NEO KIDS FOUNDATION
STRATEGIC PLAN
2018-2022
TO NEO KIDS FOUNDATION SUPPORTERS:

THANK YOU!

NEO KIDS FOUNDATION WOULD NOT EXIST WITHOUT YOUR GENEROSITY.

Whether you have given financially, attended an event or hosted one on your own - you are making a difference. You have lent your voice that says, “we want NEO Kids Now in our community.” We know the impact that travel has on our children and families to receive the care that they need. The question is, why can’t it be provided here, closer to home?

We are rallying our communities to come together in support of better access to care for the future of our children.

We are grateful to everyone who has supported our NEO Kids and who continue to support us. You have made a difference for so many.

The time for change is NOW. We have seen tremendous growth in pediatric services at Health Sciences North and you can continue to grow with us. We are optimistic that this momentum of growth will meet our needs in the future.

Thank you!
Dear NEO Kids Supporters,

NEO Kids Foundation has had a great first year of progress and accomplishments that we can all be proud of. Whether you are a board or staff member, donor, sponsor of one of our many successful events or advocate for NEO Kids in the community - thank you and congratulations on a great year of accomplishments.

Together we established a strong staff and board that are committed to the goals of NEO Kids Foundation and who strive for excellence in everything they do. We have held our first strategic planning session outlining our goals and objectives for the three to five years ahead, which are outlined in the next few pages. NEO Kids Foundation received its charitable status number from the Canada Revenue Agency, ensuring accountability and transparency in our operations.

And impressively, we have raised almost $4 million dollars in our first year to help the children of Northeastern Ontario receive treatment closer to home. We have engaged major donors who have never contributed to health care in Sudbury before. We have launched new events that have raised significant funds and our profile in Greater Sudbury making NEO Kids Foundation the talk of the town.

On the advocacy front, with your support we have created positive momentum that has been noticed by community leaders in business, government and other charitable organizations. Looking ahead we are committed to raising the dollars and community support required to make the new NEO Kids health centre a priority and to provide funding for the current programs and needs of NEO Kids here at Health Sciences North.

Thank you for your support and we look forward to engaging with you in the near future.

Mick Weaver,
Board Chair
NEO Kids Foundation Board Chair
"The time is right now to focus on our youngest citizens. To rally together with political will and resources and with community support to treat our sick kids closer to home. To pay as much attention to their health care needs as we do to their educational and leisure needs."

- Rick Bartolucci, NKF Board Member and Former Sudbury MPP

What is NEO Kids Foundation?

NEO Kids Foundation is the fundraising vehicle for all pediatric services at Health Sciences North known as the NEO Kids and Family Program, which includes the Birthing Centre, Neonatal Intensive Care Unit (NICU), Pediatrics, NEO Kids Outpatient Clinics, Children’s Treatment Centre and, the Violence Intervention and Prevention Program.

NEO Kids Foundation is dedicated to building awareness for children’s care needs and raising funds for services, equipment and research to help our youngest and most vulnerable patients.

Children need their own voice in health care, champions to herald their health care rights, and resources to help treat their unique medical needs, especially in Northern Ontario.

The goal of NEO Kids is to ensure as many children as possible stay in Northeastern Ontario to get the care they need, in a child-and-youth-centred environment that promotes health and well-being.

Healthier children, more support for families and better access to care for our most vulnerable citizens is the first and foremost goal of NEO Kids Foundation.
WHY

NEO KIDS NOW

Every hour of every day a child and their family leaves the North to receive care elsewhere.

NEO Kids - A model of care that will last a lifetime

The NEO Kids model of care will bring the highest quality, most innovative medical care to our children. With support from our community, the existing pediatric services offered will be extended to include leading edge technology and the highest standard of care for children with complex medical conditions.

Children in Northeastern Ontario deserve the same level of treatment and care afforded to children in other parts of the province.

BENEFITS OF NEO KIDS

- Increase in services available
- More comprehensive children’s health care in the northeast
- Fewer children and families have to leave for care
- Reduced wait times for services
- Helps attract and retain medical professionals

The truth is that children are not small adults. And yet, too often the health care system, either by design or through a lack of appropriate resources, treats them as such.
OUR MISSION

We raise funds to support the health of children in the North.

OUR VISION

We want our children cared for closer to home.

OUR VALUES

Trust: Build relationships based on trust and accountability.

Kindness: Compassion and empathy is embedded in everything we do.

Family: Foster a community to form a healthier future.
NEO KIDS FOUNDATION
AREAS OF RESPONSIBILITY

- We provide support for families through our programs and fundraising.
- We raise funds to purchase vital pieces of equipment.
- Community engagement
- Advocacy and awareness
- Alignment with the HSN Strategic Plan and Population Health.
- Accountability to our donors.
NEO KIDS FOUNDATION

STRATEGIC PRIORITIES

Financial health and building sustainability

*Creating a bright future now and in the years to come*

- Ensuring operational efficiencies
- Strategically investing our funds
- Generating innovative revenue streams

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Supporting the innovation of children’s health care

*Our funding priorities will be focused on the following areas*

- Equipment
- Research
- Teaching
### NEO KIDS FOUNDATION

#### STRATEGIC PRIORITIES

**Fostering Relationships**

*Build broad support and commitment to NKF from our communities*

- Ambassadors
- Corporate engagement
- Donor relationships

**Best Practice Focused**

*Setting a standard of excellence*

- Transparency
- Accountability for donor funds
- Developing our people
OUR ALIGNMENT WITH HEALTH SCIENCES NORTH’S STRATEGIC PLAN

The starting point must always be the patient.

The statement was the foundational driver for Health Sciences North as it developed its strategic plan and set the path for its direction from 2013-2018.

That same statement was the driving force behind the development of NEO Kids Foundation’s strategic plan for 2018-2022. As HSN’s foundation for children’s health care it is important that NEO Kids Foundation embodies similar drivers and priorities.

NEO Kids Foundation is the fundraising vehicle for all pediatric services at HSN. It raises funds for the diversified needs of the NEO Kids and Family Program including equipment, research and teaching. NEO Kids Foundation is ensuring that Health Sciences North is providing the best care for its smallest and most vulnerable patients.

Aligning with HSN’s strategic plan is pivotal to a cohesive and fluid approach to the work we do every day - from the foundation to the front line staff of the NEO Kids and Family Program. Through our mission, vision and values as well as our strategic priorities, we are aligning ourselves with HSN’s three strategic priorities:
1. Excellence in evidence-based care

- As new medical technology and equipment arises and older equipment comes in disrepair, NEO Kids Foundation provides the financial support to ensure that our patients are being treated with the most current and innovative equipment within the limits of available resources. This ensures that our patients are being cared for in a safe and patient-centred environment.

- Children are not small adults and cannot be treated as such. Children need to be treated in a facility that is designed for them and in a place that is closer to home. Statistically Northeastern Ontario children have poorer rates of health than those compared to the rest of Ontario. Our patients have unique needs that are treated in unique ways. NEO Kids Foundation will continue to advocate for the needs of the children and families of Northeastern Ontario.

- We want to ensure that the additional trauma of travel to receive care is minimized for our families. The additional stress - financially, physically and mentally - that our families endure to receive care only further burdens our families and places additional strain on patients.

2. Innovators

- We will set a standard of excellence that will ensure operational efficiencies through unique and innovative revenue streams.

- We want to create a facility that attracts and retains top talent in pediatric medicine and research. By providing HSN with the financial support to expand the NEO Kids and Family Program facility, our vision is to provide a space that will facilitate the much needed expertise to care for our children.

- Providing shared knowledge opportunities for NEO Kids and Family staff through the investment in our health care providers. Investing in our people is an investment in our patients.

3. Leaders in care transitions

- Ensuring that more children are treated close to home to provide better access to care within HSN’s walls and beyond. We want to assist HSN in providing care to patients where and when they need it.

- Engaging our patients, families and stakeholders to assist in providing seamless care delivery.
"...Your proposal provides an opportunity for more care to be delivered closer to home for families in Northern Ontario... Ontario’s child and youth population is growing - and its needs are changing. Your innovative proposal is about addressing those changes..."
- Alex Munter
President and CEO, CHEO

Laurentian University gives its “full support of the North Eastern Ontario Health Centre for Kids (NEO Kids) initiative... This vital health care project will mean that children in our community will have better access to the care they need in an environment that is best suited to them.”
- Dominic Giroux
President and Vice-Chancellor
Laurentian University

“...The opportunity to bring together services would allow much more integrated service delivery. It would also allow much more flexible program design and better communication across all components of the service continuum. We believe, as you do, that care should be delivered close to home whenever possible.”
- Michael Apkon
President and CEO, SickKids

“...The NEO Kids building will attract medical experts to support health care from local, remote, rural and underserviced communities. This would increase the capacity for pediatric training for medical students, residents and other learners at NOSM.”
- Dr. David Marsh
Dean, Northern Ontario School of Medicine

The proposal to consolidate and expand all out patient services for children is both visionary and timely, given the Province's focus on healthy children and strategies around children's mental health and addiction.”
- Richard Joly
Chief Executive Officer, North East CCAC

“...The establishment of NEO Kids will have a huge and lasting impact on the lives of our children and their families. No longer will they have to travel hundreds of kilometres to the south to receive age appropriate care.
- Patrick Wedaseh Madahbee
Grand Council Grand Chief, Anishnabek Nation

“I look forward to further development of this important capital project and can assure you of our organization’s ongoing support as it moves through the various planning stages...”
- Derek Graham
President and CEO, Manitoulin Health Centre

“...This vital health care project will mean that children in our community will have better access to the care they need in an environment best suited to them.”
- Catherine Matheson
General Manager, Community Development
City of Greater Sudbury

“North Bay Regional Health Centre and the Service of Paediatrics all agreed to support this initiative, especially if we can enhance access to services.”
- Paul Heinrich
President and CEO
North Bay Regional Health Centre
Our goal is to design a facility that can care for the needs of our children in Northeastern Ontario that is closer to home.

**QUALITY AND SAFE PATIENT-CENTRED CARE**

We will invest in innovative technology and our people.

**ADVANCED RESEARCH AND EDUCATION**

**ACCOUNTABILITY TO ALL**

We are accountable to our donors, HSN, Northeastern Ontario and our stakeholders.
Advocating for the North

Dr. Murray is no stranger to the difficulties the stress of traveling for treatment can cause a child and their family. Born with a cleft palette, he underwent many surgeries traveling back and forth to Toronto with his family for appointments and operations.

Those experiences inspired Dr. Murray to become a pediatrician. After completing his residency at Sick Kids, he returned home to Sudbury. Since then, he has been advocating for better and more streamlined access to pediatric health care services for our community.

Outside of work, Dr. Murray is a huge sports fan and jumps at the chance of playing hockey whenever he can.

“NEO Kids is molding itself to serve the needs of the community, when those needs change, NEO Kids will follow suit. This is why it is so important, NEO Kids and its many programs are helping not only the current generation of young patients, but future generations will also be helped.”

- Dr. Sean Murray, Medical Director and Chief of Pediatrics, NEO Kids
After completing medical school, it made sense that Dr. Kumar ended up in the place that started it all; the City of Greater Sudbury. Working in Sudbury allows him the opportunity to use his expertise and skills to assist the community that helped shape him.

Growing up with a father who is also a pediatrician, Dr. Kumar always loved health and sciences, and learning how things worked. He also had a fascination with helping others, and felt that practicing medicine would be the perfect hybrid of his passions.

Dr. Kumar loves being a part of Greater Sudbury, and seeing his family grow alongside the community.

“Even when kids are very sick, they are always positive; something that I think adult patients can struggle with. There is a passion and a fight that is so admirable in children that comes out when they are going through treatment.”

- Dr. Gautam Kumar
 Pediatrician, NEO Kids
“Being a part of NEO Kids Foundation has been incredibly fulfilling and rewarding. Each day, I am amazed by the work that everyone at NEO Kids does - from front line to physicians - to better their patients lives. What is equally rewarding is seeing the community rally behind our children to build a brighter future for all.”

- Patricia Mills
President, NEO Kids Foundation
FROM PATIENT TO SUPPORTER

Diagnosed at the age of 10, Jalee lives with a rare form of Muscular Dystrophy. She has had multiple surgeries, contends with pain daily and struggles with the progression of her disease, but does not let it get the best of her.

She makes a point to stay positive and focused which she achieves by telling herself that there are kids out there with much greater hurdles and challenges.

Jalee would like to become a physiotherapist assistant so that she can help children like her. In 2017, she was the recipient of the Spirit of Sally Spence Awards (funded through donations in memory of Sally Spence) which she will use towards her tuition.

“\textit{I want to make a difference. Most of my life I spent traveling back and forth from Ottawa for treatment, missing school, my family and friends. We were so grateful that NEO Kids was able to offer clinics with visiting specialists - who was the one I had visited all my life. This helped me and my family tremendously. This is why I want to make a difference and hope that more clinics can be offered to help more kids.}”

- Jalee

NEO Kids Patient and Supporter
Anne Henri, a beloved NEO Kids nurse, sadly passed away in December 2015. To celebrate her life, Anne’s cousin, Lianne Henri, climbed to one of the highest peaks in the world. Along her journey, she raised money in support of NEO Kids, a special place to Anne and a cause the Henri family is passionate about.

Anne loved caring for the many patients who came through the clinics during her time there.

To honour her memory, Lianne completed a 12 day expedition to Nepal where she trekked up to the Everest Base Camp, a staggering 5,545 meters in height. Lianne created a Go Fund Me page where she shared the journey she was undertaking. A touching tribute to her cousin and the legacy she has left at NEO Kids.

“Anne was a beautiful person who loved people unconditionally. She touched the lives of so many, and always inspired me to give back. I wanted to honour not only my cousin, but the passion she had for children and NEO Kids.”

- Lianne Henri
NEO Kids Supporter
When Austin first arrived at NEO Kids his infectious smile, curious nature and curly hair instantly captured the hearts of the staff on the pediatric unit.

Austin spent many days, nights and weeks on the pediatric unit receiving the care he needed with detail and the utmost attention to his needs.

He was able to receive the care he needed in Sudbury, which allowed his family to maintain as much of a normal life as they could for Austin’s older sister and their family.

With donations, NEO Kids was able to ensure that the best equipment was available to care for his needs - he also loved the toys and crafts he received to pass the time.

“When Austin was sick, it was a difficult time for all of us. As a parent, you never want to see your child in a hospital. It is a scary time, but you must be collected for your child. We are grateful for the wonderful care Austin received at NEO Kids and are thankful to everyone that cared for him during this time”

- Brittnie
Mother of NEO Kids patient
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