

Home Away From Home

Campbell River

Presented by Veronica Carroll, CEO

children's
HEALTH FOUNDATION
OF VANCOUVER ISLAND

Champions for the health of every Island family

Thank you!

DRAFT 4 | CONFIDENTIAL

HOME AWAY FROM HOME
Preliminary Business Case Outline

Prepared for the Home Away From Home Steering Committee | September 2018


STRONGITHARM CONSULTING LTD.

Quick background

Who are we?

Mission: All Island kids have access to the health care they need.

Vision: We invest in the health of Island kids.

Children may only be 20% of our Island's population but they are 100% of our future.



Quick background

Who are we?

Our 3 impact areas:

- Early childhood development
- Youth mental health
- Children and youth living with complex needs



Island kids Lucy and Clara, Campbell River

Since 2012, we've broadened our focus to be Island-wide to improve health care support for families living in rural and remote communities.

Inspiration

What is a home
away from home?

Jeneece Place

Built from the dream of Jeneece Edroff, the 'penny girl', who inspired the community to rally behind the

development of a home for families to stay while their children received medical care in Victoria.

It was built on the grounds of the Victoria General Hospital and officially opened in January of 2012.

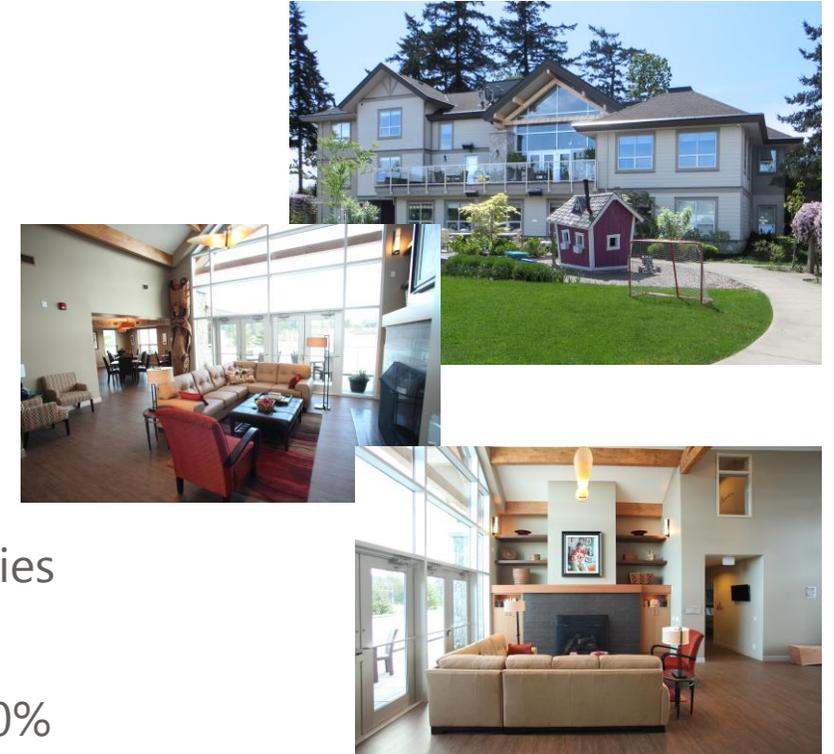


Inspiration

What is a home
away from home?

Jeneece Place

- 10-bedroom facility, with large shared kitchen, living room, media room, playground, garden, and art room
- Welcomed nearly 2,000 families since opening
- Average occupancy rate of 90%
- Ongoing operating costs budgeted at \$390,000 funded by Children's Health Foundation donors with minimal active fundraising needed



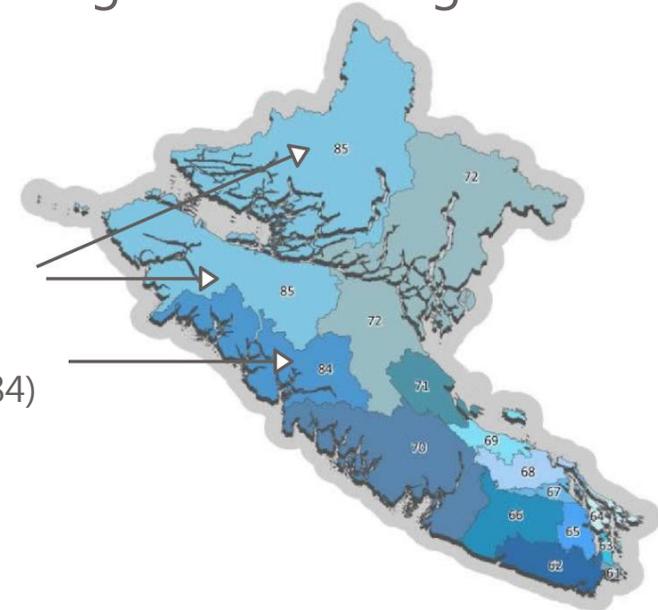
The need

Why Campbell River?

- Larger pediatric needs
- Higher number of child births than other populations
- Increased socioeconomic challenges in these regions

Northern communities of Vancouver Island (LHA 85)

West coast of Vancouver Island (LHA 84)



The need

Why Campbell River?

- Opportunity and land available to expand the Jeneece Place model
- Would primarily support families living in rural and remote communities
- New North Island hospital expanded patient capacity



Community benefits

Better health outcomes
for Island families

- Provides accommodation near health care services
- Removes financial burden related to cost of accommodation

"I think I had to go through the hardest thing in the world. I don't think I would have mentally made it through that experience if Jeneece Place wasn't there."

– Misty, Lucy and Clara's mom in Campbell River



Misty, Lucy, and Clara, Campbell River

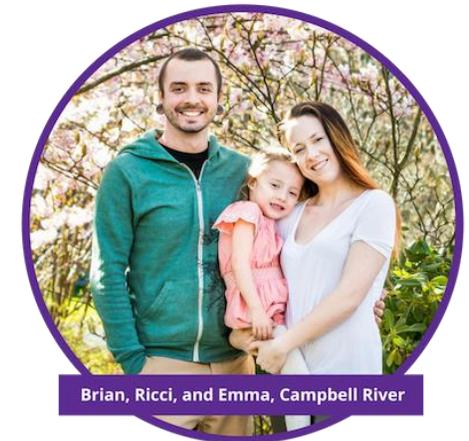
Community benefits

Better health outcomes
for Island families

- Provides a safe, inclusive, and friendly space for patients and their families to call home and find comfort
- Includes amenities such as a kitchen, cultural space, multi-purpose activity room, patio area, and playground
- Facilitates relationship building and peer-to-peer support among *home away from home* residents.

"When we walked up to the door of Jeneece Place I had no idea what to expect. We were greeted with a warm hug and as we toured the house, I started to cry and cry and couldn't stop. Not only was this a place to stay, it was a home with food and a kitchen and caring, kind people."

– Brian, Emma's dad in Campbell River



Brian, Ricci, and Emma, Campbell River

Estimated demand

Who would use this *home away from home*?

Who	2025 (# of beds)
Visiting pregnant women staying in Campbell River before their due dates	4.5
Families staying in Campbell River with children in hospital	3.0
Families receiving day services and needing overnight accommodation	1.5
Miscellaneous additional beds for families supporting patients	1.0
TOTAL BEDS	10

The vision

Home Away From Home
Campbell River

- Large family bedrooms with full bathrooms
- Common kitchen and dining room areas
- Common multi-purpose indoor activity space for children
- Cultural space and quiet room
- Laundry area and storage
- Day-use showers, computers, and phones
- Outdoor patio area and playground
- Parking stalls and space for camper vehicle



Next steps

Generating support

- Island Health has agreed to provide the land, in close proximity to the North Island Campbell River hospital
- Working to determine lead architect
- Community consultation with stakeholders to further develop the vision
- Working toward occupancy for early 2021
- Garnering community support and funding of \$4.5 million for capital build and \$2.5 million for approximately the first five years of operation
 - ***Already received lead gift of \$3 million gift***
- *Looking for lead agency to run the adult lodge portion of the project*

Special thank you to

all Strathcona Regional District staff for your involvement to date

