

SASKATOON OSTOMY ASSOCIATION

SESSION BY OSTOMY CANADA SOCIETY SEPTEMBER 13, 2021

JOHN HARTMAN, EXECUTIVE DIRECTOR, OSTOMY CANADA SOCIETY INC.

A BIT ABOUT JOHN...JUST A BIT.....

- Married – 2 kids; have lived in various parts of Canada (work related)
- Loves to cook, golf, garden and avid sports fan (Leafs, Jays, Raptors, Mike Weir)
- Thirty plus years in Charitable Sector (also 10+ years in private and public sector)
 - United Way (local, national, international) – Fundraising, Board and Chapter Development
 - Juvenile Diabetes Research Foundation – Events, Board and Chapter alignment
 - Children’s Miracle Network – You name it - we did it – Canada and Int’l Children’s Hospitals
 - Diabetes Canada – Program shift to fundraising with Chapter staff and Board
 - Contracts with Duchene Muscular Dystrophy, Southlake Hospital and Alberta Mental Health



Ostomy
Canada
Society

Société
Canadienne des
Personnes Stomisées

OSTOMY CANADA SOCIETY

Is a non-profit volunteer organization dedicated to all people living with an ostomy, and their **circles of support**, helping them live life to the fullest through advocacy, **awareness**, collaboration and support.

Ostomy Canada – **Helping to** Live Life to the Fullest!

A FEW THINGS OF WHAT WE DO.....

- Support people through sharing of information – Magazine, Newsletters, social media and website (**new**)
- Advocate for YOU – Disability Tax Credit
- Raise Funds – Youth Camp, Friends of Ostomates Worldwide (Canada), budget support for Chapters & Peer Support Groups, events, brochures, operations, Visitors Program
- Support education and development – WOC Education Program Awards
- Operationalize – Medical Lifestyle Advisory Committee
- Outreach – Visitor Program, Educational forms, conferences, webinars (**new**)
- Field calls from across Canada for support, connection, information

HOW WE DO IT?

- National Board of Directors – All Volunteers – meet 4 times a year to help set direction, oversight and accountability
- 3 Part time staff (John, Carole and Monica) – 1.1 FTE
- Pillar Leaders/Champions – volunteers focused on key priorities – such as Marketing, Advocacy, Finance, Outreach, Task Forces & Governance
- Link with other link minded organizations – NSW OCC, Crohn's and Colitis, Colorectal Cancer, Bladder cancer, UOAA

WHAT IS NEW? STEP UP FOR OSTOMY.....



STEP UP.....

- Replaces Stoma Stroll
- October 2, 2021 World Ostomy Day –Virtual event
- Focus on Awareness and Fundraising
- Help YOU fundraise – incentives – the more YOU raise – the more YOU get!
- Percentage (10% of all funds) comes back to you – Saskatoon Ostomy Association
- New sponsorship dollars – national and local with 100% of any local sponsorship coming back to you
- www.stepupforostomy.ca

STEP UP.....RESULTS AS OF 9/12/2021

- YTD funds = \$30,726 against a goal of \$50,000 (in 2020 we generated \$34,000)
- Sponsorship = \$19,900 of the above including LOCAL (100% of \$100 goes back to you)
- 116 supporters have given to 33 fund raisers on line
- Lots of activity across Canada in various Chapters and PSGs
- 9 Teams – including Saskatoon Ostomy Association

WHAT ABOUT THE FUTURE??

- **NEW** - Strategic Plan— new 2022 to 2025 – Approved August 14, 2021
- **NEW** – Improve how we operationalize Ostomy Canada – improve deliverables
- Focus on what Chapters & Peer Support Groups need
- Improve awareness & tools to support YOU – **NEW** - national webinars (Fall 2021); **NEW** Website complete redesign – the place to learn, share and support
- Generate more funds with better fund development strategies – which means.....**improved** connections to support.....**NEW** on line training of Visitor Program.....send more kids to Camp (2022 and beyond)...**enhance** advocacy...**NEW Connect** newsletter & tools for you (travel passport).....**NEW** DTC “how to tool kit”...and more

IN CLOSING.....

THANK YOU!!!!

Questions?