



HOSPITALS *of* REGINA
FOUNDATION

Spring 2014
NEWSLETTER



MILLION \$ MATCH

MAKE A DONATION TO OUR SURGICAL CAMPAIGN AND
POTASHCORP WILL MATCH IT, UP TO \$1 MILLION!

MESSAGE FROM JUDY



“EVERY NEW BEGINNING COMES FROM SOME OTHER BEGINNING’S END.”
-SENECA

“Transition”: change or passage from one stage to another. That’s a word we’re using a lot around HRF in 2014. After 18 years – 10 as CEO – I will be saying farewell to HRF by the end of 2014 and new leadership will begin the next era.

As I look ahead to the next chapter of my life and career, I reflect back on my personal journey at HRF and the journey of the organization. A lot has changed over the years, both in healthcare and in the charitable sector. One thing, however, hasn’t changed: the community’s desire to help our hospitals, the patients who need them and the people who work in them.

There’s no doubt that healthcare is complex, challenging and expensive. It’s also a critical component of our lives. Those are the reasons HRF was founded 27 years ago: to invite the community to help tackle some of the challenges and have a say in something that affects them – all with the goal of building excellence in healthcare.

Experiencing the generosity of donors is unlike anything else. Seeing people give back because of a genuine desire to make a difference is life-changing and, for me, sealed my fate to be a fundraiser, heart and soul.

To say my time at HRF has been rewarding would be an understatement. It’s rare to find one’s calling in life,

but I found mine, and I didn’t find it alone. There were many people over the years who inspired me to make philanthropy my career focus.

The HRF is more than one person; it’s a staff of people, a Board of volunteers, a community of donors whose commitment to doing great deeds builds and shapes the organization. Whoever fills my shoes will have those tremendous assets to support and guide them.

A heartfelt thanks to the champions of healthcare and of the HRF, and to those I have worked with and the donors I have met. My gratitude is boundless. I look forward to seeing the evolution of HRF. I know it will continue to push the limits, seek out new challenges and remain a charity close to hearts and minds across Saskatchewan.

Judy Davis, CFRE
President & Chief Executive Officer



IN THIS ISSUE

- | | | | | | |
|---|-------------------|----|--|----|-----------------------------|
| 2 | Message from Judy | 8 | Seeing is Believing | 11 | Donor Spotlight: Judy Davis |
| 3 | In the News | 9 | Group Medical Services | 12 | Jordan Eberle is Back! |
| 4 | Million \$ Match | 10 | Donor Spotlight: Stewart Graham & Gilda Treleavan-Graham | 12 | An Evening in Greece |
| 6 | Amelia’s Story | | | 13 | Photo Gallery |



HOSPITALS of REGINA
FOUNDATION

On the cover (L-R): Tom Newton, HRF Volunteer Board Chair; Judy Davis, President & CEO, HRF; Dr. David McCutcheon, VP Physical Health Services, RQHR; Denis Sirois, VP & Corporate Controller, PotashCorp; and Honourable Dustin Duncan, Minister of Health. Cover photo credit: Medical Media Services

The official newsletter of the Hospitals of Regina Foundation is published twice a year. Total distribution per issue is approximately 13,000.

IN THE NEWS

OUR DONOR RECOGNITION INSERT HAS MOVED!

In our spring newsletter we have traditionally included an insert with donor recognition. We've still got the list, but we've gone green! To save money and trees, we've published the insert on our website at www.hrf.sk.ca/recognition. You can click on the PDF and view the list!

GIVING TUESDAY

On the website www.GivingTuesday.ca Giving Tuesday is described as a "day where charities, companies and individuals join together to share commitments, rally for favourite causes and think about others." The goal is to inspire everyone to give to the causes they believe in.

The HRF was one of over 1,000 charities across Canada to participate in Giving Tuesday by celebrating philanthropy and sharing why our donors give. Several donors had their photos taken showing the reason they give:

"I give because...it's rewarding."

"I give because...I love to touch hearts
and in turn they touch mine!"

"We give because...there is always a need."



Take a look at our Giving Tuesday photo gallery at www.hrf.sk.ca/GivingTuesday or our Giving Tuesday Facebook album www.facebook.com/hrfdn

We look forward to being a part of this global movement in 2014!



MILLION \$ MATCH

POTASHCORP WILL DOUBLE YOUR DONATION TO OUR SURGICAL CAMPAIGN!

Between now and June 30, Potash Corporation of Saskatchewan Inc. (PotashCorp) will match any cash donation – *dollar for dollar* – to help Regina’s hospitals improve surgical care for southern Saskatchewan!

“Our company is committed to investing in projects that improve the long-term quality of life in our communities,” says Denis Sirois, VP and Corporate Controller of PotashCorp. “When we heard that the Hospitals of Regina Foundation needed to raise \$2 million to buy new, more technologically advanced surgical equipment, we wanted to contribute to their fundraising campaign in a meaningful way.”

“Everyone in Saskatchewan has a stake in ensuring we have access to high-quality, advanced surgical care when needed. PotashCorp is proud to be part of this exciting initiative to transform healthcare in southern Saskatchewan and assisting our hospitals in keeping up with the province’s growing needs.”

*Denis Sirois,
VP and Corporate Controller
PotashCorp*

PotashCorp will match up to \$1 million in cash donations to the Foundation’s surgical campaign, guaranteeing that the generous donations of our Saskatchewan neighbours have twice the impact. Together, we can help our hospitals provide top-notch care to our family members, friends and neighbours in their time of need.

Each year, over 26,000 surgeries are performed in the Regina Qu’Appelle Health Region (RQHR). And, because Regina’s hospitals act as regional healthcare centres, about one third of those surgeries are performed on patients from across southern Saskatchewan.



Ensuring everyone has access to surgery in a timely manner is a top priority for RQHR. The goal is to offer all patients the surgery they need within three months. At present, some patients must wait as long as six months. One of the main reasons for this delay is that surgeons have old equipment – or not enough of it – and it’s slowing the process down.



Dr. Mark Ogrady, Department Head of Surgery, explains, “Right now we can only schedule surgeries when there is equipment available, and it’s in good repair. Buying new equipment and replacing old equipment will cut down on the scheduling restrictions we currently face in our operating rooms.”

Judy Davis, CEO, HRF, notes, “We are so pleased that PotashCorp is offering a big incentive to encourage our community to pull together and support the work of our surgeons. By doubling the cash donations of Saskatchewan businesses and residents up to \$1 million, I hope that by this summer we can tell our surgeons that new equipment will be in their hands soon!”

Denis Sirois adds, "Everyone in Saskatchewan has a stake in ensuring we have access to high-quality, advanced surgical care when needed. PotashCorp is proud to be part of this exciting initiative to transform healthcare in southern Saskatchewan and assisting our hospitals in keeping up with the province's growing needs."



"Right now, we can only schedule surgeries when there is equipment available, and it's in good repair. Buying new equipment and replacing old equipment will cut down on the scheduling restrictions we currently face in our operating rooms."

Dr. Mark Ogrady

WHAT CAN YOUR (DOUBLED!) DONATION BUY?

These are just a few things on our surgeons' \$2 million wish list:

Microscope for Plastic Surgery

Some operations require work that is so precise that a surgeon must guide his or her movements by looking through a microscope. At present, some plastic surgeons are using a 15-year-old microscope. A new one is needed for operations such as breast reconstructions following a mastectomy, reattachment of severed fingers and toes, and reconstruction of the face or neck following the removal of cancerous tumours.

Keyhole Surgery Equipment

Tiny cameras (known as scopes), specialized surgical tools and video equipment are all needed to offer more minimally invasive surgeries, performed through a few small "keyhole" incisions. Our surgeons would like to use keyhole surgery whenever appropriate, because it helps their patients heal significantly faster, with less pain and chance of infection. At present, one video tower used in keyhole surgeries is malfunctioning and urgently needs to be replaced.

Intraoperative Ultrasound with Probes

This scanning device provides urology surgeons with a clearer image of cancerous kidney tumours. Using this specialized ultrasound, they can more precisely remove cancer cells and preserve healthy kidney tissue, and help more patients than they can using our older equipment. An added bonus: when urology surgeons aren't using this scanner, other surgeons can use it in operations on the liver, brain, breast, spinal cord, and lungs.

Double your donation today at www.hrf.sk.ca/surgicaldonation

Spread the word on Twitter and Facebook using the hashtag #HRFmilliondollarmatch and the link above!

AMELIA'S STORY

After three years of loss and heartache, Jacqueline and Simon Firnesz cautiously celebrated pregnancy number four in May of 2012. They knew from the beginning it would be a difficult pregnancy but were hopeful that they would see the birth of their first child.

At just 21 weeks, Jacqueline's water broke and she was admitted to the hospital. With no amniotic fluid surrounding the baby, the chance of survival was a mere 3 to 5%. Amniotic fluid is "inhaled" and "exhaled" by a baby and is essential for lung development; without it, a baby's lungs will not grow.

Jacqueline and Simon were determined to give their baby the best chance possible and Jacqueline spent the next 50 days at the hospital on bed rest. "We knew each day I spent not giving birth could be the difference between our baby surviving or not surviving," says Jacqueline. "We weren't willing to admit it wouldn't work out. We so badly wanted our baby."

They baptized their baby in utero and named her Amelia Grace Firnesz.

At 28 weeks, on October 28, Amelia was born weighing 2 lbs 6 oz. "Amelia came out, gave a big cry...and then she stopped breathing," recalls Simon. After a few hours, even with a whole team working to save her life, they were told she likely wouldn't survive. Amelia's lungs were just too small and she was just too sick. Simon and Jacqueline wouldn't give up on her however and stayed by her bedside watching the machines breathe for her.

Over the next few hours, things began to turn around as Amelia responded to medications. It was a hopeful sign that she might make it through the night – which she did, spending the next 86 nights in the NICU.

Day by day Amelia got a little stronger. She was on an oscillator that breathed up to 600 times a minute for her tiny lungs and after 21 days she was switched to a ventilator. A few days later, the tube was removed from her throat and she was on a CPAP





(continuous positive airway pressure) to keep her lungs inflated, but she was able to take her own breaths.

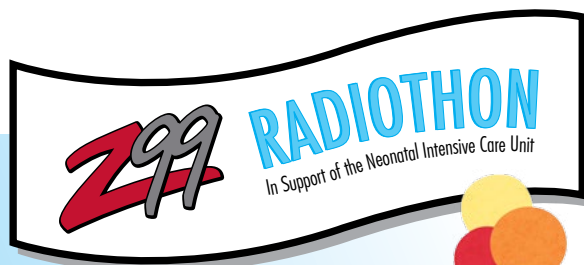
On January 21, after 87 days, and weighing 5 lbs, Simon and Jacqueline were finally able to bring Amelia home.

From the beginning Amelia was a fighter. At her sickest, she weighed less than 2 lbs and had 16 lines of medication going into her tiny body at once. She overcame collapsed lungs, a brain hemorrhage, and pneumonia. She was diagnosed with chronic lung disease and is missing 30% of her lung capacity; however, as she grows that number will decrease. In spite of everything she has been through she is a happy, energetic baby.

"We're so grateful," says Simon. "It was a roller coaster, but the doctors, nurses and other team members were wonderful. We know it costs a lot for each baby and we are so thankful for the money that is raised. Amelia's oscillator, incubator and home heart monitor were all purchased from Radiothon donations. We can't imagine if the NICU didn't have the equipment it needs. It makes a world of difference."

"We know it costs a lot for each baby and we are so thankful for the money that is raised."

Simon Firnesz



Saving Babies' Lives

On March 13 & 14, CC, Lorie & Buzz will broadcast live from the Cornwall Centre for 36 hours to raise funds for the NICU. Over the years, the Z99 Radiothon has raised more than \$5.75 million in support of the NICU.

Pledge your support today at
www.hrf.sk.ca/radiothondonation

NICU AT-A-GLANCE

- Over 700 newborns spend time in the NICU each year
- On average, 21 babies are on the unit each day
- NICU babies are between 24 and 42 weeks gestation
- Babies need the NICU for several reasons, including premature birth and complications suffered during childbirth
- Some babies stay up to four months, while others may only stay a few hours

SEEING IS BELIEVING

DONOR GIFTS ARE PAID FORWARD BY LOCAL FAMILY DOCTOR

Last November, Regina family physician Dr. Luis Salgado noticed that his central vision was becoming blurry. He knew that this problem may be quite serious – possibly leading to blindness – so he made an appointment to see the eye experts in Pasqua Hospital's Eye Centre.

To diagnose Dr. Salgado's problem, ophthalmologist Dr. Raul Garcia used an Optical Coherence Tomography (OCT) system, a scanner bought in 2013 with donations generously made through the Hospitals of Regina Foundation. The scanner provides images much higher in resolution than MRIs or ultrasounds. Dr. Garcia got a clear, three dimensional look into Dr. Salgado's eyes and immediately spotted the problem. A hole had developed in Dr. Salgado's macula, the part of the retina that allows you to see detailed images in your central field of vision. Dr. Garcia monitored Dr. Salgado's vision very closely and performed surgery to repair the hole.

Of his experience, Dr. Luis Salgado said, "Doctors are often more critical of the equipment, surroundings and care we receive when we are the patient. I thought Dr. Garcia and his staff were great. The OCT testing was safe, quick, painless and simple. The treatment provided at the Eye Centre is truly state-of-the-art.

"I am very grateful to the donors who made the purchase of the OCT possible. I'm very thankful that the citizens of southern Saskatchewan are kind and reach out to one another." Dr. Salgado is currently recovering nicely from his eye surgery. He looks forward to returning to work, and continuing to help his patients through his family practice.



Dr. Luis Salgado, Eye Centre patient

"I'm very thankful that the citizens of southern Saskatchewan are kind and reach out to one another."

Dr. Luis Salgado

GROUP MEDICAL SERVICES

A GIFT FROM THEIR HEART FOR YOURS

Group Medical Services (GMS) opened their hearts this February by giving a gift of \$500,000 to help mend hearts across southern Saskatchewan. Thanks to their donation, the Pacemaker Clinic at the Regina General Hospital will be able to expand – enhancing patient privacy and allowing the clinic to help more patients, faster – and purchase a digital electrocardiogram (ECG) testing, file management and storage system. Once complete, the Clinic will be renamed the GMS Cardiac Rhythm Device Clinic.

Dr. Omar Sultan, Medical Director of the Electrophysiology Lab and Pacemaker Clinic, says the new ECG testing system will bring more accurate heart monitoring for patients with pacemakers and implantable cardiac defibrillators as well as instant and reliable access to vital patient information for doctors.

“Once in place, the new digital ECG testing system will give doctors instant access to the most recent patient monitoring reports at the click of a button from anywhere in the hospital. In emergency situations when seconds count, this can save lives” continued Sultan.



LR: Keith Dewar, RQHR and Judy Davis, HRF, with the GMS team Shelley Jickling, David Blodgett, Jamie Patterson, Jamie Stangel, Rick Fesciuc, Robyn Fletcher

When the newly renovated GMS Cardiac Rhythm Device Clinic opens next year, the extra space will go a long way to help meet the growing need for patient monitoring and care. Today, the Clinic monitors and tracks heart rates of 5,000 patients from across southern Saskatchewan and each year another 550 patients receive heart device implants that require the same attention. With patients ranging in age from two to 102 years old, investing in innovative technology for the Clinic will benefit patients for decades to come.

“This generous gift is the latest GMS contribution to advancing healthcare in Saskatchewan,” says Judy Davis, CEO, Hospitals of Regina Foundation. “Over the past 10 years, GMS has donated approximately \$1.5 million to healthcare focused initiatives and they are an important part of why our citizens can count on receiving the very best care when they need it the most.”

GMS has been a trusted Saskatchewan-based, not-for-profit provider of health insurance products since 1949. From the beginning, they have been committed to supporting healthcare initiatives across Saskatchewan and make good corporate citizenship a top priority.

“We know that thousands of our community members need access to high quality, specialized cardiac care services, and that need is growing,” says David Blodgett, President and CEO, GMS. “We’re thrilled to be part of this innovative clinic with this gift.” As part of its commitment to the province, GMS has long supported healthcare initiatives—one of the top concerns of people across the province.

“We know that thousands of our community members need access to high quality, specialized cardiac care services, and that need is growing.”

*David Blodgett,
GMS President and
Chief Executive Officer*

DONOR SPOTLIGHT

STEWART GRAHAM & GILDA TRELEAVAN-GRAHAM

Stewart Graham was born and raised in Saskatchewan. His banking career took him out of province for a period of time and then he returned to Saskatchewan for a position in Regina in the late nineties. His first connection with the Hospitals of Regina Foundation (HRF) was as a part of a corporate donation during the 'Life is Worth Giving Campaign' that was raising money for the purchase of the first MRI in the province. That's when he became familiar with HRF.

Sadly, Stewart's first wife became ill with breast cancer. Her illness progressed and she was transferred to palliative care and passed away. During her time in the hospital, Stewart was very thankful for the staff who cared for his wife. This experience made him aware of all the services the hospitals provide to individuals and cemented his commitment to enhancing healthcare

Gilda Treleavan-Graham – who married Stewart just over nine years ago – shares a similar story. She was also born and raised in Saskatchewan, spending most of her life in the Nipawan area up until the late 80s when she and her first husband moved to Regina. Like Stewart's first wife, Gilda's first husband became ill and after spending time in the hospital, passed away. Gilda was very impressed by the kindness of the staff, remembering, "The services were top notch during that challenging time." Following this, Gilda became a HRF donor.

Separately, Gilda and Stewart had the profound experience of witnessing firsthand the services the hospital offers and became supporters of HRF. Together, they continue to hold healthcare in high esteem and remain committed to the cause. "I really don't know where the hospitals would be if they didn't have all those millions of dollars that the Foundation has raised," says Gilda.

"I really don't know where the hospitals would be if they didn't have all those millions of dollars that the Foundation has raised."

Gilda Treleavan-Graham

Stewart and Gilda have donated to several different areas within the hospitals including a new and exciting trial, the first of its kind in Canada: the Prostate Artery Embolization (PAE) trial for patients suffering from Benign Prostatic Hypertrophy, an enlargement of the prostate gland. Dr. Ahmed Farooq is one of the doctors leading the PAE trials. Gilda had such a positive experience as a patient of Dr. Farooq's that she and Stewart decided to invest in this cutting-edge research.

Recently they made another donation to the HRF, this time in support of the matching gift surgical campaign. "When we heard about the surgical campaign and what it could contribute to the hospitals, plus the opportunity to double our donation, we were excited to participate," says Stewart. *(Turn to page 4 to read more about this exciting campaign)*

Their continued support and ability to give back to the community is an accomplishment that they both are proud of. They are dedicated Rotarians, support their church and volunteer in many capacities including ringing the bells for the Salvation Army Christmas kettles.

Thanks to dedicated donors like Stewart and Gilda, Regina's hospitals can continue to offer patients the best care possible. The HRF is tremendously grateful to them and to all donors!



Stewart Graham and Gilda Treleavan-Graham

DONOR SPOTLIGHT

JUDY DAVIS GIVES BACK TO HONOUR A REWARDING CAREER THAT CHANGES LIVES

“I consider myself so fortunate to have been able to build a career that has left a lasting impact on my community,” says Judy Davis, reflecting on her 18 years working with Hospitals of Regina Foundation, including the last 10 years as its CEO.

With Judy moving on from HRF by the end of 2014, she took a moment to ponder her role in raising funds that have resulted in greatly improving the quality of healthcare for the people of Saskatchewan.

“It is immensely gratifying to do meaningful work that improves the lives of my family, friends, neighbours, community members...and will touch the lives of their children and grandchildren in the future.”

When Judy first joined HRF, her role was to inspire community members to leave behind a compassionate legacy for future generations by making the Hospitals of Regina Foundation the recipient of a gift in their will, or giving in other ways like donating the proceeds of an insurance policy. The Foundation had never promoted this kind of giving before, so Judy was breaking new ground.

GIFTS OF INSURANCE HAVE A LASTING IMPACT

You can leave your own mark on the quality of our local healthcare by making a gift of insurance to the Hospitals of Regina Foundation.

If you have a paid-up policy that has outlived its original purpose, you can easily donate it by making the Hospitals of Regina Foundation its *owner and beneficiary*, and get immediate tax relief. Or name the Foundation as its *beneficiary* to gain tax relief for your estate.

You can also purchase a new policy to make your gift, as Foundation CEO Judy Davis has.

To learn more, contact Jeanette Kelly at 306.781.7523 or at jeanette.kelly@hrf.sk.ca



Judy Davis with her grandchildren Adam, Owen and Lucia

“Our hospitals are providing high-quality care to our loved ones when they need it the most. Being a part of making this happen has been immensely rewarding for me.”

*Judy Davis, CEO
Hospitals of Regina Foundation*

Judy explains: “Because estate gifts are truly made from the heart, I felt I couldn’t talk authentically about this unless I had learned what it was like to make this kind of gift myself. So I went through the entire process of self-discovery, goal-setting and decision-making.

“After a lot of reflection, I purchased a life insurance policy and named the Hospitals of Regina Foundation to be its owner and beneficiary. Doing this 17 years ago when I was younger made the policy quite affordable. I also liked that in time, my donation would play a role by giving future generations one of the most caring gifts of all...the gift of health.

“Today, I feel even better about this donation because it is now a heartfelt way to honour the Foundation for a long career I have so dearly loved. It will also be a reflection of my thanks for the good care my family and friends receive from Regina’s hospitals, and for the future healthcare that our grandkids will receive.

“My heartfelt appreciation also goes out to everyone who has accompanied me on my 18-year journey with the Foundation by lending your own support. Every day I witness the results of our communal caring. Our hospitals are providing high-quality care to our loved ones when they need it the most. Being a part of making this happen has been immensely rewarding for me.”

JORDAN EBERLE IS BACK!

3RD ANNUAL EBERLE & FRIENDS GOLF CLASSIC

In just the first two years the Hospitals of Regina Foundation Eberle & Friends Golf Classic has raised over half a million dollars to purchase much needed equipment for sick kids.



Jordan speaks to the crowd at the Centre Ice Celebration

The plans for the 3rd Annual Eberle & Friends Golf Classic are underway. This year the funds will support the new High Acuity Area at the Regina General Hospital – an area that cares for children who require a high level of monitoring but do not require the subspecialists of an intensive care unit. This new High Acuity Area will offer children and their families the best care possible through smart and family focused room design; rooms that offer everything these children need to get back to their favourite room – the one in their own home.

**3rd Annual Eberle & Friends Golf Classic
presented by The Co-operators**

Wednesday, July 9, 2014

Centre Ice Celebration, Casino Regina

Thursday, July 10, 2014

Premiere Golf Tournament, Wascana Country Club

**For more information contact Sarah Fedirko at
306.781.7506 or at sarah.fedirko@hrf.sk.ca**

AN EVENING IN GREECE

A 20 YEAR COMMITMENT TO THE COMMUNITY

Thomas Siarkos is a pillar in the Regina Greek community and a member of the Regina chapter of the American Hellenic Education Progressive Association (AHEPA). Twenty years ago he suggested that the Greek community create an event to show their appreciation to the community at large, and An Evening in Greece (EIG) was born.

Over 800 people attend this unique event each year. Not only is the event brimming with Greek flair, with great care going into the Greek cuisine and entertainment, but EIG puts a spotlight on giving back. The most popular part of the evening is when everyone is invited to participate in breaking over 1000 plates in celebration.

To date, this fantastic event has raised over \$1.5 million! HRF has been the grateful beneficiary of over \$400,000

and was honoured to once again be included in the 2014 event. Funds from the 2014 event will refurbish selected waiting rooms in the hospital.

Opa!



2013 An Evening in Greece Committee and MC. Costa Maragos
Photo credit: Kiriako Iatridis

PHOTO GALLERY



1 She Sparkles Christmas Gala, hosted by Dutch Growers, raised \$12,000 for the Z99 Radiothon in support of the Neonatal Intensive Care Unit.

2 Michaela Markwart, Seeking Smiles founder, organized her second Teddy Bear Tea at the Hotel Saskatchewan to benefit children at the Wascana Rehabilitation Centre (WRC), raising over \$10,000. The proceeds will furnish a family room in the children's program at the WRC. Michaela was also presented with HRF's first Youth Ambassador's Certificate of Appreciation.

3 2nd annual November event hosted by Debra Duncan and Craig Adam from The Craig Adam Real Estate Team pictured with Judy Davis, HRF, raised \$12,500 for the Prostate Assessment Centre at the Pasqua Hospital.
Photo credit: Michael Lasko Photography

PHOTO GALLERY



1 Kory Sheets of the (Grey Cup Winning!) Saskatchewan Roughriders and his teammates hosted **Bowl with the Green & White Night**, raising \$10,000 for pediatrics at the RGH. Sarah Fedirko, HRF, stands with Kory Sheets.

2 Regina designer extraordinaire Dean Renwick rolled out the blue carpet, celebrating men's fashion and men's health by hosting the **Moustache Bash**. This fundraising fashion show raised \$10,000 in support of the Prostate Assessment Centre.

3 Did you know that the staff at **Moxie's Grill & Bar** deduct a portion of their pay cheque to support charity? They presented Jodi Johnston, HRF, with a cheque for \$7,000 for the Z99 Radiothon in support of the Neonatal Intensive Care Unit.

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WANT TO DOUBLE YOUR DONATION?

READ ABOUT OUR SURGICAL
CAMPAIGN ON PAGE 4!

#HRFmilliondollarmatch



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