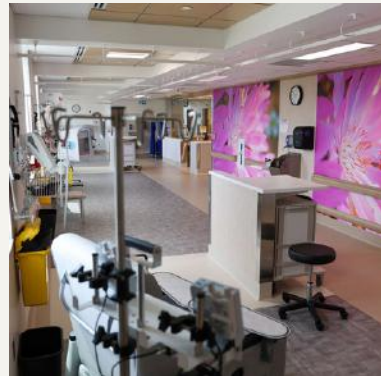




South Okanagan Similkameen
Medical Foundation



2024-2025 Impact Report



Message: From the Board Chair & CEO

This year has been nothing short of transformational for healthcare in the South Okanagan Similkameen, and it is all thanks to you.

The most significant highlight of the year is the successful completion of our \$10 million Oncology Campaign which resulted in the grand opening of the state-of-the-art Oncology Centre at Penticton Regional Hospital. This centre ensures that patients can access world-class cancer care close to home, supported by expanded treatment space, purpose-built to meet cancer care needs for the next 25 years, and dedicated physicians who have already chosen to join our community. This achievement represents a lasting legacy of compassion, foresight, and collaboration.

Equally impactful has been the opening of the Colleen Schneider Walk-In Clinic addressing one of the region's most pressing challenges: timely access to care. Already, new doctors have joined the clinic, families are finding the care they need, and pressure on our emergency services is being reduced.

We are not done yet. This year we launched a \$2 million campaign to bring Ultrasound Services to South Okanagan General Hospital and keep its Emergency Room open. At the same time, we continue the fight against cancer by pursuing early detection systems, investing in new technologies to recruit physicians, reducing wait times in cardiac care, and introducing a new focus on advancing robotic-assisted care.

Each of these milestones reflects a simple but powerful truth: when our community comes together, extraordinary things happen. Whether through transformational campaigns, innovative care initiatives, or joyful celebrations, your support ensures that the South Okanagan Similkameen continues to grow stronger, healthier, and more resilient.

On behalf of the Board of Directors and our entire team, thank you for believing in the Foundation's mission and for helping us shape a healthier future for all. We are excited about what lies ahead—and inspired by the knowledge that together, we can achieve even more.



PETER STEELE
Board Chair



IAN LINDSAY
CEO



A Brighter Place to Heal: Vera's Story

My name is Vera, and I was diagnosed with breast cancer at Christmas in 2024.

It was a devastating time — a whirlwind of emotions, questions, and fears. When I learned I would receive treatment close to home at Penticton Regional Hospital, I felt an enormous sense of relief.

From the very first call with my oncology nurse, Marie, I was met with kindness and compassion. But walking into the old oncology unit for my first treatment, I quickly realized how challenging the space was — crowded, noisy, and without privacy. Nurses worked tirelessly, often waiting for others to pass before they could move between patients. Even though the care was exceptional, the space simply couldn't match the quality of the people within it.

Then came the change. In June 2025, I began receiving treatment in the new Oncology Centre, and the difference was immediate. The new space is bright, spacious, and full of light — every chair has a view. There's room for visitors, privacy for sensitive conversations, and enough space for nurses to move freely and safely. There are even seven bathrooms — a small detail that makes a world of difference for patients tethered to IV poles.

Beyond its physical beauty, the new Centre offers something deeper: comfort, dignity, and hope. Patients can rest peacefully, nurses can work efficiently, and families can gather without disrupting others. There are dedicated rooms for oncologists, dietitians, and social workers, allowing care to be truly holistic.

Receiving a cancer diagnosis can be one of life's darkest moments. But the new Oncology Centre shines with the promise of exceptional care and community compassion. I am deeply grateful to everyone who made this space possible — it's more than a building; it's a place of healing, strength, and hope for every patient who walks through its doors.



*Thank
you*

to the SOSMF 2024–2025
Board of Directors for their
outstanding service

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Financials:

Donations/Café Revenue/Care Closet/Other

\$5,108,403

Expenses

\$887,224

Funding Given for Equipment/Research/Other

\$5,008,780



South Okanagan Similkameen
Medical Foundation

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