role for AHPCA is to ensure that we are able to facilitate this ‘coming together’ annually for years to come.

As a follow up to Imagine 2015, in 2016, we will be using funding from the Calgary Foundation to create webinars and you tube videos to help the attendees explore the topic of Media and Marketing in further detail with hands on instruction.

Ian Bos: A Journey Across Canada

Many of you will have heard of Ian Bos, who walked across Canada from May to October, creating awareness for hospice palliative care and raising funds, after his father died in a hospice in Nova Scotia. As he travelled through Alberta, we were fortunate to be involved in his journey in many ways, from greetings at the Saskatchewan border by Cindy Young, to open houses hosted by various Hospices and Hospice Palliative Care groups and societies, to securing places for him to spend the night so that he didn’t have to camp outside. The palliative care community in Alberta came together to support Ian, which was impressive to see. I would like to acknowledge our Board Member Cindy Young, who took over Ian’s

schedule from the border with Saskatchewan into Calgary, and ensured he was given a special Alberta welcome from the Eastern portion of the province. I was away when Ian was in Alberta, so it was a pleasure to meet him in Ottawa at the national CHPCA conference in October and hear more about his journey.

CHPCA National Conference

That brings me to another exciting event this year that AHPCA was involved with. The CHPCA national conference is held every second year in Ottawa, and we were selected to give 2 presentations, one on the Roadshow and one on Imagine. Our presentations, delivered by Pansy Angevine, Terri Woytkiw, and myself, highlighted some of the work AHPCA is doing in Alberta, and demonstrated the impact we are having in shaping hospice palliative care in the province. The conference was interesting, with many valuable presentations and workshops on all aspects of hospice palliative care, clinical to personal. It is an excellent opportunity to create awareness for AHPCA and network with likeminded individuals while seeing what is going on in the rest of the country. June 3-5 2016, CHPCA will be hosting a learning institute in Banff, so please watch our website for more information on that as it becomes available.

Board Work

At the Board retreat last year, we created a new Strategic Plan for AHPCA under the guidance of Barb Peterson. We spent a lot of time working on the plan and are pleased with the results, which are posted on the website. We also created 2 new Committees – ACP Day/Palliative Care Week Committee and Fund Development Committee to work on the long term sustainability of AHPCA. Some of the highlights of the Committee work are as follows:

Communication and Membership

Communication with our membership and the public is extremely important for AHPCA and we strive to find ways to continue to engage those in the palliative care community.

Social media presence has again increased dramatically through Facebook and Twitter, with numbers doubling over last year. We now have 337 Facebook followers and 210 on Twitter. The website is always evolving: Jon completed an update this year to make it more user and mobile friendly, and once again one of our volunteers, Hubert Fasemeir completed a review of the Resource Directory to keep it current and valuable. Blogs continue to be an integral part of the website, with several Board Members contributing this year.

We continue to maintain contact with our membership through sending articles, surveys, and keeping them informed of the latest palliative care developments. Several Newsletters or mini newsletters were dispersed throughout the year. We are increasing awareness of AHPCA through attending conferences and meetings, distributing our new pamphlet, coffee mugs, bags and pens. The membership is up 14% to 400 members; we will strive to build on that number.

Fundraising

AHPCA is very grateful to those agencies that have supplied funding for our major events: The Order of St Lazarus, The Community Initiatives Program under Alberta Culture and Tourism, the Nickle Family Foundation and the Calgary Foundation. We are also tremendously appreciative that The Eldon and Anne Foote Fund at Edmonton Community Foundation has recently provided a second grant to AHPCA of \$20,000 to be used for operations.

Casino funds are vital in the ongoing work of the organization. We have a Casino January 17-18 and thanks to Wendy and our amazing volunteers, most of the slots are filled!

A couple of the ongoing initiatives that the fundraising committee has set in place are:

1. The Snowflake Campaign-donations allow individuals to purchase a snowflake in memory of a loved one – started today!
2. Shop and Share-when a purchase is made through the Shop and Share website, a portion of the total goes to AHPCA. Individuals must register with Shop and Share (which is simple), identify AHPCA as their charity of choice and then shop from a number of popular vendors – ongoing and great for Christmas shopping!

Sustaining the organization is extremely crucial, and the fundraising committee has some innovative ideas coming up for next year to increase the funds coming to AHPCA. Stay tuned!

Governance

Governance committee has completed a number of tasks over the past year:

1. Terms of Reference created for new Board Committees
2. Updated 6 Board Policies
3. Revised the Board Evaluation
4. Created a Board Orientation package

If as a member, you are interested in joining one of the committees, please let me know as we would be pleased to have your participation.

In Conclusion

As we look back at 2015, AHPCA has strived to be as relevant as possible - educating, learning from and working with our members and Albertans to support their vision of compassionate hospice palliative care and a quality end of life journey. As we look forward to 2016, there is much more to do and, with your help, AHPCA welcomes the challenge of working together to make a difference. Thank you.

Respectfully submitted,
Jennifer Elliott Executive Director AHPCA