2025-2026

Annual Report



Campbell River Hospice Society

A PATHWAY TO A STRONGER FUTURE



VISION

Our Vision for the Hospice Society is to ensure everyone in Campbell River and surrounding communities has access to high-quality care through programs and services that offer counselling, companioning, and understanding when experiencing end-of-life or bereavement, regardless of beliefs and culture.

MISSION

Our mission is to ensure that dying and bereaved people have access to programs and services provided by trained, committed staff and volunteers, supported by an organization that is passionate about achieving our long-term Vision.





MESSAGE FROM BOARD CHAIR, JANINE COX

This past year has been one of growth, connection, and meaningful progress for the Campbell River Hospice Society.

Throughout the year, our focus has remained firmly on individuals and families in our community who are facing end-of-life, traumatic grief following the death of a loved one – whether an adult or a child – as well as those supporting loved ones through caregiving. Our team has continued to provide compassionate, professional, and trauma-informed support, while finding new ways to reach people where they are and respond to the changing needs of our community.

One of the most exciting developments has been the continued growth of the Hospice Thrift Store. The expansion of our store operation represents much more than increased retail space. It strengthens an important source of sustainable revenue that helps us protect and expand hospice programs and services. At a time when the majority of our funding must be generated within our community, building reliable sources of earned revenue is essential to our long-term stability.

This year has also reinforced what makes the Campbell River Hospice Society so special: people coming together with a shared commitment to caring for one another. Our staff, Board of Directors, volunteers, donors, community partners, and supporters each play an important role in making our work possible. Their dedication allows us to continue serving our community with compassion, professionalism, and integrity.



Continued

However, we also recognize the growing financial challenges facing our organization. For another year, only 3.5% of our funding comes from government sources, outside of our annual gaming grant. At the same time, the availability of both public and government grants has become increasingly limited, while the rising cost of living has made fundraising more challenging for many of the generous community members and businesses who have supported us in the past.

As we look ahead, funding sustainability will once again be a major focus for the coming year. We will be placing greater emphasis on major gifts, planned giving, monthly donations, and one-time contributions, while continuing to grow the revenue generated through the Hospice Thrift Store and our fundraising initiatives.

This work is critical because it allows us to continue offering our one-of-a-kind specialized clinical programs and services at no cost to the people of our community. We believe that access to compassionate end-of-life care, grief support, and meaningful resources should not depend on someone's ability to pay. Keeping these services free is at the heart of our mission, and it is only possible because our community continues to stand behind us.

I am incredibly proud of what our organization has accomplished this year and of the team that continues to move our mission forward. We know there is more work to do as awareness of hospice and grief support grows and the needs within our community continue to evolve.

To everyone who has donated, volunteered, shopped at the Hospice Thrift Store, attended our events, referred someone to our services, or simply shared our message – thank you. Your support has a direct and lasting impact on the lives of people in our community.

Together, we are ensuring that compassionate care, grief support, and connection remain available to everyone who needs them – at no cost, when they need it most.

Warmly,

Board Chair, Janine Cox
Campbell River Hospice Society



Janine Cox
Board Chair

Shaeylesse Frankland
Secretary

Brett Woodside
Governance Chair

Darcy Murray
Past Chair

Samantha Storfie
Director

Karen Stuart
Treasurer

Joe Myers
Director

Nicola Stuart
Director

Don Roset
Past Treasurer

BOARD GOVERNANCE

The Campbell River Hospice Society is guided by a strong governance model, with a Board of Directors that provides strategic leadership, oversight, accountability, and stewardship of the organization. Our Board is composed of highly accomplished professionals who bring a broad range of knowledge, experience, and expertise to their roles. Rather than being involved in the day-to-day operations of the Society, the Board focuses on the big-picture direction of the organization, ensuring that we remain aligned with our mission, values, strategic priorities, and long-term sustainability.

Our Board has been intentionally built to bring together a diverse and complementary range of professional backgrounds and expertise that reflects the needs of our organization. Collectively, our directors bring experience in areas such as governance, finance, law, business, human resources, fundraising, communications, healthcare, community leadership, and other specialized fields. This depth of professional expertise strengthens our decision-making, provides thoughtful oversight, and ensures that the Society benefits from informed perspectives across all areas of our work.

Together, our Board provides the leadership, accountability, and strategic guidance needed to support the continued growth and sustainability of the Campbell River Hospice Society and the specialized, no-cost services we provide to our community.

2026 - 2027 BOARD OF DIRECTORS:
WHAT IT MEANS TO SERVE ON THE BOARD



JANINE COX, BOARD CHAIR

It means being part of something that genuinely makes Campbell River a stronger home for us all. I continue to give my time because I believe Hospice is making a real, positive impact on children, elderly and whole families, and I'm proud to play a small part in that work.

KAREN STEWART, VICE CHAIR & TREASURER

Hospice provides such meaningful support for people of all ages facing grief – support that too many try to go without, simply not knowing it is there or thinking they can do it on their own. I'm looking forward to being a part of an organization that puts kindness, compassion and expertise at the center of everything it does.





BRETT WOODSIDE, GOVERNANCE CHAIR

Joining the board was an opportunity for me to contribute to the community. Hospice stood out to me as an organization that makes a meaningful difference to the community when it matters most. As I learned more about Hospice and the programs it offers, I was motivated to join particularly by the Child and Youth program, which is so desperately needed.

2026 - 2027 BOARD OF DIRECTORS

SHAEYLESSE FRANKLAND, BOARD SECRETARY



I was invited to join the Child & Youth Grief Committee and was deeply impacted by the loss and lack of support facing many children and families in our community. More than three years later, I am still amazed by the impact Campbell River Hospice has.
Being part of Hospice means giving back to the community I call home and supporting people when they need it most. I feel fortunate to be part of an organization that brings compassion, connection, and support to families during some of life's most difficult times.



JOE MYERS, DIRECTOR

As a business owner and supporter, I have always been drawn to the caring, compassionate service provided by Hospice, helping to comfort those suffering a loss. I feel very honored to now be part of this organization and I look forward to contributing in the best way I can.

SAMANTHA STORFIE, DIRECTOR

I chose to join the Hospice Board because giving back to my community is incredibly important to me. The children's grief program especially spoke to my heart no child should ever have to face the loss of someone they love alone. I'm honoured to support the compassionate care Hospice provides to children and families during some of life's most difficult moments.



OUR END-OF -LIFE PROGRAM

Led by Leslie Haynes-Hodgins, M.S.W., R.S.W., and our clinical team provided 4,822 hours of compassionate grief and palliative care counselling this past year, supporting individuals and families throughout our community.

Our trained volunteers are an important part of this work, offering compassionate companionship and practical support under the guidance and clinical oversight of our professional team. Together, our clinical staff and volunteers ensure that individuals and families receive thoughtful, consistent, and person-centred care throughout their hospice journey.

Hospice support is provided wherever it is needed. Our team and trained volunteers meet with individuals in their own homes and long-term care facilities, bringing compassionate support directly to people during some of the most difficult times in their lives.

Our clinical team carefully monitors each client's wellness journey throughout their time with Hospice, helping ensure that we maintain the highest standards of care and support.

As the need for grief and palliative support continues to grow, we remain committed to walking alongside individuals and families with compassion, dignity, and clinical excellence – helping them navigate loss, find resilience, and move toward healing.

OUR CAREGIVERS PROGRAM

Our Caregiver Support Group is a welcoming, drop-in program for anyone caring for a loved one who is seriously ill, aging, or approaching end of life.
The group is facilitated by retired nurses and experienced long-term caregivers who understand the realities of caregiving. They provide a safe and supportive space to connect with others, share experiences, ask questions, and learn practical strategies for navigating the caregiving journey.

Participants can receive support with understanding what to expect, navigating services and resources, communicating with healthcare providers, managing changing family roles, and coping with the emotional and physical demands of caregiving.

Caregivers are welcome to drop in when they need connection, guidance, or simply a place to be with others who understand.

OUR GRIEF PROGRAM

Our grief support program is designed to help individuals and their families navigate the many ways grief can affect our lives. Through clinical one-to-one counselling, family counselling, grief groups, caregiver support, and specialized programs, participants have opportunities to better understand their grief, develop coping strategies, and connect with others who have experienced loss.

Our approach recognizes that grief is experienced differently by everyone. Alongside clinical counselling and group support, we offer a range of holistic and therapeutic activities that can help people relax, reconnect with themselves, and explore different ways of coping. These may include Reiki, yoga for grief, sound therapy, mindfulness, meditation, creative expression, and other wellness-based activities.

Grief can affect the whole family, and our program provides opportunities for family members to learn how to communicate about loss, understand different grief responses, and support one another. For some, participating in a grief group provides connection and the reassurance of knowing they are not alone in their experience.

There is no single path through grief and no set timeline for healing. Our program offers a variety of supports and approaches so individuals and families can find what works best for them as they move through their own experience of loss.

Through our grief program, Hospice helps people build understanding, resilience, connection, and the tools to move forward while continuing to honour the people and relationships they have lost.



OUR CHILD & YOUTH TRAUMATIC PROGRAM

Again this year, the Child & Youth Traumatic Grief Program continued to provide specialized, compassionate support for children and youth experiencing the death of someone significant in their lives. Through art, play, creative expression, therapeutic activities, and conversation, young people are given safe, age-appropriate ways to understand their loss, express their emotions, and develop healthy coping skills.

A highlight this year was our three-day Children's Grief Summer Day Camp, which brought together grief support, connection, learning, and fun. Through arts and crafts, memory-making, outdoor activities, mindfulness, group conversations, and activities focused on emotions and coping, children connected with others who had also experienced loss and discovered they were not alone.

The program also supports the wider family, helping parents and caregivers navigate their own grief while supporting their children. In many cases, several family members receive support through Hospice, creating opportunities to develop a shared understanding of grief and learn healthier ways to cope together.

Thanks to the Hospice Visionary Circle members, these services are provided at no cost, ensuring children, youth, and their families can access specialized support regardless of their financial circumstances.

OUR HOSPICE VISIONARY CIRCLE

We are honoured to recognize our Hospice Visionary Circle, whose extraordinary generosity makes it possible for the Campbell River Hospice Society to offer this vital Child & Youth Traumatic Grief Program.

The Visionary Circle represents an outstanding group of local businesses and community organizations who have chosen to invest in the well-being of our community's children and families. Their generosity is helping ensure that no child has to navigate traumatic grief alone.

We are proud to recognize and sincerely thank:

- Coast Island Marine Ltd.
- OK Tire Campbell River
- Ambleside Land
- Barry & Vale Contracting
- Blue Thunder Contracting
- Ironside Contracting
- Ocean Pacific Marine & Boatyard
- Upland Excavating
- Veyron Properties
- Wahkash Contracting
- Upland Contracting
- Joe's Pharmacy
- Rotary Club of Campbell River

Thank you!

Campbell River Hospice Society

Driving a compassionate community

2026 Impact Report

1167 Hours — Support Groups

1218 Hours — Healing Therapy

1402 Hours — Palliative Care

4822 Hours — Clinical Counselling

CHILDREN & FAMILY SUPPORT

8803+
Hours provided to children and families

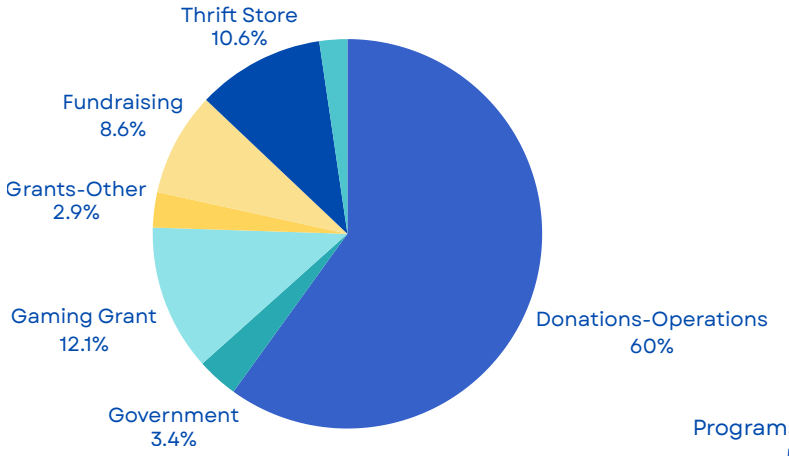
194+
Hours provided to annual kids Camp

VOLUNTEER SUPPORT

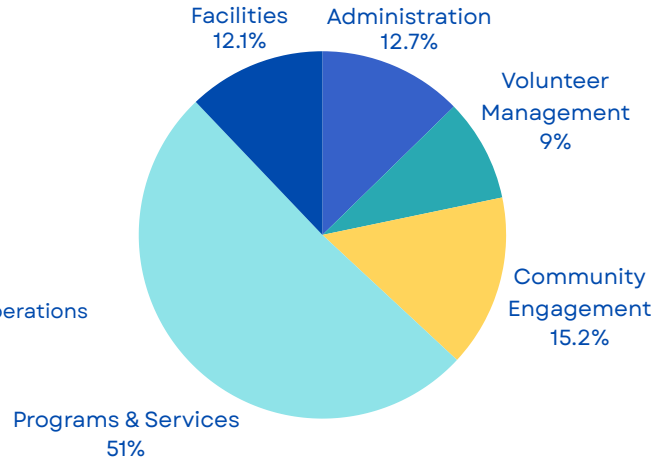
463
Hours of volunteer training

8160+
Volunteer Service Hours at the Hospice Thrift Store

HOW WE DO IT



WHERE THE FUNDS GO



HOW WE DO MAKE IT HAPPEN

Providing these services at no cost to our community is not easy. Like many non-profits, we are facing a challenging financial environment. Fundraising revenue is becoming harder to secure, grant opportunities are declining, and the cost of delivering our programs and services continues to rise.

With only approximately 3.5% of our funding coming from government, we cannot rely on government funding to sustain the work we do. The vast majority of the funds needed to provide hospice and grief care must be generated by our Society.

Despite these challenges, we continue to adapt. We are finding innovative ways to generate sustainable revenue through new fundraising initiatives, community partnerships, education opportunities, and the continued growth and success of our Hospice Thrift Store.

Every event, donation, partnership, grant, and Thrift Store purchase helps us continue providing compassionate end-of-life and grief support at no cost to the people who need us.



THE HEART OF OUR HOSPICE: OUR INCREDIBLE VOLUNTEERS







The Campbell River Hospice Society is strengthened every day by an extraordinary group of volunteers whose dedication, compassion, generosity, and commitment reach every corner of our organization. They give their time, energy, skills, and expertise to ensure our community continues to receive meaningful support during some of life's most difficult moments.

Our volunteers are an essential part of everything we do. From lovingly tending our beautiful garden and creating a peaceful, welcoming space, to the dedicated volunteers who keep the Hospice Thrift Store running and help generate vital revenue for our programs. Their contributions are invaluable.

Our compassionate end-of-life volunteers provide comfort, companionship, and a caring presence to individuals and families, while our group facilitators create safe and supportive spaces for people to share, connect, and heal. Volunteers also play an important role in supporting our events and stepping forward wherever they are needed.

We are equally grateful to our Board of Directors, who generously contribute their time, leadership, and professional expertise far beyond attending Board meetings. Their knowledge and experience strengthen our governance and support strategic initiatives, fundraising, advocacy, special projects, and the continued growth and sustainability of the Society.

Together, our volunteers and Board members strengthen our organization, extend our reach, and help make it possible for us to provide specialized programs and services at no cost to individuals and families in our community. They truly represent the heart of Hospice.

To everyone who gives their time, shares their talents, provides compassionate care, supports an event, tends our spaces, facilitates a group, works in the Thrift Store, or contributes their professional expertise – thank you. Our organization and our community are stronger because of you.

IT'S BEEN 10 YEARS!

This past August marked the **10th anniversary of the Annual David Rennie Memorial Golf Tournament**, one of Campbell River Hospice's most significant annual fundraisers.

For a decade, golfers, sponsors, donors, volunteers, and community partners have come together in David Rennie's memory to raise essential funds for local hospice and grief care, helping us provide our services at no cost to individuals and families in our community.

A heartfelt thank you to the Rennie family for inviting us to be part of this significant community event and for their continued commitment to Hospice. We are deeply grateful to everyone who has made this tournament such a success over the past ten years.









VICKY & ED WILCOCK THRIFT STORE GIFT

This year marked an extraordinary milestone for the Campbell River Hospice Society. Thanks to the incredible generosity of Vicki Wilcock, we received the funding needed to purchase and develop a larger Hospice Thrift Store.

Vicki made this remarkable gift in honour of her late husband, Ed Wilcock, creating a lasting legacy that will continue to make a difference in our organization and our community for years to come.

Because this project was fully funded by Vicki in honour of Ed, we were able to move forward without using funds that are needed for our hospice and grief support programs. This generous investment gives us the opportunity to grow an important source of sustainable revenue while protecting the resources that allow us to provide our specialized services at no cost to the community.

The new store will provide greater space and capacity, creating the potential for increased revenue to help offset the operational costs of our mission. Every purchase, donation, and hour volunteered at the Thrift Store ultimately helps support compassionate care, grief support, and other essential services for individuals and families in our community.

We are profoundly grateful to Vicki for her extraordinary generosity and for creating this meaningful legacy in honour of Ed. We are equally grateful to everyone who has supported the Hospice Thrift Store over the past decade. Together, you are helping turn donated treasures into meaningful care, comfort, and hope for our community.



WITH GRATITUDE TO DARCY MURRAY

We are deeply grateful to Darcy Murray, Past Chair, for her many years of extraordinary leadership and service to the Campbell River Hospice Society. Darcy has been a remarkable community connector, bringing people together, building relationships, opening doors, and helping Hospice strengthen its place within our community.

Her leadership has extended far beyond the Boardroom. Darcy has shared her time, knowledge, connections, and passion for Hospice with generosity and purpose, helping build awareness, support, and partnerships that have contributed to the growth of our organization.

Thank you, Darcy, for being such a passionate ambassador for Hospice and for the countless ways you have connected our organization to the community. Your leadership and lasting impact will be part of the Hospice story for years to come.

DARCY MURRAY



Serving as a board chair of the Campbell river hospice society for the past 7 years has been one of the greatest honors of my life!

My connection to hospice is deeply personal. My brother spent his final days receiving hospice care, and I experienced first-hand the compassion, clarity and support that hospice provides. Not only to patients but also to their families. That inspired me to give back to an organization that had given so much to mine.

Hospice is far more than end-of-life care. It is kindness, comfort, dignity, respect, and the reassurance that no one has to face life's final journey alone.

I am incredibly grateful to be part of an organization whose mission is rooted in compassion and whose impact reaches far beyond what words can express. Over the past seven years, through hard work, dedication, and the incredible support of our community, we have accomplished so much.

Among these achievements are the development and creation of our Child and Youth Grief Program, providing specialized support to children and young people navigating loss, and the realization of a true "dream come true" – opening our own Hospice Thrift Store. This new chapter has strengthened our ability to support our community and sustain the important services we provide.

None of this would have been possible without the commitment and generosity of so many people. Thank you to our amazing board members, volunteers, staff, our incredible Executive Director, and, most importantly, to our wonderful community for believing in Hospice and making all of this possible.

Most sincerely, Darcy

WITH GRATITUDE TO DON ROSET

We extend our deepest gratitude to Don Roset, Past Treasurer and Vice Chair, for his many years of dedicated service to the Campbell River Hospice Society. Don's financial expertise, thoughtful leadership, and unwavering commitment have played an invaluable role in strengthening the financial management and stability of our organization.

Through his careful oversight, sound guidance, and commitment to responsible stewardship, Don has helped ensure that Hospice remains financially strong and positioned to continue providing our specialized programs and services to the community. His contributions have extended far beyond his Board responsibilities, and his impact will be felt for many years to come.

Thank you, Don, for your exceptional leadership, expertise, and dedication to the long-term sustainability of Hospice. We are deeply grateful for all you have given.

DON ROSET



There are a number of reasons I joined the board but the main one is a long time client Dr. Bruce Wood told me I should join the board and so I listened.

My part on the board will be history this September as I am at the end of my maximum term. I have thoroughly enjoyed working together with the complete board and the Hospice staff.

The mission is clear but achieving it is a huge challenge as there are many events, circumstances and financial matters that require successful outcomes. Our Hospice has clearly met the challenges and the future looks good. It is always nice being a part of a successful organization - Thank You!

Don

A HEARTFELT THANK YOU TO OUR COMMUNITY



The Campbell River Hospice Society is incredibly fortunate to be part of a community that continues to show up with generosity, compassion, and heart.

To everyone who makes a donation, attends a fundraising event, gives monthly, supports the Hospice Thrift Store, or finds another way to contribute – thank you. Every gift, every ticket purchased, every monthly contribution, and every act of support helps us continue providing our specialized programs and services at no cost to the people in our community.

But your support means more than dollars raised. It is a reflection of the kind of community we are – one that believes in caring for one another, especially during life's most difficult moments. Your generosity helps create a community where people feel supported, connected, and never alone in their grief or at the end of life.

We are deeply grateful to the individuals, families, businesses, organizations, and community partners who continue to believe in the importance of Hospice and the difference it makes. Together, you help make Campbell River a more beautiful, compassionate place to live, love, grieve, heal, and care for one another.

From all of us at the Campbell River Hospice Society, thank you for believing in our work, investing in our community, and helping us care for one another.