



Municipality of West Grey
Christine Robinson, Mayor
402813 Grey Rd 4
RR2
Durham, ON N0G 1R0

December 15, 2020

Dear Mayor Robinson and West Grey Council members:

Thank you so very much for West Grey's past support for the Durham Hospital, with its recent gift of \$10,000 as well as one sponsorship of \$2,500 for the foundation's largest fundraising event, Boots and Bling Gala. Past gifts were instrumental in helping purchase medical and diagnostic equipment for the Durham Hospital, most recently a central cardiac monitor system. The fundraising goal for 2021 is \$175,000 to purchase a new ultrasound scanner for the diagnostic imaging department.

Background:

The Durham Hospital Foundation was established in 1997 to raise funds for the local hospital. Since 2005, the Foundation has provided more than \$1.4 M to the Durham Hospital to fund equipment and facilities and invested over \$340,000 for future health needs. The hospital serves a population, within its service area, of 16,400⁺ and over 10,000 seasonal visitors.

The Foundation is dependent on the generosity and commitment of donors to provide funding for the Durham Hospital; the provincial government only funds up to a maximum of 10% of new equipment costs, if approved. The Foundation's annual fundraising plan includes several special events, direct mail, newsletters, In Memorium and estate gifts, sponsorships and grant writing.

As you know, the Durham Medical Clinic's group of doctors (Family Health Network or FHN) is operating short-handed, due to the several retirements. One position remains unfilled, creating a large number of orphan patients who must depend on the ER for medical and health care. To that end, the Foundation has been spearheading recruitment efforts, is working with several professional organizations and attends several recruitment events each year.

We have been successful in attracting medical students to the area for 1-2 weeks at a time and medical residents looking for a 3 month rural, family medicine placement opportunity. The Foundation has paid for or provided accommodation for these students and offers area tours, hosts at least one meal event for students and doctors and presents the area in the best possible light. We also recruit locums, doctors who will cover another physicians' practice during vacation or provide weekend ER coverage.

With the expected population growth in the area and in consideration of the number of orphan patients that now visit the ER, the Foundation is preparing a request for consideration to the

Ministry of Health and Long Term Care for the Durham/ West Grey FHN to be approved for an 8th doctor.

These efforts incur staff time and expenses, which the Foundation has been covering. Some of these costs:

- 1) The Foundation provides up to \$52,000 in incentive payments per doctor over four years.
- 2) The Foundation pays between \$300- \$800 in fees for each recruitment event it sends staff to. This does not include mileage and accommodation costs.
- 3) The Foundation hosts students with meals and entertainment while here, approx. \$400.
- 4) Accommodation costs for students are approximately \$100/day
- 5) Staff costs for recruitment efforts amount to approximately \$700/ mo.
- 6) Marketing materials (pens, bags, notepads, banners) \$300/yr

Note: All these costs are now funded from rental income generated from the Durham Medical Clinic, owned and operated by the Durham Hospital Foundation.

Request for Support

- 1) This letter conveys a request for funding support of **\$12,500** in 2021 and going forward to help purchase an ultrasound scanner and meet ongoing and future capital equipment needs for the Durham Hospital.
- 2) The Foundation also requests sponsorship support for two annual events, in the amount of **\$2,500 each** to help promote and generate revenue from other business and members of the public. One such example is the annual Gala, which raised \$92,000 in 2018, \$103,000 in 2019 and \$70,000 in 2020 (the first virtual event!!)
- 3) The Foundation is also requesting one time funding support in the amount of **\$1,500** to pay for the creation of a website dedicated to physician recruitment for Durham and West Grey. There is also an opportunity for West Grey, Grey County and local businesses to promote events, attractions, benefits and business on the site.
- 4) Lastly, the Foundation is requesting financial and human resource assistance to support its work in physician recruitment.
 - a) Partial offsetting of staff recruitment costs, in the amount of **\$1,500/yr**
 - b) Cost-sharing of Ontario recruitment events, in the amount of **\$800/ yr**
 - c) Half the cost of hosting one event for students/ residents in the amount of **\$100/ yr**
 - d) West Grey to assist with funding 25% of physician recruitment/ retention incentive payments, where applicable. (At this time, incentive payments for new doctors are completed. New doctors will require funds for start up costs of \$12,000 and \$10,000/yr for 4 years. West Grey is being asked for **\$2,500/ yr** per doctor for the 4 year contracts.
 - e) West Grey to support any funding requests from Foundation to Grey County
 - f) West Grey to provide area promotional materials to use as handouts at the events

- g) West Grey to provide economic and development information to support Foundation's efforts in approved for 8th doctor.
- h) West Grey councillors to help host/ tour visiting students and doctors

Rationale:

A strong and viable hospital is so important to the area, not only in providing quality primary and emergency care to residents but is one of the key factors in businesses choosing to locate here and for people looking to move to the area. Both of these elements are critical to the growth and viability of Durham and West Grey and the presence of a local hospital is a large part of their considerations. In order to ensure a modern, effective hospital, new technologically advanced medical equipment must be purchased to replace ageing, archaic pieces.

In addition, a sufficient number of physicians must be available to provide quality health care to all area residents, without stressing any doctor with an overly large roster or allowing a large number of orphan patients to seek care at a busy ER or, even worse to not seek medical care at all. It is important to maintain the number of physicians we are licensed for, and to prepare for the future needs of the community by succession planning and recruitment.

As the Durham Hospital serves residents throughout West Grey, it is hoped that West Grey will direct a small amount per resident or taxpayer to help fund local health care and recruit physicians. Most, if not all municipalities provide funding and resources to local hospitals and recruitment efforts.

Corporate Recognition Opportunities:

West Grey may be recognized on a dedicated wall element, on the Foundation's website and social media and in the annual Impact Report. A 'hot link' may be provided to your corporate webpage and West Grey may use this Foundation's logo and project information in its own promotional materials. All required paperwork will be provided. The Board is happy to consider other opportunities for recognition that the Municipality of West Grey may prefer.

Please consider this request for support with generosity, the health of our community depends on support from local, caring donors and community partners.

Respectfully,



Rajinder Rajput, Chair and President



Anne Marie Watson, Executive Director