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# Foundation Matters

VOL. 1 - ISSUE 1

Your Link To The Wood's Homes Foundation

JANUARY-MARCH 2008

## Sod-turning set for spring as campaign nears goal

The Wood's Homes Capital Campaign is reaping huge rewards.

As of early February, more than \$5.7 million of the \$8-million goal has been reached, with thanks to honorary chairman Lou MacEachern and a dedicated team of staff and volunteers.

Construction and renovation of our new Children's Mental Health Centre at the Parkdale campus is slated for spring. Watch for notice of the official sod-turning.

The health centre will house more space for therapeutic services and safe, respectful meeting places for youth and their families. An Art and Play Therapy space will be introduced, as will additional training rooms, meeting spaces and offices.

Our thanks go out to all the volunteers, donors and supporters for helping us achieve this milestone, and for their continuing work in raising the outstanding \$2.3 million.



**SURPRISE PAPER DELIVERY:** Susan Fordyce of the Foundation and Madelyn McDonald, manager of EXIT were thrilled to get twice what they expected from the Calgary Herald's annual Christmas fundraising drive.

## Herald campaign delivers \$171,435.14

Albertans contributed more than \$171,435 to Wood's Homes through the annual Calgary Herald Christmas Fund campaign.

In total, \$2.4 million was raised - twice the expected amount after an anonymous donor matched the initial amount of \$1.2 million.

The news brought tears to the eyes of 14 agency representatives that shared the pot. The Herald ran

photos of several recipients including Terry Schmalz, Foundation Board member; Peter Wittig, Wood's Homes Director; and Madelyn McDonald, manager of EXIT, the program recipient.

"We feel truly blessed to have been chosen by your selection committee . . ." Schmalz wrote in a thank you letter to Herald Publisher Malcolm Kirk.

## BIRTHDAY TREAT

## 13-year-olds give up gifts to help others

Three Calgary teenage girls traded birthday presents for holiday spirit at Christmas, asking party guests to donate to Wood's Homes in lieu of gifts.

Mariana Alston; Mary Schidlowsky; and Zoe Bethune, who celebrated their 13th birthdays early December, asked friends and family to make donations. They raised \$1,270.

"We are young people who enjoy so much in life and we wanted to give something to others who are less fortunate," said the students at Calgary French & International School.

The money will go to Wood's Homes EXIT program, helping homeless young people.



Accredited as an adherent to **Imagine Canada's** Ethical Fundraising and Financial Accountability Code. Information on the code can be found at [www.imaginecanada.ca](http://www.imaginecanada.ca)

## WOOD'S HOMES FOUNDATION BOARD MEMBERS



Chair Terry Cotton



Ian Bock



Martin Chambers



Mary Commo



Neil Gregory



Ernie Kapitzka



Terry Schmalz



Kevin Screpnechuk

# Pinocchio was a 'real' charmer

Pinocchio, a troubled child who learns the lessons of love, forgiveness and perseverance, led us through his world for just one night last September at Wood's Homes 10th annual Children's Benefit Gala Dinner.

The event, held at Hyatt Regency Calgary, introduced several new sponsors to Wood's Homes along with new guests and donors.

Morning show anchors Angela Kokott and Bruce McAllister of Global Calgary, hosted the evening's activities which raised more than \$115,000.

A touching digital story created by Wood's Homes CEO Jane Matheson, along

## 10th ANNUAL BENEFIT DINNER

with a Global documentary about the life experience of a Wood's Homes client, moved many guests to tears.

Also new this year were informational banners that promoted eight programs at Wood's Homes, encouraging guests to make direct pledges.

Dinner Chair Heather Heasman became the lucky owner of a stunning diamond bracelet provided for auction by Calgary Jewellery.

Thanks go out to our generous sponsors: Canada Safeway Foundation; Hyatt Regency Calgary; Peter the Plantman; Fort Calgary Re-sources Ltd.; Tristone Capital; ARC Financial Corp.; Fidelity Investments; Canetic Resources Trust; Western Securities; Goldman Sachs; and Michael and Renae Tims. A big thank you as well to the volunteers and supporters, without whom these events would not be possible.



### SAVE THE DATE

**5th Annual  
Lethbridge Benefit  
Dinner: April 19**  
TICKETS:  
403-317-1777

**11th Annual  
Calgary Benefit  
Dinner: Sept. 20th**  
TICKETS:  
403-270-1724

## New ways to give to the Foundation

There are many ways to make a gift to Wood's Homes.

With increasing demands for your support, it is important to take the time to determine how to make the best gift - one that provides maximum benefit to the community within your capacity to give.

You can donate by major credit card, cheque, or by visiting us at [www.woodshomes.ca](http://www.woodshomes.ca)

While online, you can make a one-time gift or set up a regular withdrawal directly from your bank account or from your credit card.

Due to recent changes to income tax rules, donations of publicly traded, appreciated securities will give you immediate benefits including tax credits and elimination of capital gains taxes. This gives you a charitable income tax deduction for the full fair market value of the donation. Securities gifts can also be included in your will and estate.

## Meet the Foundation Team



Photo by Kevin Michalcheon

Celebrating at the Service Recognition Awards night in November are (L-R back row): Susan Mate, communications assistant; Sylvia MacIver, Communications Manager; Susan Fordyce, Foundation Fund Development Officer; Leah Soveran and Jillian Christensen, administrative assistants.

## Soggy skies fail to sink spirits at golf tourney

For those of us who were there, last June 25 will be forever ingrained in our memory: It was a wickedly cold and rainy day for summertime in Calgary. But that didn't stop an intrepid band of men and women who worked their way around the 18 holes at Pinebrook Golf and Country Club at our 7th Annual Wood's Homes Foundation Golf Tournament.

Sponsors, friends, guests and 128 golfers took part to raise more than \$160,000 for our agency. Thanks go to Wellco Energy Services (Title and Cart Sponsor); Imagewear (1st Place Team Prize and Tee Gift Sponsor); all of the companies that sponsored teams; and of course our many volunteers.

This event pushed total revenues for the tournament to more than \$1 million over the past seven years, with many thanks to Foundation Board member Ernie Kapitzka. Sponsorship opportunities and team application forms are now available for this year's event. Email Susan Fordyce: [susan.fordyce@woodshomes.ca](mailto:susan.fordyce@woodshomes.ca)

### SAVE THE DATE

The 8th Annual  
Foundation Invitational  
Pinebrook Golf &  
Country Club  
June 23

Call Susan Fordyce  
at 403-270-1724

## LEAVE A LEGACY

The **Tomorrow Society** recognizes and honours those who have included The Wood's Homes Foundation in their estate plans with a future gift through a bequest, life insurance or trust arrangement, or have made an outright endowment gift to the foundation.

The benefits of giving are immediate: You become eligible for tax and estate planning advantages; you ensure the continued presence of Wood's Homes in our community and most importantly, you help build a better tomorrow for Alberta's most troubled children.

Specialists are available to fully explain each of these gift plans and help you meet your financial desires.

### DONATE NOW:

For information contact:  
Susan Fordyce, 270-1724  
susan.fordyce@woodshomes.ca  
**Wood's Homes Foundation**  
805 37 St. NW,  
Calgary, AB T2N 4N8  
[www.woodshomes.ca](http://www.woodshomes.ca)

### BE A VOLUNTEER

Wood's Homes offers a number of different volunteer opportunities ranging from program support to help at fundraising events. If you're interested, please visit [www.woodshomes.ca](http://www.woodshomes.ca) for more information.

# His dream: \$10-million endowment

**T**erry Cotton decided to have lunch with Bill Roberts, former executive director of the Wood's Homes Foundation and

the rest, as they say, is history. He's been with the Foundation ever since.

Born in 1944

in Gaspe, Que., Terry has been married for 38 years to Linda Madonna. He worked

as a banker for 37 years and spent an additional six years working part-time with Macleod-Dixon.

**Q.** The last book I read was?

**A.** *Into the Wild* by John Krakauer

**Q.** Favourite restaurant?

**A.** Spolumbo's for lunch/Il Sogno in Bridgeland for dinners.

**Q.** Best part of working with Wood's Homes?

**A.** Staff dedication.



with **TERRY COTTON**,  
Foundation Chairman



**Q.** My perfect Kodak moment?

**A.** Dinner with friends at La Giummara in Salemi, Sicily

**Q.** I can't stand it when . . . ?

**A.** When people say 'Who are you'?

**Q.** Favourite holiday destination?

**A.** Barbados.

**Q.** Dream for the Wood's Homes Foundation?

**A.** \$10-million endowment

**Q.** Stranded on a desert island, three things I couldn't live without are?

**A.** Linda, Linda, Linda.

**Q.** My epitaph?

**A.** "He tried."

# Ignoring mental disorders costly and short-sighted

**P**retending that mental disorders are not diseases that need treatment and, like any other malady, early intervention and prevention to minimize symptoms and long-term effects – is foolhardy and expensive.

The statistics are troubling, yet they support why the children's mental health services we offer are so crucial, and successful.

- The estimated total burden of \$14.4 billion (at minimum) places mental health problems among the costliest conditions in Canada (second only to cardiovascular disease).

- Two-thirds of people with mental disorders never seek treatment – even though 60-80 per cent report improvement with interventions.

- In 2004, 440 Albertans committed suicide. For every suicide, there are about 100 attempts. The cost of suicide to the Alberta economy is \$755 million every year.

- One in four Canadians suffers from a mental

## MESSAGE FROM THE CEO

disorder or distress. Countless other family members, friends and co-workers are affected by this illness but are not included in this number.

- Canadians with untreated mental illness use the health care system four times more than other Canadians, stay longer, and one in three will be re-admitted each year.

Nipping problems in the bud – paying attention in the early days and using treatment services to stop problems before they begin, or identify challenges, makes good business sense.

Paying attention to that 14-year-old who is behaving strangely (the one who is obviously troubled by something and acting it out) not only makes emotional sense but good economic sense. It costs five times as much to keep people in a psychiatric hospital than to support them in the community. This is what families

pay to access the services of Wood's Homes:

- Calling the Community Resource Team for advice at 2 a.m.: \$0
- A visit to the Eastside Family Centre (Mon-Sat): \$0
- A five-day crisis stay in Stabilization (including school): \$0
- Residential treatment for a serious problem for four months: \$0
- Now, the Wood's Homes operational costs:
- One home visit or crisis conversation: \$25
- One psychological session at the Family Centre: \$20-\$80
- Five days in Stabilization: about \$1,500.
- Four months of residential treatment: \$36,000

Twenty two out of 26 youth who resided in the Exceptional Needs program for four to six months in 2004-2005 (after a lengthy hospital stay) now live at home and attend their regular school.

- Jane Matheson

## UNITED WAY

# Thanks to us!

The staff at Wood's Homes earned a huge congratulations from the United Way for pledges made to the 2007 campaign.

Our pledges resulted in an increase of 24-per-cent over 2006.

Thank you to all those who contributed.

### 2007

**Total overall:** \$13,442

**Donors:** 81

**Avg. donation:** \$166

**Participation rate:** 42%

### 2006

**Total Raised:** \$10,965

**Donors:** 30

**Avg. Donation:** \$366

**Participation rate:** 15%

# Staff at work on accreditation

Wood's Homes participates in an accreditation process that results in a survey every three years with the Canadian Council on Health Services Accreditation.

Accreditation surveyors are chosen from a who's who of CEOs and senior staff across Canada working in the health field.

The surveyors, who spend a few days at Wood's Homes seeing the work we do and making suggestions for improvement, write a report summarizing their findings for us to use over the next three years in our continuous quality improvement efforts.

This year's process uses online questionnaires about the way we deliver services and how we experience our workplace. Managers and nurses completed four questionnaires, frontline staff completed two, Board members completed two, and our CEO Jane Matheson completed six! We will receive reports this month, helping us to prepare for a site visit by surveyors June 1-4. Wood's Homes' accreditation team includes: Jane Matheson, Director Susan Gardiner, Clinical Co-ordinator Nancy McElheran and Research Associate Director Ann Lawson.



# Spring Appeal targets new donors

Wood's Homes Foundation is always working to recruit new friends and donors. We will soon send out our 'Spring Appeal' literature to people who have little or no knowledge of Wood's Homes.

In order to continue sustaining our programs and introduce new ones, we need to increase the number of new supporters to supplement donations.

If you have a friend, relative or acquaintance who you think would like to know more about Wood's Homes and who might like to support our efforts, please contact the Foundation office and we'll make sure they are mailed a copy of the 'Spring Appeal'.

This appeal will not go out to our current donors, whose generosity has helped build a strong foundation and we appreciate your ongoing support.

## WOOD'S HOMES WISH LIST

Wood's Homes is always in need of items for its young clients and their families. If you have any extras of the following, or you know someone who might also be interested in donating to us, please call the Communications Department at (403) 270-1768.

**Transit tickets**

**Computers**

**Bedding - sheets, pillows, comforters**

**Pots and pans with covers**

**Mixing bowls, measuring spoons and cups**

**Heavy duty vacuums,**

**Bookshelves**

**Footballs, basketballs**

**Televisions**

**Office chairs**

**Books, puzzles, games**

**Craft supplies**

**Camping supplies**

**Couch, loveseat,**

**End tables**

**Rubbermaid containers**

**Socks, socks, socks**

**Mittens, toques, coats**

**Toiletries: All kinds**

## FOUNDATION MATTERS

This newsletter is the voice of the Wood's Homes Foundation. It is published twice a year (winter & summer) and is distributed to board members, funders and other supporters. Your input is important and encouraged.

For information, contact:  
Susan Fordyce at 270-1724 or  
[susan.fordyce@woodshomes.ca](mailto:susan.fordyce@woodshomes.ca)

## MISSION STATEMENT

To maintain sustainable funding to support vital services for children, youth and families and create the long-term financial stability essential to advance Wood's Homes profile in the community as a recognized leader in innovative programs.

The Wood's Homes Foundation seeks out and encourages individual and corporate donor support, while constructing strong relationships for the future.

We give you an opportunity to make a difference in the lives that follow.

