

Rocmaura Foundation Inc. Annual Report April 1, 2021 – March 31, 2022

Year in Review

It was another challenging year for non-profit charitable organizations like ours, with social distancing restrictions which hindered in-person events. Despite the second year of the Covid-19 pandemic, Rocmaura Foundation was able to find innovative ways to raise funds to enhance our residents' lives. Our Foundation hosted everything from "Botox and Bubbles" which raised \$7400, to "Bubble Draws". Santa even made an appearance for a Christmas photo shoot in a vintage Model T which brought happy tears and warmed our hearts.

It was a successful year, and we are so appreciative of our generous supporters which resulted in \$262,600 total revenue or \$106,500 net funds raised, an increase of \$25,700 over the previous year!

We are thankful for our partnerships with the NBCC marketing class, the Chamber of Commerce Future Link program, SEED and Canada Summer Jobs programs, and the Rotary Club of Saint John, who planted tulips on our grounds. Our Foundation Executive Director, Sally Cummings, also connected with fellow fundraisers on the board of the Association of Fundraising Professionals.

It was a year of draws, from our Mission Possible 50/50, to raffles of everything from snowblowers and kayaks, to fat bikes and paddle boards. We also had getaways to Broadleaf Ranch and Kouchibouquac Park. Thank you to our sponsors Norvyacom Asset Management, Tango Medical, and Greenway Landscaping for their support to help make these draws happen.

It was a time to think outside-the-box, and try things we had not done before. We created a new online ticketing platform on Simply K. We held a pop-up art auction on Instagram and raised \$1125 with a painting donated by Gerard Collins. We moved our traditional in-person Gala auctions, online, and raised \$5500 thanks to our summer SEED student Sarah Buckley. Sarah also created a whole new website for us at www.rocmaura.com. A new campaign with Sankara also allowed us to offer multicultural meal boxes when in-person dining was not allowed.

Our 17th annual Curling Fun Spiel moved to a new venue at Thistle St. Andrews Rink, and the date moved from winter to fall, which participants had fun with, dressing up in Halloween costumes. Twenty teams participated and the event raised the most ever at \$12,577! Thanks to our special guest Heidi Hanlon, and the support of Foodland Grand Bay, Subway, and KV Tim Hortons. Thank you to our sponsors JD Irving Ltd., Saint John Energy, Flood Construction and Alternative Concrete.

Thanks also to our vehicle sponsors this year, Lawton's and Windoor, who help keep our van and bus rolling along, to take residents on outings and appointments. We are looking forward to getting out and about more as Covid-19 restrictions lessen.

Our Donor Wall / Legacy Tree also bloomed with \$3625 in donations. It warmed our hearts when our Dietary and Housekeeping departments hosted a spaghetti lunch to place two birds on the wall in memory of former employees Edith Kinsella and Paul Wills.

Two-thousand new brochures were designed for our Direct Mail Campaign resulting in \$14,690 raised. With all these funds, we were able to grant many wishes to enhance our residents' quality of life.

Wishes Granted 2021-2022

\$4000	Blanket Warmer	Brenan's
\$2275	2 Theraglide Chairs	Fundy Funeral Home
\$3750	4 Geri Chairs	Octavio Ribeiro
\$600	New Resident Welcome Baskets	
\$2000	Rehab Equipment	Octavio Ribeiro
\$500	CD Players	Don Mitchener
\$600	toward a Geri Chair for Hair Salon	Harrington Family
\$5000	Care Items & Recreation activities	Knights of Columbus 6595 Council

We also received more than \$15,221 worth of Gifts-in-Kind, including artwork, jewellery, and gift cards. Families also donated \$27,788 worth of wheelchairs and rehab equipment for use in the home.

Through six waves of Covid, nursing shortages, and families being unable to visit for six weeks straight, it was at times very isolating for our seniors who missed recreation activities. DSP visitors were gowned and goggled looking like they were from outer space. It was a challenging time for everyone following all the stringent safety protocols. What was most heartwarming however, was how supporters expressed their gratitude to employees, by donating \$4000 worth of gift cards and meals for Staff Appreciation.

Two Major Projects Completed

Despite all the setbacks, Rocmaura Foundation was able to complete two major projects this year! After sixteen years, enough funds were raised to build the last thirty units in our Wardrobe Project at a cost of over \$105,000. Our thanks go to former board member and long-time supporter Don Mitchener who pledged to match all donations up to \$52,500. When building costs escalated, donors donated additional funds to make sure we could complete this project.

We are looking forward to installing the last remaining units on Terrace Court this year, as construction was delayed due to our home being closed last winter. Thank you to the Sisters of Charity of the Immaculate Conception for donating two wardrobe units, and Atlantic Millwork for sponsoring another. We also appreciate support from the Whittaker, Dietrich, Brideau, Earle and Keating families and look forward to an official celebration in the coming year!

We are also grateful to the Windsor Foundation which donated \$28,000 to help refurbish our Courtyard with a new concrete patio surface which is safer for wheelchairs, new sod, and trees. Thank you to our board member Heather White-Brittain who assisted with her grant writing expertise.

We are blessed to receive support from major donors like Lynn and John Wack with annual gifts of \$2000, and a bequest from the Estate of Anna Marie O'Pray for \$10,000, and ongoing biannual \$2500 donations from the Knights of Columbus 6595 Father Eugene O'Leary Council.

The Foundation was able to bring much joy to our residents during a very tough time, because of the kindness shown by our supporters this year.

What's Next?

According to the Canada Helps Annual Giving Report, there is a steady decline in the number of Canadians donating to charities, and an increasing reliance on a small group of AGING donors to give. Everyone is showing signs of "generosity fatigue." Companies are being inundated with funding requests from many worthwhile causes. With pressures from the pandemic and rising inflation, gas and grocery costs, there is cause for concern.

Giving Trends

- The biggest drop in giving, is with Generation X (40-54 year old's), as well as high income earners (\$150K+).
- Older Canadians, (Boomers age 55-85) were once considered the most generous generation but are entering retirement soon and will be on fixed incomes. New Brunswick has one of the largest populations of baby boomers so this will have an impact on donor giving down the road.
- Young people (Millennials age 25-39), are still paying for education, and are facing steep costs of living. They prefer monthly giving, which is easier on their pocketbooks, and are interested in donating online. We will need to understand donations of securities and crypto currency which allow larger tax benefits.
- One big change is that In-person events are back, and new hybrid events are now the norm. Online meetings are more convenient for board members to meet virtually from anywhere, but it is also important to maintain that human touch.
- Fundraising must also better reflect our communities, embracing diversity, equity and inclusion and we must try to appeal to all the different generations in different ways. We will need to learn how to engage Gen Z (18–24-year old's), Millennials (age 25-39), and Gen Xers (40–54-year old's).

In the months ahead, Rocmaura Foundation plans to do more relationship building and storytelling, to ensure people feel connected to our Mission, and we must be sure to show the impact of our donors' gifts.

We are excited about plans to launch a new on-line lottery with other nursing homes, and we are looking forward to our first in-person event in over two years and have already begun planning our 50th anniversary Gala Celebration for October 29, 2022. We will be reminiscing about 1972 when Rocmaura first opened, and Elvis will be helping to transport us back to that era. It is going to be a fun time not to be missed!

I want to thank our wonderful board members, who volunteer their time generously. Many thanks to Sister Anita Naves who ensures we follow the Mission of the Sisters of Charity, Brian Fitzpatrick our Treasurer, and KPMG who does our annual audit. I am pleased to be Chair of our board, and want to thank Vice-Chair Denise Long, and Directors Emil Olsen, Billy Tyler, Heather White-Brittain, and Tracy Scott. Thanks also to board member Rod Flood who worked tirelessly to help update our new bylaws this year. Rod was also honoured with the CHI Volunteer Award for his many accomplishments. Thanks as well to outgoing board members Joe O'Brien, Pat Miller, Anamika Jain, and Don LeBlanc who will be missed. We appreciate everyone who helps us make life better for our residents in their "home away from home."

Rocmaura Foundation Inc.

Jen Butler – Foundation Chair



Sally Cummings – Executive Director