We are building a palliative care home with a day centre that will be the first of its kind in Montreal. We need your help.

OBJECTIVE: $10 MILLION
Major Fundraising Campaign
1. Richard Renaud
2. Louis Roquet
3. Peter O’Brien
4. Kim Thomassin
5. Martin Thibodeau
6. Carolyn Renaud
7. Luc Maurice
8. Nicolas Mastandrea
9. Monette Malewski
10. Lyne Roy Payette
11. Lillian Vineberg
St. Raphael’s invites the Montreal community to make a gesture of solidarity to help us open a new palliative care home and day centre, where palliative care will be offered free of charge in a warm and compassionate environment.

Letter from the co-chairs

We all know someone suffering from an incurable illness who, in the all-too-near future, will want to receive high-quality palliative care.

As engaged citizens, we believe that we have a role to play in our community, and we were moved by the mission and vision of St. Raphael’s. This is a project that Montreal needs. That’s why we gladly accepted the opportunity to co-chair the major fundraising campaign committee.

The importance of palliative care is obvious. The end of one’s life should unfold with as little suffering as possible, in a familiar and reassuring environment, ideally resembling a home setting. However, the number of beds available for terminally ill Montrealers is clearly insufficient. We must make additional resources available.

Many incredible volunteers have already been working for years to make this project a reality. The major fundraising campaign that we are chairing also relies on the work of campaign committee volunteers who have joined us in order to guarantee the success of this endeavour. For this next phase, we need your help.

A financial contribution to our fundraising campaign is about making sure that, together, we build a future imbued with humanity.

That is the project we are inviting you to be part of.

Richard Renaud  Carolyn Renaud
Luc Maurice  Lillian Vineberg

Letter from the committee chairs

It is with great pleasure and pride that we have agreed to chair the Exceptional Gifts and Lead Gifts Committees of the major fundraising campaign for St. Raphael’s, a project with heart that exemplifies the true power of community.

It is impossible to remain indifferent in the face of human distress, and equally impossible to remain idle when we understand how important and necessary this organization’s work is for the Montreal community.

Terminally ill patients are faced with a period of suffering and anguish, where a sense of loss is often compounded by some deep-seated reflection.

St. Raphael’s will welcome these people into a warm and reassuring environment where they will receive high-quality, compassionate care, and where they will be able to live their final days with dignity. Thanks to St. Raphael’s, thousands of Montrealers each year will be able to receive high-quality care free of charge, while their loved ones will receive some much-needed respite.

To complete this vital project, St. Raphael’s must raise $10 million. By contributing financially to our campaign, you will be helping to improve our community’s quality of life and enabling a larger number of terminally ill patients to live out their lives with dignity.

We thank you in advance for your generosity.

Louis Roquet  Peter O’Brien
Exceptional Gifts Committee  Exceptional Gifts Committee
Co-Chair  Co-Chair

Martin Thibodeau  Kim Thomassin
Lead Gifts Committee  Lead Gifts Committee
Co-Chair  Co-Chair

Nicolas Mastandrea  Monette Malewski
Major Gifts Committee  Major Gifts Committee
Co-Chair  Co-Chair

Lyne Roy Payette
Special Gifts Committee
Chair
The project

St. Raphael’s will have two important components.

1: Palliative care home

- 12 palliative care beds
- Care 24/7
  - Nursing care, comfort, reassurance, and respite services, hygiene services, assistance with eating
- Team of professionals: doctors, nurses and assistants, pharmacists, patient care attendants, social workers, psychologists
- Customized care based on individual needs
- Great respect for patients’ privacy, autonomy, and beliefs
- Possibility of involving loved ones in care
- Support services for loved ones and caregivers

2: Day centre

- Unique in Montreal
- An approach that has already proven its worth elsewhere in Quebec
  - Capacity for twenty terminally ill patients at a time, who are living at home
  - 5,000 visits per year
- A warm gathering place where patients can relax, confide in others, and find comfort
  - While providing a beneficial break for loved ones and caregivers during this difficult period
- Complete range of care and services
  - Medical: professional consultations, nursing, physiotherapy, etc.
  - Psychosocial: individual and group sessions, art therapy, music therapy, pet therapy
  - Training, conferences, thematic discussions
  - Recreational: drawing and painting workshops, light exercise, yoga, relaxation, board games, etc.
## Financial model

Even though labour costs will be significantly reduced by the important contributions of a team of volunteers, the construction and operation of St. Raphael’s for the first two years require a contribution of $10 million to be funded by the community.

### Campaign objective

<table>
<thead>
<tr>
<th>Construction</th>
<th>Operation</th>
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<tbody>
<tr>
<td><strong>$6.450M</strong></td>
<td><strong>$1.775M</strong></td>
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<tr>
<td>+</td>
<td>+</td>
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<tr>
<td><strong>$10M</strong></td>
<td><strong>$10M</strong></td>
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</table>

| Land purchase (transferred from the Archdiocese of Montreal) | - $ |
| Construction – turnkey project | $4,000,000 |
| Professional fees (engineering, architecture, design, and environment) | $500,000 |
| Start-up and marketing expenses | $450,000 |
| Construction management costs | $100,000 |
| Furniture, equipment, and supplies | $645,000 |
| Financial and legal fees | $65,000 |
| Contingencies and net taxes | $790,000 |
| St. Raphael’s | Government |
| $1.775M | $0.816M |
| St. Raphael’s | Government |
| $1.775M | $0.816M |

An official income tax receipt is issued for all gifts of $25 or more.

### We are here

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<tbody>
<tr>
<td>Agreement with the Archdiocese of Montreal for site development</td>
<td>Architectural plans drawn up Construction and operating cost studies completed</td>
<td>Site rezoned by the Borough of CDN-NDG with a focus on sustainable development and harmonious integration</td>
<td>Contribution to annual operating costs confirmed by the Agence de la santé et des services sociaux de Montréal</td>
<td>Feasibility study conducted with potential large donors, yielding favourable results</td>
<td>Bonds established with the community, hospitals and organizations offering palliative care, as well as the CIUSSS du Centre-Ouest-de-l’Île-de-Montréal</td>
<td>Awareness-raising events: sale of Romaine Ardizzon’s CD Spaghetti dinner Concert Ball-hockey tournament Poinsettia sale</td>
<td>Construction begins</td>
<td>Official opening</td>
</tr>
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### St. Raphael’s

- Land purchase (transferred from the Archdiocese of Montreal)
- Construction – turnkey project: $4,000,000
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- Financial and legal fees: $65,000
- Contingencies and net taxes: $790,000
- Year 1: $1.775M
- Year 2: $1.775M
- Total Campaign Objective: $10M

An official income tax receipt is issued for all gifts of $25 or more.
Why a palliative care home and day centre?

In Montreal, there are an estimated 14 facilities offering palliative care, with a total of 190 beds. Governments and other agencies are making efforts to increase the number of beds, but in spite of this the supply remains inadequate to provide for existing waiting lists and estimated needs over the next five to ten years.

With our aging population, the number of people suffering from an incurable illness is constantly increasing.

Medical advances have allowed us to eradicate some illnesses, and even extend life expectancy. Nevertheless, incurable illnesses still strike and bring with them the realization that, beyond medical care, terminally ill patients need a warm environment where they can pass away with dignity, surrounded by their loved ones and caregivers. It is with this in mind that medical services are today being committed to easing the end-of-life transition through palliative care.

The palliative care approach is based on accepting death as a natural part of life. Instead of focusing on finding a cure at all costs or resigning oneself to suffering, palliative care aims to relieve physical and psychological pain and to enhance the quality of life for terminally ill patients.

What’s more, as soon as a palliative approach is initiated, the wishes and desires of the dying person are taken into account, as are the needs and roles of the family, friends and caregivers who accompany the terminally ill person.

The goal is to offer them an end of life imbued with compassion, respect and humanity.
About St. Raphael’s

St. Raphael’s is a non-profit charitable organization registered with the Canada Revenue Agency. The organization was created to build and operate a facility that will offer free, high-quality palliative care in one of the most populated areas of Montreal.

The origins of the project date back to 2008. After the closing of the Church of St. Raphael the Archangel on Lajoie Avenue in Montreal, the Archdiocese of Montreal agreed to transfer the use of this magnificent building and its land to the community, with the intent of enabling a unifying and humanitarian project that would benefit the entire community.

A committee composed of former parishioners and people from the business and healthcare sectors was formed to study and analyze the needs of the community. They found that what the area needs most is a palliative care home and day centre. That is how the St. Raphael’s project was born. Once in operation, the facility will extend a respectful and compassionate welcome to people from all walks of life, regardless of their social condition, ethnic origin or religious beliefs.

The organization’s Board of Directors is chaired by Ms. Marie-Michèle Del Balso, Senior Vice President of Le Groupe Maurice. The Board also benefits from the palliative care skills and expertise of Dr. Joseph Ayoub, an eminent hematologist-oncologist in the palliative care unit of CHUM-Hôpital Notre-Dame. Several well-known and respected philanthropists from the Montreal community have generously agreed to make contributions and to co-chair the major fundraising campaign.
## Summary of donor recognition program

<table>
<thead>
<tr>
<th>Donation Level</th>
<th>Dedication</th>
<th>Honour Roll</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,000 to $4,999</td>
<td>St. Raphael’s building</td>
<td>Exceptional gifts</td>
<td>Newspapers – photograph, 1/4 page</td>
</tr>
<tr>
<td>$5,000 to $24,999</td>
<td>Atrium</td>
<td>Lead gifts</td>
<td>Mention on the major fundraising campaign website</td>
</tr>
<tr>
<td>$25,000 to $99,999</td>
<td>Cafeteria and living area</td>
<td>Major gifts</td>
<td>Mention in the St. Raphael’s annual report</td>
</tr>
<tr>
<td>$100,000 to $149,999</td>
<td>Outdoor gardens</td>
<td>Special gifts</td>
<td>Invitation to the major fundraising campaign closing ceremony</td>
</tr>
<tr>
<td>$150,000 to $249,999</td>
<td>Library and documentation centre</td>
<td>General gifts</td>
<td>Thank-you letter and phone call</td>
</tr>
<tr>
<td>$250,000 to $499,999</td>
<td>Patient activity and rec room</td>
<td>Friends of St. Raphael’s gifts</td>
<td>Tax receipt</td>
</tr>
<tr>
<td>$500,000 to $999,999</td>
<td>Patient activity and dining room</td>
<td>Will depend on the amount</td>
<td></td>
</tr>
<tr>
<td>$1,000,000 and up</td>
<td>Room (1 to 12)</td>
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