



MEDIA RELEASE

Hankinson Foundation donates \$1,000,000 to fund new Hospice

For immediate Release

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Brantford – St. Joseph's Lifecare Foundation's "Redefining Hope" Campaign got a huge boost towards its \$5 million goal today with a generous gift of \$1,000,000 from the Lorne and Elsie Hankinson Charitable Foundation. This donation put the Campaign to build a brand new 10 bed Residential Hospice on the grounds of St. Joe's, to the 75% completion mark. Organizers are now challenging every household in Brantford to donate just \$32.38 so that the remaining \$1.2 million can be raised overnight and construction of the new Hospice can begin.

After winning just over \$5,000,000 in August of 2004 thru their lucky Lotto 649 ticket, Lorne and Elsie Hankinson quickly established a Foundation to help many local charitable organizations in need. The couple learned of their winnings one day after celebrating their 55th wedding anniversary. Sadly, Lorne passed away last May but was very comforted in knowing what this generous gift would do to help the community.

Elsie Hankinson was named Honorary Chair to the "Redefining Hope" Campaign and said that she was very humbled to play a part in this special project.

Bob Peeling, Chair, St. Joseph's Lifecare Foundation exclaimed, "The Hankinson's have always been modest, unassuming, compassionate and generous by nature. They have been unsung heroes in our community for many years. We felt very privileged that they chose us to be their largest beneficiary of such an incredible gift."

Olga Consorti, CEO, St. Joseph's Lifecare Foundation commented, "In honour of this momentous gift that will forever change the health care landscape of our community, we are delighted to name the new Stedman Community Hospice building, Hankinson House".

Features of the new Hospice to include 10 private, spacious bedrooms for 24 hour end-of-life care, fully functioning kitchens, large family gathering areas, doctors' living quarters for residents doing their Rotations on-site, therapeutic spa facilities and more. The existing hospice building will be utilized for the Day Wellness programs, Bereavement support and to accommodate growth and innovative new Hospice programs.

As the lead funders for Stedman Community Hospice, Consorti also noted that the Foundation must raise in excess of \$1.5 million per year to ensure that the Hospice can continue to offer all of its programs and services free-of-charge.

Stedman Community Hospice opened its doors in 2004. Since then, the Hospice has been pioneers in the field launching a number of Provincial firsts including the creation of a Community Outreach Program. Now, the Hospice sends a doctor, along with an inter-disciplinary, quick response team of experts to the homes of Hospice patients who are in acute crisis and in need of immediate pain and symptom management. They also provide care for families in need of bereavement support. The Outreach Team has made more than 75,000 home visits/consultations since the program began in 2008. By way of example, when the Community Outreach Program began, its patient case load was 30 patients/month. Now the Hospice is visiting more than 200 patients/month which represents more than 660% increase. In addition to the compassionate care that this program delivers to the bedside and ease of stress the family feels by not having to transport their terminally ill loved one to the Hospital, this Outreach Program has served as a major Hospital Emergency Room diversion. This saves the health care system millions of dollars annually and eliminates the need for terminally ill patients waiting in the ER or in an acute care bed which costs the system more than double that of a Hospice bed.

Consorti commented, "The volume of people we help through our Community Outreach Program has impacted every other Hospice service as well. Since inception, our Day Wellness Program has welcomed over 4,400 visits; our Bereavement Programs have increased by more than 1,100% and our Residential Program patients have nearly doubled. We cannot continue at this pace in the current facility. That's why we are turning to the community to help us raise the funds needed to continue to provide the type of compassionate care that has become our hallmark. If every household in Brantford donated just \$32.38, our remaining goal of \$1.2 million would be met overnight and construction of the new Hospice can begin!"

The "Redefining Hope" Campaign will also provide enhancements throughout St. Joseph's Lifecare Centre's long-term care residence as well through the introduction of "Snoezelen" concepts to help offer sensory stimulation and relaxation for dementia residents. Three-quarters of St. Joe's residents currently experience some form of dementia, while one in twenty Canadians also suffer from its effects.

For more information about the "Redefining Hope" campaign, visit our website at www.sjlc.ca or contact St. Joseph's Lifecare Foundation at 519-751-7096 ext 2475.

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