

# Auxiliary News

Winter 2014

## Petticoat Lane **GRAND OPENING**



Wow! What a success story this is. Petticoat Lane began life in 1968. That's 46 years ago, and during that time it has lived in six locations, starting out at 201 Third Street and finishing up at 25 Munroe Street in 2010. In between it occupied space on King Street then Division Street then back to King Street and then at the Midtown Mall.

And now it is in an even bigger and better space at 25 Munroe Street, having added 500 square feet and getting new floors. And on Sunday October 26th they had An Afternoon of Bling & Bliss that also served as the Grand Opening of the new, bigger and better store. Volunteers laboured hard and long for days, including evenings and weekends, to get the store ready, which included taking possession of, pricing and displaying an extraordinary collection of clothing donated by the owner of the retired Cobourg Store Bottoms

Up. When the doors opened there was a line up of about 40 people who rushed to the bargains they had obviously already earmarked in previous visits! Thanks to all the hard work the afternoon, from 12:30 to 4:00, made an extraordinary \$3,570.45 – double last year's Bliss & Bling sale – and bringing the October total sales to a whopping \$20,816.90.

Co-ordinators Lorrie Phipps and Phyllis May and their amazing team of volunteers are such an incredible bunch of people. Their dedication knows no bounds and the number of hours they put in is gobsmacking.

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NORTHUMBERLAND HILLS  
**HOSPITAL**  
FOUNDATION

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Linda Sedgwick-Sharpe

Linda Smith

Sandi Spencer

Brenda Worsnop

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# President's Report ... NOVEMBER 2014



et's start with this: at our November board meeting, volunteer Coordinators Virginia Mitchell and Phyllis May shared feedback from patients and customers respectively. Patients are virtually universal in their praise for the quality of care, food and volunteer treatment, whether as inpatients or day surgery patients. Long-term patients are also appreciative of staff, facilities and volunteers, for all the kindnesses, despite their own illness journeys. Petticoat Lane and Little Treasure Shop presented the Auxiliary with a combined total of \$61,000.00 toward our commitment to the Hospital – and this 5 months before our year-end!

Take pride.

Our recruitment plan is under constant adjustment, and our latest iteration is to have a coordinated drive in the spring of 2015, combining targeted media articles, with a new brochure, radio spots and hopefully a feature in the NHH 'In Touch' monthly newsletter. We are steadily getting volunteers applying on their own initiative however, and Director of Volunteers Linda Smith and her team, are steadily placing them in different areas of service. Linda's audit of the need for volunteers told us that we need 112 new volunteers to adequately cover all of our areas of service – we have a challenge ahead of us! In late October, NHH Management made the decision to not have volunteers in the Emergency Department until further notice, a welcomed, proactive decision to protect volunteers from any risk, however remote, from ebola exposure. The Auxiliary supports and appreciates the hospital's care and concern for Auxiliary members serving in the Emergency Department.

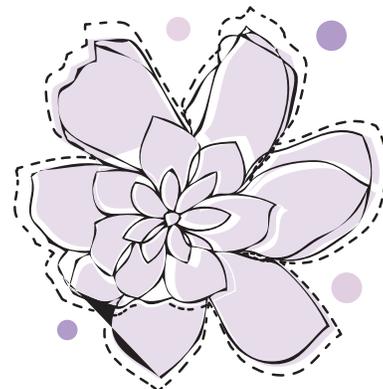
The Polar Dip is on (weather permitting)! Pat Page Hoisak and Patricia Fenner have stepped up to Co-chair the event and most of the rest of the Board have committed to helping out on the day of the event (Saturday of Family Weekend in February). I will once again be 'dipping', albeit in the Gulf of Mexico, but I will do it!

You have no doubt noticed that the Auxiliary has virtually ceased to be involved in 'fundraising' events, because we simply do not have the human resources to continue to do the work involved for relatively little return. Instead (and we think wisely), we are focussing on supporting our revenue producing components – Petticoat Lane, Little Treasure Shop, HELPP Lottery, Crafters and Bridge Club. These combined activities make it possible for the Auxiliary to give generously to the hospital and that in turn supports patients, which is what we are here to do.

This newsletter has a focus on Petticoat Lane and we hope you enjoy reading about their team, events and leadership. The newsletter traditionally has been issued several times a year to report on special events, but perhaps we should re-frame it around celebration and support of our dedicated, hard-working fundraising groups within the Auxiliary, because they are so important to contributing to quality patient care – every time.

Thank you for your dedication, kindness, and 'okay, let's do it' spirit, which so defines what this Auxiliary really is. I wish you a happy, safe and healthy Christmas season, a Happy New Year, and I will haunt you everywhere if you do not pay your membership by January 1st!

**Gayle Metson**  
President, NHHA



# Petticoat Lane GRAND OPENING



People currently working there have, since 1973, collectively put in 748 years of service. Of the 77 people listed Merle Zealand is still active and has been there for 41 years. Margaret Johns: 39 years, Marg Chapman and Marlene Stothart: 37 years, Sylvia Doak: 33 years, Delia Catton: 28 years, Lil Graham and Marilyn McMillan: 26 years and Mary Gill: 20 years. And the list goes on. Astonishing.

And there are plans to add yet another 500 square feet to the existing footage so that they can accept the furniture that they often have to turn away and also have a storage space for seasonal stuff. They anticipate an even bigger cheque presentation in the months to come. (They presented the auxiliary with a cheque for \$30,000 at the board meeting on November 17th which makes the contribution year to date \$??????).

And there is no stopping them. They are having a bunch of sales in December including their 46th anniversary sale on December 6th so please drop by with your Christmas list. And if you could spare a few hours a month to work there they will love you forever!

Many kudos to everyone at Petticoat Lane. You do an extraordinary job and we can never thank you enough.

Selena Forsyth



# Coming Events

December 6th      Petticoat Lane 46th Anniversary Sale

January 19th      Board Meeting

February 14th      Polar Dip

