

A red helicopter is shown in flight against a clear blue sky. The helicopter is viewed from a low angle, looking up. The word "STARS" is printed in white on the side of the fuselage. Below it, the "Mosek" logo is visible. The rotor blades are blurred due to motion. The tail boom also has "STARS" written on it. The landing skids are visible at the bottom.

STARS®

Report to the Community 2011

Spreading Hope

"When I look up and see
STARS, I see hope."

A Message from our CEO and Board Chairs

Dear Friends,

On her ranch near Okotoks, Alta., long-time supporter Susan Ramsay often saw the STARS helicopter flying overhead. It used to make her sad, thinking that someone was hurt. That feeling changed as Susan and her husband Doug became more involved with the organization:

“Today when I see STARS, I see hope.”

Hope is what STARS is all about—providing hope to those who may need the very best in safe, fast emergency medical care and transport.

It started in 1985 when Dr. Greg Powell articulated a very simple but clear vision: How do we save more lives?

Since then, STARS has been building on his vision, touching thousands of lives through excellence in patient care and transport, emergency medical communications and critical care education and training. Dr. Powell, who is transitioning this year from CEO to the role of Founder and Director Emeritus (see page 11), oversaw the development of bases in Calgary, Edmonton and Grande Prairie, which continue to provide emergency coverage to Alberta and parts of eastern British Columbia.

In the past year, STARS and our partners have found extraordinary new opportunities to build upon Dr. Powell’s vision even further, spreading hope to rural communities in two more provinces.

Working with government and key partners, the STARS program is now operating in Manitoba, we have just opened a base in Regina, Sask. and will begin operations in Saskatoon this fall. The result is that thousands more people in Western Canada now have access to a scale of emergency medical care—and a sense of hope—they did not have before.

None of this would be possible without the commitment of our partners in government, in business and in the community, through the tireless efforts of our donors and volunteers. In this milestone year for STARS, we thank you all for helping to spread hope.

Andrea Robertson
President & CEO
STARS & STARS Foundation

David Mowat
Board Chair
STARS Foundation

Brian Vaasjo
Board Chair
STARS



David Mowat, Andrea Robertson and Brian Vaasjo hold up a photo of Janelle Phillips, who recovered from a serious car crash with the help of STARS.

“We are so impressed with the culture of STARS, its people and the quality of service. It’s like a friendship now.”

**Karl Smith, STARS donor
and President & CEO of FortisAlberta**

Karl’s support helped Austin conquer serious injury

Austin Kreutzwieser was eight years old when he was travelling with family friends from Fort McMurray, Alta. to visit his grandparents in Saskatchewan. An approaching car crossed the centre line and hit the truck Austin was in, which started on fire. “All I really remember was trying to get my seat belt off, but it was jammed,” he says.

Austin was pulled out of the car just before it went up in flames. When he complained about neck and stomach pain, STARS was dispatched within minutes and he was flown to Stollery Children’s Hospital in Edmonton. During the flight, the crew kept Austin talking so he would stay awake. Within mere hours of the accident, doctors had repaired three tears to Austin’s bowel.

“It sure wasn’t what I had hoped my first helicopter ride would be like, but I am thankful.”

“We were told that if it had taken any longer to get him to hospital, his injuries would have been harder to diagnose and things would have been way worse,” says his mom Melissa. Today, Austin is an active, healthy 12-year-old in Naicam, Sask., who says the accident feels like it happened “30 years ago.”

**Corporate and individual STARS donor
Karl Smith holds a photo of Austin
Kreutzwieser, who was flown to hospital
by STARS after a car accident.**



Saskatchewan and Manitoba join the STARS family

ENHANCED EMERGENCY CARE FOR THOUSANDS MORE PATIENTS

December 22, 2010

With a focus on taking care of their Saskatchewan employees and their families, Crescent Point Energy becomes the lead donor for STARS in Saskatchewan, with a \$5-million contribution, providing STARS with the necessary initial capital to begin building the program in the province.

April 6, 2011

STARS signs a 10-year agreement with the Government of Saskatchewan to provide helicopter air ambulance services in the province, with bases planned for Regina and Saskatoon.

April 6, 2011

The Mosaic Company announces a \$5.5-million donation to support the STARS program, adding to earlier commitments from Enbridge Inc., Husky Energy and Rawlco Radio.

April 14, 2011

PotashCorp announces its support of STARS in Saskatchewan with a donation to make a helicopter and hangar available at the Saskatoon base. Estimated value: \$27 million.

May 2011

Recruitment of pilots and aircraft engineers for the two Saskatchewan bases begins.

July 12, 2011

STARS receives the first of two BK117 helicopters for the province. Each aircraft will undergo a range of modifications by the STARS engineering team.

September 16, 2011

Enerplus announces a \$300,000 donation to STARS in Saskatchewan.

September 18, 2011

The second BK117 helicopter arrives.



The pilots and air medical crew who flew the first STARS mission in Saskatchewan.

October 2011

STARS buys an existing hangar at the Regina International Airport.

November 2011

Renovations begin on the Regina hangar and ground is broken for an additional building to include crew quarters, education and training areas, and office space.

December 2011

The first air medical crew members—10 paramedics and registered nurses—are hired for the Regina base.

February 2012

The first group of air medical crew members finish their 10-week intensive, air medical training course and begin "buddy shifts" at other STARS bases.

April 30, 2012

STARS opens the Regina base, the first of two bases in the province. The next day, May 1, STARS flew its first mission to Arcola for a medical emergency.

The Saskatoon base is scheduled to open in the fall of 2012.

April 1, 2009

STARS begins responding in Manitoba during emergency flooding in the province as part of a limited service agreement.

December 3, 2010

Government of Manitoba announces STARS to return to Manitoba to assist with emergency response during anticipated major flooding in spring 2011.

April 1, 2011

STARS returns to Manitoba and begins flying missions as part of emergency flood response.

June 28, 2011

Government of Manitoba signs a memorandum of understanding with STARS focused on working towards a permanent helicopter air ambulance program in the province.

June 28, 2011

Government of Manitoba announces it will build a new helipad at the Winnipeg Health Sciences Centre, a major trauma hospital.

September 2, 2011

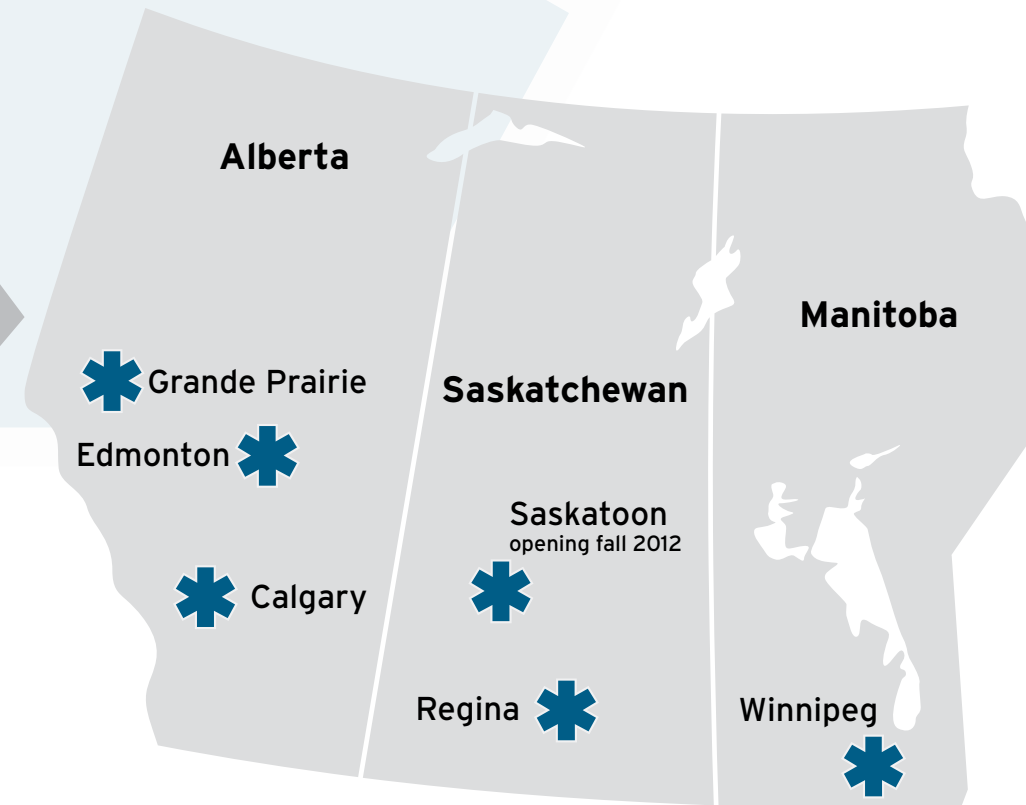
STARS completes its 100th mission in Manitoba to the community of Rennie.

February 22, 2012

The STARS Winnipeg base becomes permanent with a 10-year agreement signed with the Government of Manitoba.

March 3, 2012

The Winnipeg base begins operating with an all Manitoba crew.



“We want to be there for STARS when we don’t need them, so that they will be there for us when we do need them.”

Neil Jamieson, general leader, Bow Valley Beef & Multi 4-H Club near Indus, Alta.

Hard work by 4-H kids meant Wanda got help fast

Before she retired as an RN, Wanda Bowhay had seen plenty of cases in the operating room where lives were saved as a result of STARS. She never expected hers would be one of them.

Wanda and her husband Joe were clearing out dead poplars on their farm near Elkton, Alta., when one of the huge trees fell on her. Joe, who had spent 31 years with the Calgary Fire Department, realized her injuries were serious and when he called 911, a STARS crew was dispatched. Before the helicopter arrived, Joe had directed first responders from the Cremona Volunteer Fire Department to the couple’s hay field to prepare a safe landing site.

“Because STARS was able to so quickly transport me to a major trauma centre, my injuries were minimized and my recovery time shortened.”

Wanda was taken to Foothills Medical Centre in Calgary and treated for dozens of fractures and a concussion. For three months she was in a cast from chin to groin. “But I can do just about anything I want now,” she says, including riding horses and riding herd on her grandchildren.



4-H Club members hold a photo of recovered patient Wanda Bowhay. By raising more than \$10,000 at a charity steer auction, the club supported Wanda and other fellow rural residents.



"I'd like to thank all our partners for your continued dedication and support of our mission."

A Message from our Founder: Next phase of our journey begins

The past year at STARS has been one of excitement, energy and evolution as we move into a new era of commitment to patient care across Western Canada.

In addition to serving communities throughout Alberta and parts of eastern British Columbia, we are establishing bases in Winnipeg, Regina and Saskatoon. To all of our supporters and partners, a sincere and profound thank you for the teamwork and collaboration involved in making this possible.

With the announcement in April, 2012 of Andrea Robertson as President & CEO—part of a very successful planned succession process—I will now be transitioning to the role of Founder and Director Emeritus. Andrea has my full support and the support of our very strong STARS team in assuming her responsibilities as the lead executive.

More than 27 years ago, a dedicated group of volunteers worked closely to open the first STARS base and prepare for that first mission. Since then, one of the greatest privileges has been meeting patients, volunteers, donors and supporters. Many opportunities to share and connect with you will be a part of this exciting next phase of the journey.

I look forward to meeting you at one of the many community events that have been so important, inspirational and impactful since the beginning. This is a very exciting time for further strengthening the vision of hope and care for the critically ill and injured. Thank you all. You each make a difference.

Dr. Greg Powell, O.C.
Founder & Director Emeritus



Donor Margaret Clarke holds a photo of STARS patient and H1N1 survivor Cody Stevenett.

“We see the helicopters flying over our house and it reminds us that every day STARS is doing such great work saving lives and helping people.”

Margaret Clarke, long-time donor from Calgary

Margaret's donation helped H1N1 survivor Cody

In 2009, Canada was hit by the H1N1 influenza pandemic which took the lives of more than 400 people, including 64 in Alberta. STARS played an important role in facing that public health crisis. Cody Stevenett, then 23, was admitted to hospital in Innisfail, Alta. when he started having problems breathing. A chest X-ray confirmed his lungs were full of fluid, and he was rushed by STARS to the Peter Lougheed Centre in Calgary where he was diagnosed with secondary respiratory failure due to H1N1.

Cody was intubated and in a medically induced coma for almost three weeks. “It was touch and go. A couple of times my mom and dad thought they’d have to start planning my funeral.” He remembers being in a quarantined room with four other young men. “Only two of us lived. It really makes you realize life is short.”

“I was told by my doctors that if it wasn’t for STARS, I would have died. It gives a guy a new outlook on life.”

Today Cody runs his own welding business and is planning a summer wedding to his long-time girlfriend. “I’ve got some pretty crazy scars from the experience, but overall, I’m really good today.”

Operational and Financial Highlights

For 2011, the information includes base development costs and fundraising revenue for Manitoba and Saskatchewan.

Mission Summary	2011		2010		2009	
Number of missions	1,817		1,453		1,368	
Hours flown	2,793		2,169		2,023	
STARS Emergency Link Centre (Daily average industry site registrations)	3,500		3,500		3,100	
STARS Statistics	2011		2010		2009	
Net Funds Raised	\$000	%	\$000	%	\$000	%
Lottery	9,704	21%	10,393	32%	10,021	35%
Donations and fundraising Calendar	14,334	31%	9,659	30%	7,738	27%
Government contributions	896	2%	1,133	3%	1,272	5%
Other	11,724	25%	6,079	19%	4,639	16%
Investment	9,629	21%	4,415	14%	4,489	16%
	155	0%	834	2%	385	1%
Total	46,442	100%	32,513	100%	28,544	100%
Expenditures	2011		2010		2009	
	\$000	%	\$000	%	\$000	%
Aviation operations	14,430	38%	10,611	35%	9,546	33%
Clinical operations	7,417	20%	6,387	20%	6,257	21%
STARS Emergency Link Centre	4,060	11%	3,609	12%	3,586	12%
Administration	6,608	18%	5,104	17%	4,785	17%
Amortization	2,332	6%	2,727	9%	2,984	10%
Fundraising administration	2,826	7%	2,262	7%	1,837	6%
Chain of Survival Fund	-	0%	-	0%	2	1%
Total	37,673	100%	30,700	100%	28,997	100%
Property and Equipment	2011		2010		2009	
	\$000	%	\$000	%	\$000	%
Helicopters	3,583	56%	15,358	95%	-	0%
Helicopter upgrades & support equipment	283	4%	235	1%	258	38%
Air Medical equipment	355	6%	95	1%	18	3%
Communication equipment	-	0%	29	0%	15	2%
Human patient simulators & support equipment	235	4%	299	2%	270	40%
Administration equipment	549	9%	8	0%	102	15%
Buildings & leaseholds	1,358	21%	140	1%	12	2%
Total	6,363	100%	16,164	100%	675	100%

To download complete financial statements visit www.stars.ca

Meeting our mission to save lives

2011 Highlights

EMERGENCY MEDICAL COMMUNICATIONS: FINDING THE PATIENT

In Alberta and Saskatchewan, just one call to the STARS Emergency Link Centre (STARS ELC) activates a highly sophisticated 24/7 medical communications system that links local emergency services, physicians and transportation providers to put time on the side of the patient. In Manitoba, this is facilitated by the Medical Transportation Coordination Centre which connects with the STARS ELC as needed.

- 23,547 calls received by the STARS ELC in 2011, an average of nearly 65 daily.
- The remote site registration program monitored more than 4,500 sites daily from more than 1,000 companies and groups.
- STARS responded to about 100 industry medical emergencies at registered sites.

PATIENT CARE AND TRANSPORT: CARING FOR THE PATIENT

The STARS air medical crews of doctors, nurses and paramedics ensure patients get the very best care, while our pilots and engineers meet the highest standards in safety and innovation.

- Collaborated with Alberta Health Services to design a new critical care electronic patient care record.
- Introduced new state-of-the-art heart monitors.
- Acquired three BK117 helicopters to support the program in Manitoba and Saskatchewan.
- Responded to 1,817 missions and flew 2,793 hours.

EDUCATION AND RESEARCH: EDUCATING THE PROVIDERS

To support a strong chain of survival, STARS provides education and training to both our crews and our partners in the field.

- 27 learners graduated from 2 classes in the STARS Critical Care and Transport Medicine Academy.
- 104 communities in Alberta and Saskatchewan were visited through outreach programs.
- 507 partners in the chain of survival received mobile simulation training.

FUNDRAISING AND COMMUNITY PARTNERSHIPS: BUILDING RELATIONSHIPS

What makes STARS unique, and provides for a world-class level of excellence, is the network of partnerships with dedicated donors, community groups and corporate sponsors.

- One of the largest personal donations in our history to date, \$2 million, was announced by Susan and Doug Ramsay. In recognition, STARS unveiled the Susan Ramsay Advanced Skills Institute.
- CEO Rescue in the Rockies for STARS raised the single largest dollar amount ever in one day with a record-breaking \$1.3 million.
- The new Fund-a-Flight program was launched enabling donors to sponsor the average cost of a STARS mission.

Thank you

Thank you to our donors, community partners and volunteers for helping us reach new levels of excellence this year:

- A total of 41,508 donors and 150 community events raised more than \$14.3 million.
- A total of 525 new supporters joined our monthly giving program.

- The STARS Alberta Lottery sold out for the 18th year in a row, with net revenue of almost \$10 million.
- More than 450 volunteers acted as our ambassadors in the community, contributing 4,388 hours at special events, manning information booths, leading tours, serving on our board and much more.

STARS®

STARS CALGARY BASE - HEAD OFFICE

Phone: 403-295-1811 | 1-888-797-8277 **Fax:** 403-275-4891

STARS EDMONTON BASE

Phone: 780-447-5492 **Fax:** 780-447-5493

STARS GRANDE PRAIRIE BASE

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STARS REGINA BASE

Phone: 306-564-7900 **Fax:** 306-525-5035

STARS SASKATOON OFFICE

Phone: 306-242-0200 **Fax:** 306-242-0292

STARS WINNIPEG BASE

Phone: 204-786-4647 **Fax:** 204-786-6785

For a complete list of financial statements and a detailed 2011 donor list, please visit www.stars.ca

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