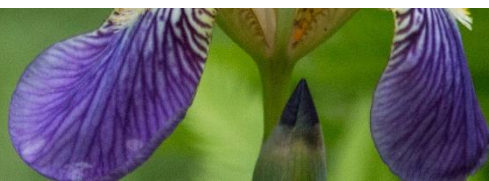




# Palliative Manitoba Annual Report 2020-2021



# ABOUT PALLIATIVE MANITOBA



Palliative Manitoba is a registered charity focused on easing the suffering of the dying and the bereaved.

Serving as a vital resource for individuals, families and caregivers, Palliative Manitoba provides programs, services, education, and information to lessen the inevitable stress during life's final journey. Palliative Manitoba partners with like-minded agencies and health care providers throughout the province and speaks on behalf of the palliative care community and its stakeholders.

Our programs and services are aimed at supporting individuals and their families in different ways; first as a resource when they are learning about palliative care, next as they move through their palliative journey to their loved one's death. Our support for adults and children continues through the grief process, during telephone conversations, support groups, in grief seminars and via monthly bereavement messages.

While our main goal is to ease suffering and improve life until its end, Palliative Manitoba also aims to enhance the profile and understanding of palliative care in the province. We identify gaps in knowledge and services and set out to fill them.

## MISSION

Palliative Manitoba eases the suffering of the dying, the bereaved and caregivers, through supportive services and education.

## VALUES

### Compassion:

We recognize each individual with empathy, focus and kindness.

### Collaboration:

We work with individuals, families and other organizations to broaden and enhance the services we provide.

### Integrity:

We act with authenticity, dependability and urgency in serving the needs of each individual.

## VISION

People throughout Manitoba are connected with information and support when facing death or grief.

### Nurturance:

We provide individualized care and support in an accepting, respectful and safe manner as allies and advocates.

### Adaptive:

We strive to improve, learn and grow as individuals and an organization so that we can have meaningful impact on every life that we touch.



## MESSAGE FROM THE PRESIDENT & EXECUTIVE DIRECTOR

What words can we possibly use to describe the year that's been? Unprecedented. Challenging. Tragic. These are only three of many that come to mind as we sit down to write our annual message. On behalf of the Board of Directors, the Team, and Volunteers of Palliative Manitoba, we would like to acknowledge individuals who died, their loved ones who were not able to be with them, and those who are grieving and unable to say good-bye in traditional ways. We recognize how difficult this past year has been and know that the grieving process will ebb and flow as we try to reconcile the deaths and losses experienced during this challenging year.

The pandemic has forced us at Palliative Manitoba to offer many of our services in ways we hadn't considered, or in ways that made us step out of our comfort zone. Volunteer visitors have been providing visits using online platforms; the team is providing education on Zoom; and we're working from home. We recognize that we prefer providing our education and services in-person, but we wanted to continue providing these in a safe way. Quickly, we realized the benefit of offering our services on-line. Moving on-line allowed us to reach Manitobans that wouldn't normally be able to participate in our education. This has provided us the ability to connect with individuals who weren't able to travel to Winnipeg to learn more about palliative care and the services we provide. It's a big step towards reaching our strategic objective of expanding Palliative Manitoba's services provincially.

We want to recognize the staff and volunteers at Palliative Manitoba – they have adapted and continued to ease the suffering of the dying and bereaved during the pandemic. Not only have they adapted – they have been creative! Without their creativity and ingenuity we wouldn't have made the strides toward our strategic plan. In what's been a difficult year on so many levels, the staff and volunteers have risen to the challenge and went above and beyond to support grieving and dying individuals.

Palliative Manitoba said good-bye to longtime board member, and Past President Kim Grant who completed her board term. Kim has been a steady presence, and we are so grateful for her leadership. We will miss her presence, though the positive impact she had will always remain. As we say goodbye to Kim, we graciously welcome three new board members: Paul Carriere; Michael Kleiman and Sherry Ritchot. We look forward to working with them and are thrilled that out of many worthy charities and non-profit organizations, they chose to support Palliative Manitoba.



The new year will allow us to review what we've achieved in our strategic plan and develop new goals for the next few years. While we don't know what tomorrow holds, we do know that we will continue to serve our clients with compassion, collaboration, integrity, nurturance; and adapt to their changing needs.

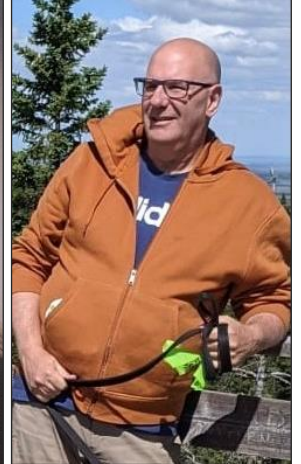
Sincerely,

Shawn Bjornsson  
President

Jennifer Gurke  
Executive Director



## BOARD OF DIRECTORS



### TOP ROW: left to right

Shawn Bjornsson, President  
Paul Carriere, Director  
Greg Connor, Treasurer  
Nadine Henriquez, Director  
Michael Kleiman, Director

### BOTTOM ROW: left to right

Gerry Oleman, Director  
Brandon Powell, Vice-President  
Sherry Ritchot, Director  
Wayne Sandler, Director  
Genevieve Thompson, Director



## STAFF



TOP ROW: left to right

**Mike Goldberg**  
Community Outreach &  
Educational Coordinator

**Lindsay Felstead**  
Fundraising Coordinator

**Elesio Lasuba**  
Finance Coordinator

MIDDLE ROW: left to right

**Carole Dufault**  
End of Life  
Volunteer Coordinator

**Jennifer Gurke**  
Executive Director

**Michelle Towle**  
Administrative Assistant

BOTTOM ROW: left to right

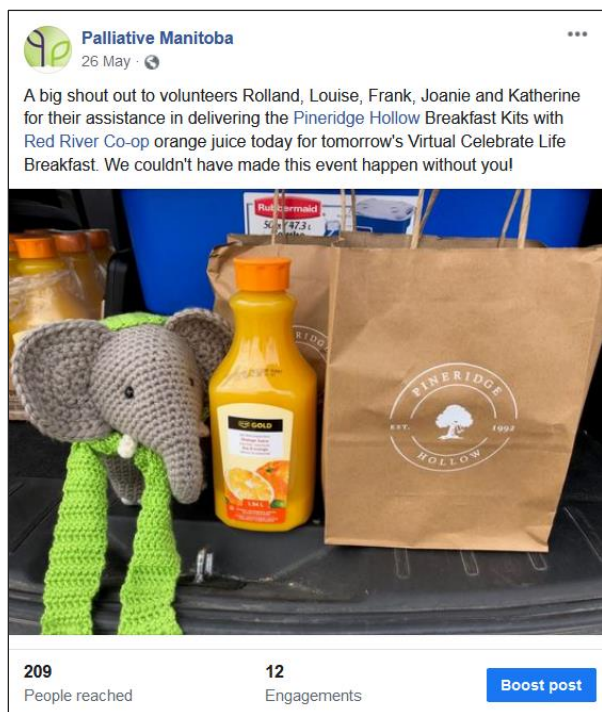
**Cindy Charette**  
Bereavement  
Volunteer Coordinator

**Tiana Pretula**  
Program Services  
Coordinator



## WELCOME EMERY – THE ELEPHANT IN THE ROOM

We live in a death-denying culture and talking about palliative care when a loved one is ill can be difficult and frightening. Prevailing misconceptions stating that discussing palliative care will hasten death or that the care team is giving up prevent this important conversation from happening. By talking about the **Elephant in the Room**, we can encourage conversations and move past this healthcare taboo.



Beyond the common adage mentioned above and the fact that **elephants never forget**, the link between this amazing animal and Palliative Manitoba's mission goes deeper. The largest land mammal in the world, elephants in the wild have been observed displaying complex emotions such as sadness, joy, compassion and loss and show instinctive mourning behaviours and grief rituals. They remain with a dying herd member until death and stay for days afterward. They revisit locations where a member died for years following the loss and, when they come upon the bones of another elephant, they gather, handle the bones with their trunks and have even been observed teaching their calves this behaviour.

Emery will serve as an ice breaker for difficult conversations. As restrictions ease and we return to in-person activities, Emery will be seen at resource booths, grief seminars and educational sessions. When we are able to host the Kids/Teens Grieve Too programs in person, Emery can be a confidential grief companion. Until then, be sure to follow our Facebook page and try to spot our little friend as the pachyderm appears in posts!



## SUPPORTERS



### MAJOR DONORS

**THANK YOU** to everyone who contributed to the promotion of compassionate care for all Manitobans touched by life-threatening conditions or bereavement by supporting Palliative Manitoba. The following support was received between April 1, 2020 – March 31, 2021. We greatly appreciate each gift and we have made every effort to ensure the accuracy of this listing.

The Asper Foundation

Bob Brennan

Donald Campbell

Canadian Virtual Hospice

Alan Dunnett

Estate of Retis Murial Hasenpflug

Fast Family Foundation Inc.

Karen Fletcher

Friends Funeral Service

FWS Group of Companies

Brenda & Kelly Hearson

Johnston Group

Daniel & Lilian Bonin

Kathleen MacIver

Barbara Main

George McKay

Patti Merrett

Les Missionnaires Oblates de Saint-Boniface

The Order of St. Lazarus of Jerusalem

Pat Peterson

Pipestar International Inc.

Frank Plett

Ron Paul Garden Centre

Peter Scheerle

Sisters of the Holy Names of Jesus & Mary

St. John Brebeuf Parish

St. Mary the Protectress Millennium Villa Inc.

Shirley Twerdun

Wawanesa Mutual Insurance Company

### GRANTS

The Winnipeg Foundation

United Way of Winnipeg

Million Dollar Round Table Foundation Canada

Jewish Foundation of Manitoba

### ANNUAL FUNDING

United Way of Winnipeg

Winnipeg Regional

Health Authority



**United Way**  
**Winnipeg**



Winnipeg Regional  
Health Authority  
Office régional de la  
santé de Winnipeg

*Caring for Health  
À l'écoute de notre santé*



### VOLUNTEER VISITING SERVICE

With our in person visiting services suspended for most of 2020-2021 our volunteers got creative in finding ways to stay in contact with their matches by phone, email, Facebook and Zoom through the pandemic. There were several deliveries of small gifts and treats, and we managed to distribute some beautiful blankets, hand crafted by volunteers, to people with life-limiting illnesses in our community. Fortunately, there were opportunities for some outside visiting and in one special case, the volunteer was able to actively visit throughout the pandemic, which helped to ensure that the individual was able to maintain their independence during this challenging year.

### TELEPHONE BEREAVEMENT SUPPORT

The pandemic had an enormous impact on Telephone Bereavement Support program (TBS) with a considerable increase in the number of intakes and resulting TBS clients. There has been a steady increase in activity year by year, however, the impact of the pandemic will be felt for years to come. In addition to an increased number of clients, those we support also have increased complexities due to the very difficult challenges of experiencing loss and grief in isolation. From 2020-2021 there have been **101 clients**, almost double from last year.

Another result of the increased activity is more one on one volunteer and client support by staff and more referrals to other agencies. This includes referrals to organizations that better serve those whose situation that are beyond the parameters of Palliative Manitoba. Between 2020 and 2021 we made **14 referrals** to better serve those coming to us for help.

There has also been an increase in individuals needing 'soft' support. These 'clients' are not ready to participate in the TBS program, or they enrolled briefly and found themselves overwhelmed with current events at home and around the world. Every month staff reach out to approximately **12 'soft clients'** via email to check in, see how they are doing and to let them know they are not alone. Many eventually return to the TBS program.



## GRIEF SEMINARS

In partnership with Chapel Lawn Funeral Home, Cropo Funeral Chapel, and Glen Eden Funeral Chapel, grief seminars transitioned to online in April 2020 to follow the physical distancing restrictions set out by Manitoba Public Health. The videos were either live-streamed or pre-recorded in the funeral home with a Palliative Manitoba staff member and the presenter. When restrictions loosened in the summer of 2020 we did have in-person grief seminars with strict social distancing guidelines. As COVID-19 worsened in the fall of 2020, grief seminars returned to being online and recorded so that individuals were able to watch anytime. This allowed us to reach individuals across Manitoba, with some videos having **over 500 views!**

All grief seminar videos are available to watch on the grief seminar section of Palliative Manitoba's website:

<http://palliativemanitoba.ca/grief-seminar-recordings/>

## KIDS & TEENS GRIEVE TOO

Social distancing restrictions forced the Kids/Teens Grieve Too program to be delivered online via Zoom in 2020/2021. Mike attempted to replicate aspects of the in-person program delivery online as best as possible, while acknowledging the limitations of the online platform. There was 1 group for kids/teens (9-17) and another group for parent/guardians with 4 facilitators on separate nights.

Some of the challenges with transitioning to online delivery included access to technology, confidentiality in a home environment, and difficulty to maintain presence in the moment. However, there were also benefits to the new format including increased access to programming in rural and remote areas. We supported participants from across Manitoba. Another benefit was the ability to communicate through the chat and emoji functions not available with in-person support. We also expanded capacity by creating a network of professionals who are now able to use our curriculum to provide kids/teens grief support to their community.

Since going online, Mike has facilitated **3 sessions** supporting **13 kids**, **18 teens** and **16 parents/guardians**.



## MEMORY TREE

The 2020 Memory Tree was initially planned to be hosted in person with strict safety measures for the volunteers, staff, and individuals visiting the tree. As government restrictions changed and non-essential businesses were closed in November, we had to move the Memory Tree online. We created a tree on our office wall where all the cards were hung. Individuals could submit messages by filling out a form online, sending an email, leaving a message on the phone, or by mailing in a personally selected card. The messages were then handwritten with care in a card. We received around 200 cards and \$6,000 of donations!



## 'IN CONVERSATION' LIVESTREAM SERIES

Starting in April 2020, Mike established an online discussion program focusing on how the pandemic has impacted palliative care professionals and volunteers. During the 14-episode series, Mike spoke to a variety of local and regional experts about how they have adapted to the changing cultural and medical landscape. While this was a limited series, it has provided Palliative Manitoba with a new platform to engage with the community to continue the dialogue around the palliative care approach.

Recordings of each episode can be found in the video archive section of Palliative Manitoba's website.

<http://palliativemanitoba.ca/in-conversation/>

## EDUCATION



### COMPASSIONATE CARE COURSE

#### GENERAL

The spring 2020 course started as in person, and once the pandemic took hold, we moved to an online format to finish the course. For the fall 2020 and spring 2021 courses, videos of presentations were recorded. These pre-recorded presentations were sent out to participants for viewing, and they would have to submit a reflection on the presentation. A week after, we would hold a Q&A Zoom meeting with the students and presenter. Holding the course online allowed for participants to join from all over Manitoba!

Since the beginning of the pandemic, we have facilitated **3 courses** with **43 graduates**.

#### DIRECT SUPPORT WORKER TRAINING

The pandemic forced the DSW course to transition to online delivery on Zoom. Mike has attempted to replicate the experience of in person education as best as possible while acknowledging the challenges of virtual delivery. The course timetable remained unchanged: 4 weeks, once a week for 3 hours. Cropo Funeral Chapel has continued its partnership with Palliative Manitoba.

Since the beginning of the pandemic, we have facilitated **2 online courses** with **32 graduates**.

#### HEALTH CARE AIDE TRAINING

The WRHA Palliative Care Program and Home Care were not able to come to an agreement about how to best proceed with online education to satisfy social distancing restrictions, unfortunately. We are working towards developing a training program for rural Manitoba health care aides but that program is yet to be implemented.

### LUNCH & LEARNS

In partnership with the WRHA Palliative Care Program, the Lunch and Learns were transitioned to online for the end of 2020 and start of 2021. The sessions were either pre-recorded or live on Zoom with participant interaction for Palliative Manitoba volunteers and WRHA palliative care nurses.



## FREE CONFERENCE KEYNOTE WEBINARS

To follow Public Health Legislation, the 2020 conference was unfortunately cancelled, and all presentations and speakers were asked to present at the 2021 conference. In place of the 2020 conference, we offered free webinars on Zoom. The presentations were also recorded for individuals who were unable to attend the webinars to view afterwards. Presenters of these webinars were Andrea Warnick, Dr. David Kenneth Wright, and Dr. Genevieve Thompson.



Andrea Warnick



Dr. David Kenneth Wright



Dr. Genevieve Thompson

## ANDREA WARNICK KIDS' GRIEF CERTIFICATE PROGRAM

Palliative Manitoba received funding from Manitoba Health, Seniors, and Active Living to host a 3-Day Certification Program in Children's Grief and Bereavement presented by Andrea Warnick. This program was originally scheduled to be hosted in-person, but to follow Public Health Orders, we hosted the training online through Zoom in February 2021. We had a maximum of **90 registrants** from across Manitoba, and the training was so popular that we scheduled a second training session in June!

# COMPASSIONATE RESPONSE CAMPAIGN

With the announcement of the global pandemic in March of 2020, Palliative Manitoba was forced to cancel many of our in-person events this year and found ourselves severely restricted when it came to typical fundraising activities. Although we were limited in how and where we could engage our supporters, our staff, volunteers and the community came through with creativity, determination and generosity enabling us to continue supporting individuals with life-limiting illnesses, their loved ones and the bereaved in Manitoba.

## ONLINE 50/50 DRAW

In September we held our very first online 50/50 lottery, when we would have normally met in Winnipeg for the Annual Provincial Palliative Care Conference.



## ONLINE PLAYERS' CHOICE RAFFLE

In March we gave our community the opportunity to escape the monotony of staying at home, social distancing, and bad weather with a variety of virtual and at-home activities.

## SPECIAL THANKS

We would also like to express our sincere appreciation to those donors and sponsors who chose to make a one-time gift of the support they would usually direct to our regular annual events:

The Asper Foundation  
Friends Funeral Service  
Riverview Health Centre  
Wawanesa Mutual Company

IN TOTAL THE COMPASSIONATE RESPONSE CAMPAIGN RAISED **\$13,000!**

## EVENTS & FUNDRAISERS



### HIKE FOR HOSPICE 2020

HOSPICE PALLIATIVE CARE WEEK MAY 4 – 10, 2020

Amid contact restrictions and venue closures, this year's Hike for Hospice moved online as an entirely virtual event. Hikers began registering in March, collecting pledges and then took to the roads, pathways, and treadmills alone or in small, household groups to accumulate 4,000 steps during Hospice Palliative Care Week and share updates on our Facebook event page. Though it was our first virtual event, our Hikers and their supporters knocked it out of the virtual park raising almost **\$14,000**! Sponsor representatives, Dan Chase of the Winnipeg Goldeyes Baseball Club and Jackie Britton from Manitoba Hydro, joined Jennifer Gurke in recording messages for the online wrap-up video presented on Facebook on May 11, 2020, which was watched by over 110 viewers!

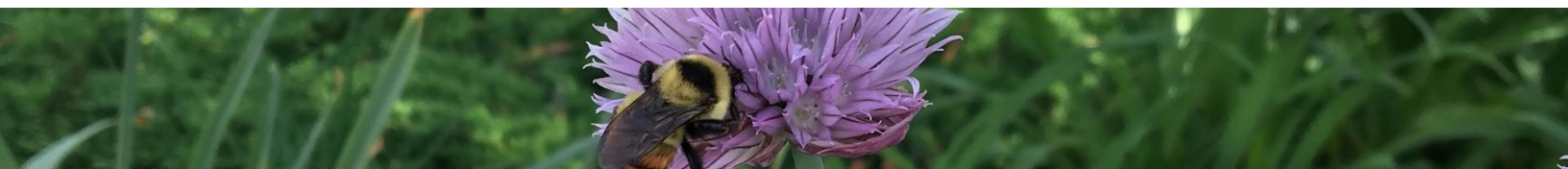
### POINSETTIAS FOR THE HOLIDAYS

NOVEMBER 2020

Once again, we partnered with Ron Paul Garden Centre to spread some much-needed holiday spirit with Poinsettias for the Holidays. Volunteers, decked out with gloves and masks, and following updated pick-up and drop-off procedures to ensure the safety of all, took to the streets of Winnipeg to deliver more than 600 plants over 3 days. With the addition of Grinch Trees and Mini Trees, the community made sure friends, family and business associates knew they were in hearts and minds during the festive season. This year's campaign surpassed 2020's total by 45% raising **\$6,250** ensuring volunteer visiting and telephone bereavement support programs remain free.



# FINANCIAL SUMMARY



## MANITOBA HOSPICE FOUNDATION INC. Statement of Financial Position

March 31	2021	2020
----------	------	------

### Assets

#### Current Assets

Cash	\$ 121,493	\$ 91,739
Short-term investments (Note 2)	86,331	77,382
GST receivable	834	1,377
Accounts receivable	3,000	4,120
Prepaid expenses	2,629	729
	<u>214,287</u>	<u>175,347</u>

Investment (Note 3)	40,000	40,000
---------------------	--------	--------

Capital assets (Note 4)	<u>24,472</u>	<u>17,561</u>
-------------------------	---------------	---------------

\$ 278,759	\$ 232,908
------------	------------

### Liabilities and Net Assets

#### Current Liabilities

Accounts payable and accrued liabilities	\$ 25,253	\$ 21,783
Government remittances payable	1,163	4,291
Deferred revenue	24,323	11,795
	<u>50,739</u>	<u>37,869</u>

Deferred contributions related to capital assets (Note 5)	<u>15,345</u>	<u>15,464</u>
---	---------------	---------------


66,084	53,333
--------	--------

#### Net Assets

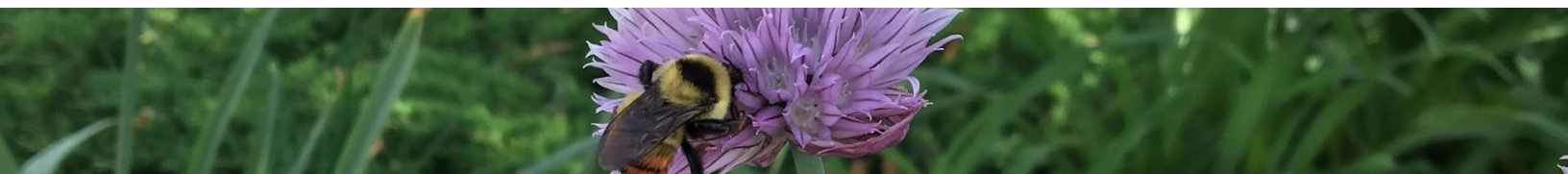
Unrestricted	126,344	102,193
Internally restricted (Note 6)	86,331	77,382
	<u>212,675</u>	<u>179,575</u>

\$ 278,759	\$ 232,908
------------	------------

Approved on behalf of the Board:

 Director

 Director



## MANITOBA HOSPICE FOUNDATION INC. Statement of Operations

For the year ended March 31	2021	2020
<b>Revenue</b>		
Grants (Note 7)	\$ 340,107	\$ 246,954
Provincial conference (Page 13)	-	95,116
Fundraising	39,112	52,674
Donations	43,314	72,212
Education	19,675	9,958
Investment	3,990	3,939
Membership	730	1,150
Amortization of deferred contributions related to capital assets	10,119	8,119
	<u>457,047</u>	<u>490,122</u>
<b>Expenses</b>		
Advertising and promotion	4,734	1,127
Amortization	12,770	8,834
Equipment and furnishings	18,847	12,722
Fundraising	3,209	8,131
Insurance	4,339	4,278
Interest and bank charges	3,378	4,187
Meetings and seminars	1,624	2,004
Membership dues and subscriptions	350	350
Miscellaneous	-	334
Office	3,164	6,018
Professional development	1,225	2,694
Professional fees	7,900	7,596
Program	13,611	19,798
Provincial conference (Page 13)	(1,452)	60,450
Rent	2,215	2,126
Salaries and employee benefits	344,721	337,544
Telephone	2,886	3,432
Volunteer support cost	426	1,522
	<u>423,947</u>	<u>483,147</u>
<b>Revenue over expenses</b>	<u>\$ 33,100</u>	<u>\$ 6,975</u>

For the entire financial statement, please visit,  
[www.palliativemanitoba.ca/about-us/strategic-development](http://www.palliativemanitoba.ca/about-us/strategic-development).



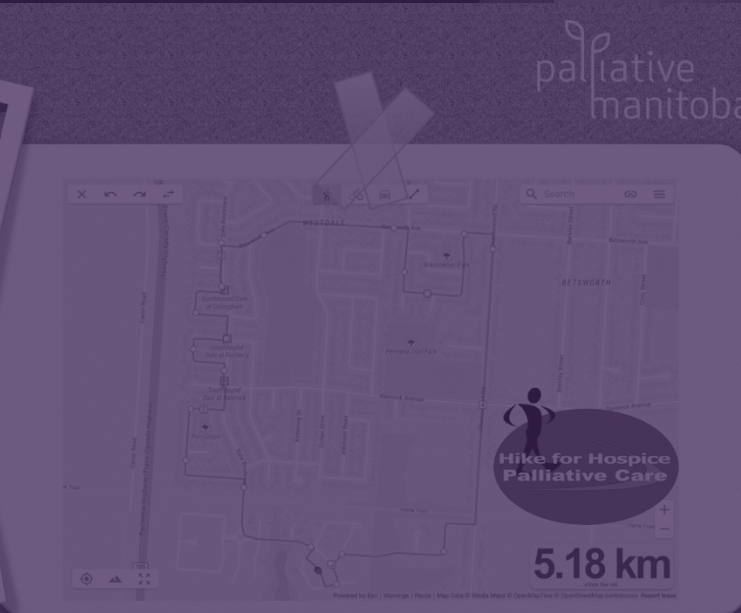
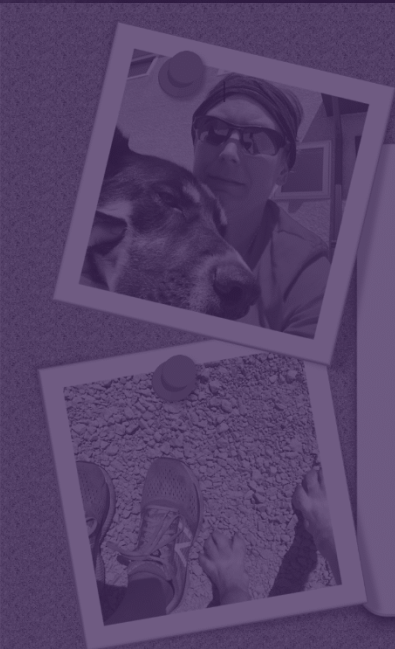
palliative manitoba

2109 Portage Avenue  
Winnipeg MB R3J 0L3

Phone: 204-889-8525  
Toll Free: 800-539-0295

Fax: 204-888-8874

Email: [info@palliativemanitoba.ca](mailto:info@palliativemanitoba.ca)  
[www.palliativemanitoba.ca](http://www.palliativemanitoba.ca)



#HIKE4HOSPICE

