



**Hôpital St-Boniface Hospital**  
AUXILIAIRE • AUXILIARY

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**Annual Report to the Members of the Corporation for the  
Year 2015/16**

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**St. Boniface General Hospital Auxiliary Inc.  
L'Auxiliaire de l'Hôpital général Saint-Boniface Inc.**

**May 2016**

## **Annual Report to the Members of the Corporation for the Year ending March 31, 2016**

### **St. Boniface General Hospital Auxiliary Inc.**

### **L'Auxiliaire de l'Hôpital général Saint-Boniface Inc.**

*Our vision: The Auxiliary will undertake profitable, entrepreneurial commercial enterprises to generate revenues that will be allocated to the enhancement of patient care and staff services. The Auxiliary will realize its vision by developing viable businesses, effective marketing programs, strong staff and community supports, and a loyal and dedicated volunteer board.*

*Our mandate: The Auxiliary's mandate is to fund patient activities, patient comfort supplies, furnishings, equipment, renovations, lounge amenities (including furniture, appliances and Atrium amenities) for staff and visitors, and staff development that are otherwise not funded through the Hospital's operational budget.*

The Annual Report provides an overview of the Auxiliary's activities for fiscal year 2015/16.

We are pleased to report the Auxiliary provided \$197,914 to St. Boniface Hospital in the past year through funds generated by its commercial activities. The Auxiliary granted \$100,000 to the Everett Atrium and \$ 97,914 to patient programs, equipment, and staff educational activities (Appendix 1).

Although the Auxiliary fulfilled its grant commitments for the 2015/16 year, it continued to experience an overall decrease in gross revenues. As a result of anticipated decreases, the Auxiliary's has reduced grants for fiscal 2016/17.

The Auxiliary's principal retail enterprise and revenue generator is the Gift Shop, located in the Everett Atrium. The Gift Shop attracts staff, family members, patients, and local community members with its range of gift items, flowers, and clothing. Gross sales from the Gift Shop for the 12 month period ending March 31, 2016 were \$576,871. The POS system installed in June 2014 is facilitating real time inventory management and analysis. In fiscal 2015/16, the Gift Shop increased the number of paid staff to reduce reliance on volunteers, enabling the shop to remain open to meet customer demand.

In 2015, the Auxiliary identified opportunities to increase revenues by adding two additional rental spaces, in addition to the two existing kiosks. The demand for these four spaces has been high and revenue from rentals has increased. In September 2015, the Gift Shop Manager, in collaboration with the Manager, Atrium Services, invited local artists and artisans to participate in our first annual *St. B Hive* event in conjunction with Manitoba's Culture Days. The event generated additional revenues for the Gift Shop and resulted in new vendors for the enjoyment of patients and visitors. As marketing and rentals are coordinated and managed by the Gift Shop Manager, the availability of additional employees is helping meet daily operational needs.

In 2015/16, the ATM revenues remained stable at \$34,148, compared to \$32,421 in 2014/15. Patient television and telephone rental revenues have continued to trend downward, dropping to \$25,033 in 2015/16 from \$33,825 in 2014/15.

The Auxiliary maintained its commitment to staff education and development by distributing grants generated from interest earned on cash and investments.

For the year ending March 31, 2016, the Auxiliary's "excess of revenues over expenses, before grants" was \$138,152, a decrease from the previous year. The Auxiliary provided \$197,000 in

grants in 2015-2016, depleting its reserves by \$58,000. The Auxiliary will grant \$130,000 in 2016-2017. Audited financial statements are included in this report (see Appendix 2).

The Auxiliary's annual goals are based on the expected revenue growth from its core operations. Established revenue sources are experiencing decreases due in part to the availability of new technologies and changing purchasing patterns. The Auxiliary is challenged to identify and develop new businesses to realize its targeted commitment of \$100,000 to the Everett Atrium Development Project, and to return to its historical \$200,000 per year grant allocation budget to support Hospital priorities. Limited human resources to manage the research, development, and implementation of businesses, an increasingly complex hospital environment, regulations, policies and procedures, and space constraints add to our challenges.

I would like to thank the volunteer members of the Board of Directors and Board committees (see Appendix 3) for their time, expertise, and commitment. On behalf of the Auxiliary Board, I would also like to recognize and thank Gift Shop Manager Kelly Lewis and her staff, as well as the many volunteers who contribute to the overall success of the Gift Shop and the Auxiliary's other enterprises.

The Auxiliary would also like to acknowledge and thank Hospital leadership and staff for supporting the Auxiliary's activities and volunteers. These individuals contribute to the success of the Auxiliary and continued support of patients and staff at St. Boniface Hospital.

As the Auxiliary enters its 62<sup>nd</sup> year, the Board believes it is time for change. To this end, we have asked to meet with the Hospital CEO to begin conversations with senior management and the Hospital's Board of Directors to determine the future of Auxiliary Inc. The Auxiliary believes its role could evolve away from managing retail operations and contracts to serve the Hospital in an advisory capacity on all matters of business development and commercial operations of the Hospital.

Respectfully submitted to the Members of the Corporation,

Daniel E. Lussier, Chair, Board of Directors  
St. Boniface General Hospital Auxiliary Inc. /L'Auxiliaire de l'Hôpital général Saint-Boniface Inc.  
June 2016

<b>Performance Indicators</b>	<b>March 31 2012</b>	<b>March 31 2013</b>	<b>March 31 2014</b>	<b>March 31 2015</b>	<b>March 31 2016</b>
Annual Gross Revenues	821,428	875,954	865,611	824,322	797,364
Net proceeds from Gift Shop Sales	95,550	86,477	95,264	63,280	62,492
Net proceeds from Vendor Kiosks	30,772	34,026	43,139	49,686	57,873
Sum of net proceeds: Gift Shop + Vendor Kiosks	126,322	120,503	138,403	112,966	120,365
Net proceeds from TV-Phone Contract	72,205 <sup>1</sup>	61,733	47,470	33,825	25,033
Net proceeds from Baby Photo Contract	13,089	28,342	15,650	12,209	-
Net proceeds from ATM	45,516	37,275	36,949	32,421	34,148
Investment revenue	9,816	9,662	8,640	8,233	5,204
Grants to Patient related projects	96,883	101,250	114,566	104,591	92,914
Grants to Staff and volunteer related projects	6,000	5,000	5,000	5,000	5,000
Grant to Atrium	100,000	100,000	100,000	100,000	100,000

<sup>1</sup> In 2011, the Auxiliary received 42% commission rate. A new rate of 38% was implemented January 1, 2012.