

HOSPICE SENB

The residential hospice will include: _____

- 10 private client rooms with washrooms
- Four private family rooms with washrooms
- Indoor and outdoor public areas (lobby, sunroom, dining room, gardens, two decks)
- Commercial kitchen
- Non-denominational quiet room
- Medical staff areas for doctors, nurses, personal care workers
- Client and family lounge
- Laundry and storage facilities
- Large, free parking area for visitors and staff
- Hospice SENB offices and boardroom

Who needs hospice _____

Palliative care patients in the last few weeks of their lives will be eligible for residency at the hospice. Referrals to the hospice will be through the Extra-Mural Program in consultation with other medical professionals, including family physicians and palliative care specialists.

HOSPICE SENB

Sustainability

Hospice SENB's sustainability strategy is based on four strong pillars:

1. Predictable government funding

On August 14, 2018, the Government of New Brunswick announced that it will invest in clinical support funding toward the creation of a 24-hour, 10-bed residential hospice in Southeast New Brunswick. Hospice SENB is now part of the government's long-term palliative care strategy and is looking forward to associating with them to hone and develop this new partnership.

Specifically, the provincial government has budgeted \$1,082,264 over two years to establish a clinical care team. This team will include an on-site nurse manager (RN) who will function as the director of clinical operations, as well as licensed practical nurses (LPNs) and personal support workers (PSWs) who will be supported by the Extra-Mural Program interdisciplinary team.

Because of the substantial savings incurred by government through focusing on residential hospice care, there is a clear incentive for government to continue funding this new hospice beyond year two and into the future.

2. Diversified revenue streams

Over the past 15 years, Hospice SENB has built a successful and diversified revenue stream with various initiatives that generate income of \$175,000 per year. These include several fundraising events and a social retail enterprise, the very popular Hospice Shoppe. Hospice SENB will continue to expand its annual revenue by establishing a long-term strategy for growth in fundraising.

Hospice SENB is a volunteer-based, pro-active and sustainable charitable organization that is fully committed to ensuring – and taking responsibility for – the long-term financial viability of the organization, its facilities and services.

3. Large and dedicated volunteer base

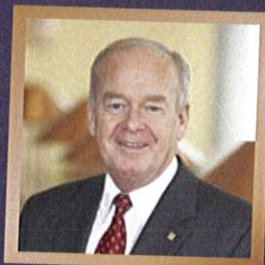
Hospice SENB relies on a roster of more than 100 dedicated volunteers to deliver its various outreach programs, work in the Hospice Shoppe, organize fundraising activities, etc. Volunteers are the cornerstone of the organization.

4. Accountable management and administrative staff

Hospice SENB's services and volunteers are supported by a professional staff who ensure proper management and administration of the organization, and its executive director is accountable to the volunteer board of directors.



Julie McKenna
Honorary Chair



Dennis Cochrane
Co-Chair



Dr. Janice Cormier
Co-Chair



Luann Jones-Foster
Treasurer
L. Jones-Foster, CPA
Professional Corporation



Irénée (Rene) Bourque
Retired - former Vice
President, Goguen
Champlain Insurance



Brian Cormier
President, Bricor
Communications



Martin Haynes
Chief Corporate
Affairs Officer,
Medavie Blue Cross



Mike Jenkins
VP & CFO,
Lounsbury Group of
Companies



William (Bill) Lane
Retired - former CFO,
Imvescor Restaurant
Group Inc.



Valerie Roy
Retired - former CEO,
Atlantic Chamber of
Commerce



Elisabeth Rybak
President,
Novagrowth



CF (Chuck) Steeves
CEO Atlantica
Learning Corp Inc.

Celebration

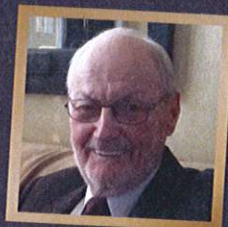
HONORARY COMMITTEE



Claudette Bradshaw



Bob Cameron



Jack Cameron



*Doris Alfonso
Desjardins*



Dr. Nicole LeBlanc



*Madeleine Delaney
LeBlanc*



Len Lockhart



*Dr. Pamela
Mansfield*



Dr. Jamie Penfold



Sharon Thivierge

CASE FOR SUPPORT

HOSPICE SOUTHEAST NEW BRUNSWICK

Hospice Southeast New Brunswick (SENB) is a registered charitable organization governed by a board of directors and is supported by a professional staff and trained volunteers.

There are approximately 90 residential hospices across the country, yet the entire region of Atlantic Canada has only a handful of residential hospices. And while Southeast New Brunswick is the largest and fastest growing region in the province, it does not have a residential hospice.

Hospice SENB is changing that.

Hospice SENB has been working since 2004 to establish a bilingual 10-bed residential hospice to care for palliative patients in the region – free of charge – during their last days and weeks of life. The new Hospice SENB facility, 15 years in the making, will serve from 120 to 150 palliative patients per year and will be the first residential hospice in the region with a paediatric palliative bed.

Too many people die in a hospital setting

New Brunswick has Canada's oldest population, a trend that is not expected to change in the near future. And as our population ages, more people will become palliative patients.

In 2016, Southeastern New Brunswick (SENB) had 28% of the provincial population, with nearly 20% of residents age 65 and older. While the province's overall population dropped between 2005 and 2016, the population in SENB rose by over 7%. The pressure on our region to service our population continues to grow year-over-year in a significant manner.

As our population is aging, our health-care budgets are increasingly strained, and the situation is expected to get worse. Palliative patients in our region are left with few options. They can choose to die at home – with increasing burdens on caregivers – or in hospital, in overcrowded wards with little privacy, staff shortages and a stressful atmosphere. Dying in hospital is also very expensive (see box). Currently, there are only 13 designated palliative care beds in the region's two largest hospitals – The Moncton Hospital: 7 beds; Dr. Georges-L. Dumont University Hospital Centre: 6 beds.

In 2017, The Moncton Hospital reported that 10% of its palliative patients died at home, while the remaining 90% died in hospital. That is a much higher rate than the national average of 70%.

Average per-diem costs: hospital vs. hospice

Hospital acute-care bed: _____ \$1,164

Hospital palliative care bed: _____ \$770

Residential hospice bed: _____ \$460

Hospice residential care is equal to hospital care in an atmosphere that is quieter, more personal and less stressful.

CASE FOR SUPPORT

Based on these figures, it is estimated that a 10-bed residential hospice in our region alone could save the provincial taxpayers up to \$2.5 million per year.

Surveys show that most Canadians – 75% – do not want to die in hospital, preferring to die at home or in a hospice. While some palliative patients do require hospitalization, residential hospice care is a viable option for those who do not need to be hospitalized and who cannot or do not wish to die at home. There is definitely a desire and opportunity to remove some of the burden from stressed caregivers and our overcrowded and costly hospitals.

Join the Celebration... of life, of love, and compassion

Hospice SENB's purpose is to help palliative clients make the most of the time they have left by celebrating, facilitating, and enhancing their quality of life when there is no cure. That is why we are calling this major capital campaign "Celebration."

Celebration's goal is to raise \$5 million to construct and furnish a fully-equipped, comfortable, and serene 10-bed hospice. It will be located in a peaceful neighbourhood in Moncton on land generously donated by the Hum-Lew-Sun Lions Club.

Our facility will also include the first and only pediatric hospice bed in Atlantic Canada. Unfortunately, children of all ages are also in need of palliative care.