

## #19.49. Burnaby Hospital Foundation

### A. GETTING STARTED

1. Are you? ☒ New Applicant ☐ Returning Applicant
2. Select the kind of Community Grant you are applying for: ☒ General Grant ☐ Recreational Sport Grant
3. Amount you are requesting \$25,000.00
4. Total cost of the project/event/program etc.: \$160,000.00

### B. GETTING TO KNOW YOU

1. What kind of applicant are you?

☐ Local Registered Non-Profit Society

Society No: \_\_\_\_\_

Date of Incorporation: \_\_\_\_\_

☒ Registered Charity Charitable No.: 106819295RR0001

☐ National/International Non-profit operating locally

Society No: \_\_\_\_\_

Date of Incorporation: \_\_\_\_\_

☐ Sport or Recreation Organization

☐ Other Specify: \_\_\_\_\_

2. Group/Organization Name: Burnaby Hospital Foundation

3. Group/Organization Street Address: 3935 Kincaid Street, Burnaby BC V5G 2X6

4. Website (if applicable): www.bhfoundation.ca

5. Grant Application Main Contact Person

Name: Danielle Sleiman

Phone: [REDACTED]

Email: danielle.sleiman@bhfoundation.ca

6. Contact person #2

Name: Kristy James

Phone: [REDACTED]

Email: kristy.james@bhfoundation.ca

7. Number of Volunteers

Confirmed: 4

Expected: 30

## C. THE PROJECT/EVENT/PROGRAM

1. Name of the Project/Event/Program: Burnaby Hospital Foundation's Annual Gala: Nashville Nights

2. Project/Event/Program Location (physical street address or event location):

Burnaby Hospital Foundation's Annual Gala: Nashville Nights will be held at Delta Hotels Burnaby Conference Centre  
4331 Dominion St, Burnaby, BC V5G 1C7

3. Project/Event/Program Start Date: Friday, November 15, 2019; 6:00pm

4. Project/Event/Program End Date: Friday, November 15, 2019; 11:59pm

## D. PURPOSE OR BENEFIT

1. Describe the purpose or goal of the project/event/program.

Burnaby Hospital Foundation is the fundraising arm of Burnaby Hospital and is dedicated to community partnerships to purchase vital medical equipment and technology, improve patient care, and support innovative and educational community programs that improve individual's health and the health of the community. The annual gala raises awareness and funds in support of the Hospital. The attendees are donors, community partners, business partners and potential new donors. The goals of the event are to inspire investment in Burnaby Hospital and to raise funds in support of the Hospital's patient services.

2. Describe the project/event/program, and the activities.

Prepare for the ultimate country music pilgrimage, as we transport you to Music City, U.S.A. The creative spirit of Nashville will fill your soul with friendly greetings, good vibes, and maybe even a little Honky Tonkin'. Electricity will be in the air at Nashville Nights. On November 15, over 300 guests – including our sponsors together with physicians, corporate leaders, elected officials, major benefactors and hospital patrons – will be on hand to enjoy a cocktail reception followed by a multi-course meal paired with fine wines, live entertainment, dancing, live and silent auctions, a raffle, and guests' donations.

3. Describe how the project/event/program fits into the chosen grant category.

Burnaby Hospital Foundation is a Burnaby-based not-for-profit organization and aligns with strategic priority's in the City of Burnaby's Official Community plan; specifically the Social Sustainability Strategy. We are dedicated to improving the lives of individuals in our community by advancing the health of all generations which helps to maintain the vibrancy of the entire community. We raise funds to provide effective, efficient, high quality patient care, close to home.

4. Describe how this project/event/program will benefit residents of Burnaby (who will benefit). How many Burnaby residents will be involved with or benefit from the project?

Proceeds from the Nashville Nights gala will support the highest priority needs at Burnaby Hospital, serving over 200,000 patients each year. From diagnostic, medical and surgical procedures, to one of the busiest emergency departments in the province, Burnaby Hospital is paving the way for a brighter future in health care for Burnaby, East Vancouver and beyond. This hospital was built by the community, for the community. Support from Nashville Nights will help us provide essential care to save lives and help members of our community return to health and wellness. Everyone deserves effective, efficient, high quality patient care, close to home. The majority of our sponsors all have businesses in the Burnaby community and most of all of our 300 plus guests live in Burnaby; making Burnaby Hospital their local hospital. The entire community of Burnaby will benefit as funds raised will support healthcare at Burnaby Hospital. The services at the hospital will be used by not only sponsors and guests at one point in time but by their family and loved ones as well.

5. Describe how the project/event/program aligns with one or more of the following ([Social Sustainability Plan](#), [Environmental Sustainability Plan](#), [Official Community Plan](#)):

Burnaby Hospital Foundation and its annual gala aligns with the City of Burnaby's Social Sustainability Plan as the plan is "all about people – individuals and the community working together to meet their needs, realize their potential, and prosper in a healthy environment and improve the quality of life for all its citizens." Burnaby Hospital Foundation has been the fundraising organization for Burnaby Hospital since 1982. We are the community's trusted partner, shaping the future of health care through ground-breaking innovation. With the support of forward-thinking organizations and individual donors, we put state-of-the-art medical equipment and the best technology available into the hands of our dedicated health care professionals at Burnaby Hospital and Fellburn Care Centre so that everyone in the community has access to

effective, effective high quality patient care close to home. This helps to advance the health of all generations that will help maintain the vibrancy of the entire community.

6. Identify your community partners or stakeholders – you may also include letters of support for your project/event/program from these groups as part of the application.

Please see below a list of our cash and gift-in kind sponsors. We also will have many Burnaby Hospital physicians, corporate leaders, elected officials, major benefactors and hospital patrons attend the event. Many of whom will make a financial contribution at the event. Closer to the date of the event we will be able to confirm our guest list.

Burnaby Firefighters Charitable Society, Onni, Appia Development, W.P.J. McCarthy & Company Ltd., Scotiabank, Grand Villa Casino, Brooke Radiology, Trans Mountain, Parkland Fuels, Glentel, Allied Plumbing, Cannacord, Rancho Management Services Ltd., Anthem Properties, Delesalle Holdings Inc., Western Canadian Properties Group Ltd., Pedersen's Event Rentals, G&F Financial Group, ABC Recycling, Allegra Printing, Okanagan Crush

7. If the amount requested from the City of Burnaby is not fully granted, what would you do to make up the difference and/or how would you proceed differently?

The granted funds from the City of Burnaby would help to offset some event expenses and costs helping to increase our net revenue raised at the gala so more funds can be invested in purchasing state-of-the-art medical equipment and patient care. If the amount is not fully funded by the City of Burnaby, the difference would be made up by funds raised through sponsorship, ticket purchases, silent and live auctions, raffle, and individual donations. We would still be able to invest revenue into the purchase of medical equipment and patient care however the investment would be less.

## E. EVENT OUTCOMES

1. How will you know if your project/event/program reached its goals? (for example, a goal of engaging youth in environmental activities might include reaching a set target of youth participants)

Our annual gala will reach its goals in a number of ways; if the event sells out (320 tickets), if we meet our event budget and raise \$400,000, as well as increase Burnaby Hospital Foundation's brand awareness and expand our current audience reach by introducing potential new donors and community partners to Burnaby Hospital and the Foundation.

2. What data and feedback do you collect from your audience/participants? How do you evaluate your programs and services?

Upon completion of the annual gala we send a post event survey to guests and sponsors to gather data which helps to evaluate the event. We ask questions along the lines of: overall how would you rate your experience at the gala, how can we improve the registration process, please comment on the program length (speeches, sponsor recognition, live auction, dinner etc.), how satisfied were you with the silent and live auction items, bidding process and checkout process? Etc.

Applicants for **Recreational Sport Grants** are not required to complete sections F, G, and H (marked by an asterisk \*).

## F. LONG TERM VIABILITY\*

**ATTENTION:** The grant program is intended to support new organizations and encourage organizational self-sufficiency, while creating a framework of financial sustainability rather than using City resources as an indefinite funding source. It is requested that your organization develop a diverse funding income base and seek alternative methods for self-sufficiency to ensure your organization's long-term operational sustainability.

1. What are your sources of revenue? What percentage of total revenue do they each represent?

Source of Revenue	% of Total Revenue Previous Year	% of Total Revenue Current Year
Earned Revenue (All ticket sales, registration fees, memberships, etc...)	2	2
Grants (All federal, provincial, municipal, foundation and gaming grants)	21	10
Donations and Sponsorships (Cash)	62	30
Donations and Sponsorships (In-kind)	0	0
All donations (cash/in-kind) provided by the City of Burnaby	0	0

2. What other sources of funding are you currently pursuing? Does the organization have a plan for diversification and increase of revenue over the longer term? If yes, please provide a copy of the plan or describe the primary objectives and strategies.

Burnaby Hospital Foundation has a diversified funding portfolio that includes support from many different community stakeholders through various giving vehicles, such as monthly giving, corporate partnerships, legacy giving, third party community events, individual giving, and signature events. In the past fiscal year, new streams of revenue were achieved through the development of the Chinese Ambassador Society (\$150,000) and a new annual Physician's Christmas Giving Campaign, Star Doctors (\$37,000). We plan to build on our momentum and programs from 2018-19 as well as add a few new fundraising initiatives in this fiscal year to meet our revenue target. This year we launched a new Youth Ambassador Program. Please see attached a copy of our Business Plan that further outlines and details our strategy to continue to diversify our revenue streams and increase revenue long term.

3. Please identify the cash value (\$) of all City of Burnaby contributions your organization/program/event has received from the City of Burnaby over the past three (3) years. Additionally, please indicate any other City of Burnaby grant opportunities you will be pursuing in the current year. Failure to identify City of Burnaby contributions may affect your eligibility for grants in the present year and in the future.

	3 years ago	2 years ago	1 year ago	Current Year	
				Awarded	Requested
Grant - Cash	\$0.00	\$0.00	\$0.00	\$0.00	\$25000.00
Grant - In-kind	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Permissive Tax Exemption	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Lease Grant	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

4. If you are a returning applicant and are requesting an increase over your last year grant amount awarded, please provide a rational for the increase.

N/A; New applicant

5. Describe the top 3 goals for the organization in the current year.

Goal 1:

Enhance Community Awareness and Engagement

Description:

- Increase breadth and diversity of public awareness of, and approval for, the Foundation

- Increase volunteer involvement in BHF activities
- Implement effective government relations program

Goal 2:

Increase Revenues to Meet Future Needs

Description:

- Increase alignment with Burnaby Hospital and Health Services
- Build Annual Campaign revenues to meet growing requirements
- Meet Program commitments

Goal 3:

Optimize Processes and Performance

Description:

- Recruit and maintain a high performing team
- Enhance operation effectiveness

6. Please complete the following:

	Previous Year	Current Year
Number of volunteers (including Board)	70	110
Volunteer hours per year	1,500	1,750
Number of voting members	12	12

7. How does your organization work to ensure that programs and services are accessible and inclusive for anyone who has an interest regardless of age, ability, orientation, ethnic/cultural background, socio-economic status? Please share examples and success stories of inclusivity and diversity within your organization and programming. (750 Characters Max)

Burnaby is an extremely diverse community and also has one of the largest senior populations in the province. To meet these giving trends we are focusing on 4 key areas: (1) building relationships with individuals; we have a strong major gifts program that is focused on building relationships with donors and prospects, (2) connecting with youth through our Youth Ambassador Program, (3) responding to the diversity; we are working to build relationships with different ethnic groups in our community. Our Chinese Ambassador Society is a great example of the work that we doing, and (4) older donors; we are working to engage our older donors through direct mail and plan giving initiatives.

## **G. INSURANCE AND ACKNOWLEDGEMENT\***

1. Does your organization have general liability insurance? ☒ Yes ☐ No

2. If yes, what coverage?

Our insurance covers liability for up to \$10M

3. How will your organization, if granted funds, acknowledge the contribution from the City of Burnaby? (maximum 500 characters)

We would be please to recognize the City of Burnaby in the following ways. Logo recognition on gala print ads, posters in Hospital elevators, website & social media. Acknowledgment from podium at Gala. Include a half page profile in gala Program. Include logo on sponsorship recognition signage and audio-visual projection, as well as logo on Thank You ad (post event). Include name on Permanent Donor Wall in Hospital.

## H. FINANCIAL INFORMATION\*

CITY OF BURNABY COMMUNITY GRANT PROGRAM	
OPERATING BUDGET FOR ORGANIZATION OR PROGRAM	
Name of Organization:	Burnaby Hospital Foundation; Gala Financial Information
For the Fiscal Year:	2019/20
Month Fiscal Year Begins:	April
Please check the appropriate box if you have received a Permissive Tax Exemption and indicate amount:	<input type="radio"/> Yes <input checked="" type="radio"/> No
Amount:	\$0.00

REVENUES	Prior Year Actual	Current Year Budget	Current Year Confirmed? Y/N	Brief Descriptions/ Comments (type of grant and funding period)
Federal Government (Specify)				
1.	\$0	\$0	\$0	N/A
2.				
3.				
Provincial Government (Specify)				
1.	\$0	\$0	\$0	N/A
2.				
3.				
Local Government (Specify)				
1.	\$0	\$0	\$0	N/A
2.				
3.				
Sponsorships (Specify)				
1.	\$110,000	130,000	No	Cash contributions between \$1k-\$25K
2.				
3.				
Earned Revenue				
1.	\$543,740	\$460,000	No	Raised through pre gala and night of revenue
2.				
3.				
Fundraising (Net Revenue)	\$376,096	\$310,000	No	Revenue after gala expenses
Individual Donations	\$122,050	\$130,000	No	Revenue raised through Fund-a-cause
In Kind Sources	\$10,000	\$10,000	No	Donations of good/services to offset cost
Investment Income	\$0	\$0	\$0	N/A
Other Sources (Specify)				
1. Ticket Sales	\$68,050	\$59,375	\$40,500	Due to space limitations decreasing tickets
2. Live Auction	\$29,500	\$30,000	No	2019 event has not taken place yet
3. Raffle	\$3,250	\$6,500	No	2019 event has not taken place yet
Total Revenue	0	0		LY \$1,262,686 TY: \$1,109,375

<b>Expenditures</b>	<b>Prior Year Actual</b>	<b>Current Year Budget</b>	<b>Brief Descriptions/ Comments (type of grant and funding period)</b>
Total Compensation Expense	\$18,375	\$17,500	Event Contract providing event management services
Office Supplies & Expenses	\$0	\$500	Office supplies that are used specifically for gala
Program & Event Supplies	Gift-in-Kind	Gift-in-Kind	Have a local print sponsor
Advertising & Promotion	Gift-in-Kind	Gift-in-Kind	Partner with local media sponsors for event promotion
Travel & Vehicles Expenses	\$250	\$500	Used for sponsor/donor meetings
Interest and Bank Charges	N/A	N/A	Gala budget does not absorb these costs
Licences, Memberships, & Dues	N/A	N/A	Gala budget does not absorb these costs
Occupancy Costs	N/A	N/A	Room rental cost is waived
Professional & Consulting Fees	N/A	N/A	
Capital Purchases & Improvements	N/A	N/A	
Amortization of Capitalized Assets	N/A	N/A	
Donation, Grants, & Scholarship Expense as part of Charitable Activities	N/A	N/A	
Education and Training for Staff & Volunteers	N/A	N/A	
City Services Expenses	N/A	N/A	
1.			
2.			
3.			
Other Expenses			
1. Graphic Design	N/A	\$1,200	Using external graphic designer for 2019 event
2. Photography	\$683	\$700	Including a photo booth at 2019 event
3. POS Terminals	\$2,500	\$2,500	Used to process payments/donations during event
4. Entertainment	\$1,344	\$1,500	
5. Awards	\$440	\$500	One new award category has been added to 2019 event
Total EXPENDITURES	0	0	PY; \$23,592 TY; \$24,270 doesn't include all program expenses
Current surplus (deficit)	0	0	