

**EVERY**

**SE:CO:ND**

**COUNTS**

**A CAMPAIGN FOR CRITICAL & CARDIAC CARE**

Volunteer Orientation Package

February 2026



**PEACE ARCH  
HOSPITAL +  
COMMUNITY HEALTH  
FOUNDATION**

*The heart of a healthy community*



## Thank You

Thank you for volunteering your time to be a part of our **Every Second Counts** Campaign Committee. In this package, you'll find campaign information, key messages, sample communications, and more. If you have any questions about this package, please do not hesitate to reach out to me at **604.535.4520**. Thank you for your support!

## Campaign Overview

Peace Arch Hospital (PAH) provides critical and cardiac care to White Rock and South Surrey through its Level 1 Intensive Care Unit (ICU) and 8-bed Cardiac Monitoring Unit. However, the current ICU and Cardiac Monitoring spaces are critically undersized, outdated, and non-compliant with modern infection control standards.

The existing ICU features an open bay design, lacks negative pressure rooms for infection control, and has insufficient space for patient mobility and equipment storage. These deficiencies are directly tied to increased risks in patient and staff safety, operational inefficiencies, and compromised infection control.

To address these issues, the proposed project will transform the entire 4<sup>th</sup> floor into a state-of-the-art, integrated ICU and Cardiac Monitoring unit, occupying a footprint of 1,038 square meters – more than double the current space.

**Total Cost:** \$38.4 million | **Project Duration:** 2024-2027 | **Location:** PAH's 4<sup>th</sup> Floor

### Key Goals:

- ✓ Provide a modern, properly equipped space to support critical and cardiac patient care, including isolation rooms for airborne infections.
- ✓ Improve the functionality of the unit with better air suction capacity and appropriate room sizes.
- ✓ Enhance patient and staff experience by creating a safer, more efficient environment.

## Project Plans & Projections

The renovation project will relocate the 22-bed medical unit and expand the ICU and Cardiac Monitoring unit into a combined 16-bed facility on a single floor. This will align the space with modern evidence-based standards, ensuring compliance with infection control, improving patient and staff experiences, and facilitating a safer, more efficient working environment.

# Project Key Features and Benefits of a New, Expanded ICU & Cardiac Monitoring Unit

1

## Expanded Capacity & Innovation

The new unit will provide a larger, more adaptable space that can accommodate modern medical technology and innovative care practices. This ensures that more patients receive effective critical care, reduce wait times, and improve health outcomes. The flexible design allows for future modifications as medical practices evolve.

2

## Natural Light & Well-Being

Every patient room will include windows to provide natural light, which has been shown to reduce delusion rates, improve patient well-being, and promote faster recovery.

3

## Patient & Family-Centred Care

Recognizing the importance of family involvement in care and recovery, the new unit will feature private spaces and in-room washrooms, replacing shared public facilities. This design fosters a more compassionate environment, supports family, and enhances patient comfort and dignity.

4

## Enhanced Infection Control

Infection prevention is paramount in critical care settings. The new unit will incorporate contemporary infection control standards, including dedicated negative pressure rooms that significantly reduce the risk of disease transmission. These features are essential for protecting vulnerable patients and staff, especially during outbreaks of infectious diseases.

5

## Operational Efficiency & Sustainability

The redesigned unit aims to optimise patient flow and clinical operations, leading to improved clinical outcomes and resource utilisation. Sustainable practices will be integrated to ensure the long-term viability of the facility, aligning with community health priorities and environmental standards.

6

## Workforce Recruitment, Retention, & Morale

A modern, functional unit will address current staff dissatisfaction by providing a more efficient and safe workspace. Improved facilities are expected to enhance staff morale, aid in recruitment, and support retention, ensuring a stable and motivated workforce capable of delivering high quality care.

# Campaign Leadership Volunteers & Key Contact Information

## Campaign Co-Chairs

Todd Antifaev

Mindy Salh

Mark Woodall & Judy McKague

Dr. David Min

Dr. Vicky Sharma

Harp Sohal

Romi Gill

Dragana Sanderson

Donna Dong

Linda Wei

Casey Rumley

Elizabeth & Richard Barley

## Campaign Cabinet

Dr. Jane Wu

Gordon Barefoot

John Lee

Dave Mann

Arnold Machel

Leslie Zhao

Karen Dosanjh

Raj Grewal

Azra Mann

## Peace Arch Hospital Foundation Staff Campaign Support

Amy O'Leary, Director, Philanthropy

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Rupam Virk, Philanthropy Coordinator

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# Terms of Reference

## Objective

The **Every Second Counts** ICU & Cardiac Monitoring Campaign committee provides leadership and fundraising support for PAHF's \$35M contribution to the redevelopment on the 4<sup>th</sup> floor.

## Committee Member Volunteer Role Description

The dedication of the Campaign Committee members, under the leadership of the Campaign Chairs, is responsible for the success of the campaign.

Committee members work 1:1 with PAHF staff and leadership to contribute in ways they find personally fulfilling and manageable.

The Campaign Committee will have the support of the Foundation Board of Directors, the CEO, Campaign Director and Foundation team, and members will engage in the following initiatives to support the success of the campaign:

- Make a personal and/or corporate pledge which is proportionate to his/her financial ability
- Participate in the identification, cultivation, solicitation, recognition and stewardship of gifts
- Contribute to donor identification activities; review and provide input on potential donor lists as necessary; provide linkage and introductions to interested potential donors
- Help develop, coordinate, execute and assess potential donor strategies and activities
- Regular review and report on donor relationship activities to Campaign Chair and Campaign office
- Attend meetings of the Campaign committee (if applicable)
- Participate in and/or host campaign events
- Publicly endorse the campaign and act as campaign spokesperson when required
- Participate in other activities that will help ensure campaign success

# Functioning of the Every Second Counts Committee

The Campaign Committee is the key linkage group between the organization and prospective donors/leaders in our community. The campaign, simply put, will succeed, or fail, based on the quality and quantity of community leaders that are recruited to this Campaign Committee

**Creation:** The Committee began its formation in 2025 to support the ICU & Cardiac Monitoring Campaign.

**Membership:** Members of the Committee shall be selected from the community, Board and Committees and/or by the Co-Chairs, with recommendations from staff.

**Term of Office:** The term of office for the members is two years (2026-2027), throughout the term of the **Every Second Counts** ICU & Cardiac Monitoring Campaign.

**Meetings:** The Committee shall meet as required. This committee does not hold monthly meetings but members may plan events in conjunction with the PAHF staff team that all committee members are invited to attend.

**Reporting:** PAHF Staff will prepare and share regular reports with Co-Chairs prior to PAHF Board meetings. Regular update emails will be sent to committee members on campaign news.

**Support:** Committee members will receive support from PAHF staff. Any information, documentation, letters or event support and planning can/will be provided by PAHF staff.

**Ribbon Cuttings and Post-Campaign Events:** Committee members will be invited to relevant ribbon-cuttings and/or post-campaign events, even if the activities of the committee have concluded.

# Key Messages

- ✓ Essential terms:
  - **Intensive Care Unit (ICU):** The ICU is a self-contained space for specialized expertise, technology, and treatments used to care and manage critically-ill, cardiac and unstable patients. For example: patients who recently had a heart attack, need ventilator support, or have sepsis or other complex conditions. These are the hospital's sickest patients who need the most urgent, coordinated care.
  - **Cardiac Monitoring:** A constant cardiac activity monitoring process where patients' heart information is recorded while a patient is not restricted to their bed, such as walking, eating, and talking. Telemetry patients require a higher level of care than other medical units, but are stable and do not require the specialized nursing care provided in the ICU.
- ✓ This project has an estimated cost of \$38 million, with a \$35M of support committed by PAHF . The campaign has raised \$13 million to date from a few early leading donations.
- ✓ Peace Arch Hospital's entire 4<sup>th</sup> floor will transform into a state-of-the-art, integrated ICU and Cardiac Monitoring Unit. The existing medical unit will be modernized and relocated to the 5<sup>th</sup> floor.
- ✓ With a **\$35 million** commitment to the project, this redevelopment is PAHCHF's largest single capital fundraising campaign.
- ✓ Investing in this new integrated ICU and Cardiac Monitoring Unit is a vital step toward strengthening our healthcare infrastructure.
- ✓ Collective action can lead to substantial change. Community support, whether through donations, volunteering, or advocacy, is vital to the success of our campaign.
- ✓ To find out more information, visit **[pahfoundation.ca/icu](http://pahfoundation.ca/icu)**
- ✓ Anyone can donate via the following ways:



It's easy! Donate now and you'll receive a tax receipt instantly.

**[pahfoundation.ca/donate-now](http://pahfoundation.ca/donate-now)**



Our office is open 8:30 a.m. to 4:30 p.m. Monday through Friday.

**604.535.4520**



We would love to meet you! Drop by our office and say hello.

**15521 Russell Avenue**

# Ways to Get Involved

You (or others) can get involved in this campaign in a number of different ways:

## **Make a Multi-Year Pledge or a Gift of Shares**

Multi-year pledges are an excellent way to maximize your impact to a project, while making consistent donations annually. Pledges can be paid over a 3-5 year period.

## **Make a One-Time Tax Receiptable Donation or a Gift of Shares**

Any amount, small or large, makes a difference. There are more ways to donate than just with the cash we have now. Connect with our team about these options and the various recognition/naming opportunities we have!

## **Make a Legacy Gift**

Making a gift in your Will allows you to support our Foundation without using any of the funds you need now.

## **Spread the Word**

Share this campaign with your network and raise awareness about the impact of a newly renovated ICU and Cardiac Monitoring Unit will have on our community. Your advocacy can help us reach more potential supporters and bring our project to fruition.

## **Become a Partner**

If you represent a business or organization, explore partnership opportunities with us. This can include funding, in-kind donations, or collaborative community fundraising

## **Host or Attend a Fundraising Event**

Show your support by attending a fundraising event, information event, thank you celebration, tour, or host a fundraising event of your own. Reach out to a PAHF staff member to learn more.

## **Become a Volunteer**

If you know of anyone who would be interested in joining our campaign committee or getting more involved, please connect them with us!

# Sample Phone Scripts, Social Posts, Graphics, and Email

Any communications to potential donors should be as personal as possible, and while you may know the person you are contacting and feel comfortable having conversations, it can still be stressful. Even seasoned fundraisers will create phone scripts to help with conversations where specific information needs to be shared or if there is a specific goal for the call, i.e., securing a meeting.

Below are some helpful samples that can be used to build out your phone conversations, emails, and text communications:

## Sample Email

*Hello (potential donor name),*

*Thank you for your willingness to chat about Peace Arch Hospital + Community Health Foundation's current fundraising effort to raise \$35 million for the **Every Second Counts** campaign to expand and redevelop an integrated ICU and Cardiac Monitoring Unit at Peace Arch Hospital.*

*While many areas at Peace Arch Hospital have undergone significant renovations in recent years, the Intensive Care Unit (ICU) and Cardiac Monitoring Unit have not kept pace with these critical advancements. An ICU that can properly provide the level of advanced nursing and critical care is essential to ensure the safety, recovery, and wellbeing of the patients who rely on our community hospital.*

*The Foundation has fundraising for this exciting project, meeting with individuals and businesses in our local community. To date, \$13 million has been raised towards the \$35 million project.*

*I would love to set up some time to meet in the coming weeks to introduce you to a member of the Foundation team and discuss the ICU & Cardiac Monitoring Campaign. Of course, we would be happy to meet you at the Foundation office or somewhere else of your choosing.*

*It is quite an exciting time for our hospital and our community, and I look forward to sharing details about this project with you. Thank you in advance for your time and I look forward to hearing from you soon.*

## Introduction Phone Call

*"Hello (potential donor name), this is (your name) calling. How are you?"*

*I am volunteering with Peace Arch Hospital + Community Health Foundation to help with a priority project for our hospital – the renovation and expansion of the ICU and Cardiac Monitoring Unit at Peace Arch Hospital.. As mentioned, I volunteer my time to help make this project a reality. I am wondering if you are interested in meeting up so I can see if you might like to be part of it."*

YES ⇒ *That's great! (arrange details for meeting)*

YES, but call me back another time. ⇒ *Okay, how about I call you in a few days to arrange a specific meeting date and time?*

YES, but send me an email first. ⇒ *Okay, I am happy to send details. Can I call you in a few days to schedule a meeting?*

NO ⇒ *Ok, thanks for your time and I hope to see you soon.*

## Sample Email Signature

### Your Name

**Every Second Counts** Committee Member

Peace Arch Hospital + Community Health Foundation

Tel: (phone number)

[www.pahfoundation.ca/icu](http://www.pahfoundation.ca/icu)



## Sample Social Media post

Option 1:

I'm honoured to share that I've joined Peace Arch Hospital + Community Health Foundation's Fundraising Committee in support of their latest fundraising campaign, Every Second Counts. This \$38M initiative will help build an integrated ICU and Cardiac Monitoring Unit at Peace Arch Hospital, ensuring our community has access to critical, life-saving care when it's needed most. Grateful to work alongside a dedicated group of volunteers to support such an important cause. If you're interested in learning more about the project or how to support this important work, I'd love to connect.

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Option 2:

Excited to start volunteering as a committee member for Peace Arch Hospital + Community Health Foundation's latest fundraising campaign, Every Second Counts. This project will transform Peace Arch Hospital's entire 4<sup>th</sup> floor to build a state-of-the-art, integrated ICU and Cardiac Monitoring Unit. Strong local healthcare saves lives, and I'm proud to contribute to a project that will have a lasting impact on our community. Reach out if you'd like to learn more or be part of this important effort.



Please tag **@peacearchfoundation** in your social media posts:



**@peacearchfoundation**



**@PAH Foundation**



**@PAH Foundation**



**@peacearchfoundation**



**@PAH Foundation**

Use the QR code to download your social graphics!



Thank you for your commitment to embarking on this project for Peace Arch Hospital. As a volunteer, you play a critical role in building a healthier future for our community, and we are so grateful for your support!



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