

STARS[®]

Expanding
the boundaries
of hope

Responding to the call

Report to the
Community 2012



ALBERTA Abee 1 Airdrie 8 Alder Flats 1 Aldersyde 1 Alexander Reserve 1 Alexis Reserve 1 Andrew 1 Ashmont 1 Athabasca 25 Atikameg 2 Banff 19 Barrhead 13 Bashaw 1 Bassano 8 Beaumont 1 Beaverlodge 12 Beiseker 3 Bezanson 3 Black Diamond 12 Blackfalds 1 Blairmore 17 Blue Ridge 1 Blueberry Mountain 1 Bon Accord 1 Bonanza 1 Bonnyville 21 Bowden 2 Boyle 22 Bragg Creek 5 Brazeau 1 Breton 6 Brooks 23 Bruderheim 1 Buck Lake 2 Burmis Weigh Scales 2 Busby 2 Cadotte 1 Cadotte Lake 2 Calahoo 2 Calgary 5 Calling Lake 6 Calmar 2 Camrose 15 Canmore 16 Cardston 5 Caroline 3 Carseland 4 Carstairs 2 Carvel 1 Castor 2 Cayley 1 Chestermere Lake 4 Chetwynd 1 Claresholm 25 Cochrane 13 Cold Lake 6 Conklin 1 Cooking Lake 2 Coronation 3 Cranbrook, BC 11 Creston, BC 1 Crossfield 3 Dawson Creek, BC 10 Daysland 5 Debolt 3 Demmitt 2 Devon 7 Dewinton 1 Didsbury 13 Dixonville 1 Drayton Valley 33 Drift Pile 3 Drumheller 12 Duffield 2 Eaglesham 2 Eckville 1 Eden Valley Reserve 3 Edmonton 3 Edson 15 Elk Point 5 Elkford, BC 1 Enilda 1 Enoch 1 Entwistle 2 Evansburg 1 Exshaw 4 Fairview 14 Fawcett Lake 1 Fernie, BC 12 Fort Assiniboine 3 Fort Macleod 9 Fort Saskatchewan 11 Fort St. John, BC 1 Fox Creek 9 Gibbons 6 Girouxville 1 Gleichen 15 Golden, BC 14 Goodfish Lake 2 Gordondale 1 Grande Cache 25 Grande Prairie 25 Grassland 3 Grimshaw 1 Grouard 2 Grovedale 11 Gunn 1 Guy 1 Hamburg 1 Hanna 12 Happy Valley 1 Hardisty 3 Harlech 1 High Prairie 19 High River 22 Hinton 7 Hobbema 1 Holden 1 Horse Lake 1 Horse Lake Reserve / Hythe 1 Hudson Hope 2 Hussar 1 Hythe 3 Innisfail 4 Invermere, BC 9 Jasper 2 Kananaskis Country 1 Kathryn 1 Keg River 1 Kelly Lake 1 Killam 6 Kinuso 1 Lac la Biche 3 Lacombe 8 Laglace 1 Lake Louise 2 Lamont 5 Langdon 3 Leduc 9 Lethbridge 61 Little Buffalo 1 Livingston 1 Lloydminster 5 Lodgepole 2 Lone pine 1 Longview 10 Manning 3 Mayerthorpe 20 McLennan 3 Medicine Hat 2 Milk River 1 Millet 1 Mirror 1 Mission Beach 1 Morin 1 Morinville 3 Morley 5 Mossleigh 2 Mundare 2 Namao 4 Nanton 4 New Sarepta 2 Newbrook 2 Nisku 1 Niton Junction 1 Nobleford 1 Nojack 1 Nordegg 6 O'chiese Reserve 1 Okotoks 10 Olds 11 Onoway 1 Paul Band Peace River 12 Peers 1 Pickardville 1 Pincher Creek 13 Pink Mountain 1 Ponoka 7 Priddis 2 Raymond 1 Red Deer 54 Redwater 18 Ridge Valley 1 Rimbey 12 Rocky Mountain House 27 Ross Haven 1 Rycroft 2 Saddle Lake Reserve 1 Sangudo 1 Savannah 1 Seba Beach 5 Sexsmith 4 Sherwood Park 5 Silver Valley

STARS 2012 missions

1 Slave Lake 9 Smoky Lake 10 South Cooking Lake 1 Sparwood, BC 2 Spirit River 13 Spruce Grove 4 St. Albert 4 St. Paul 48 Stavely 1 Steeper 1 Stettler 11 Stony Plain 11 Strathmore 19 Sucker Creek 1 Sundre 20 Swan Hills 7 Sylvan Lake 3 Taber 10 Teepee Creek 2 Thorhild 1 Thorsby 1 Three Hills 12 Tofield 12 Torrington 1 Tumbler Ridge, BC 3 Turner Valley 1 Two Hills 8 Valemount, BC 1 Valleyview 17 Vegreville 19 Vermillion 14 Viking 9 Villeneuve 1 Vilna 2 Vulcan 12 Wabamun 3 Wabasca 2 Wainwright 13 Waiporou 1 Wandering River 5 Wanham 2 Warburg 5 Waskatenau 3 Wembley 2 Westlock 16 Wetaskiwin 31 Whitecourt 15 Wildwood 4 William Valley 1 Winfield 3 Woking 2 Wonowon 1 Worsley 4 **MANITOBA** Altona 2 Arbog 2 Ashern 4 Beaconia 1 Beausejour 4 Bird River 1 Bissett 2 Brandon 12 Carberry 2 Dauphin 12 Dauphin River 1 Deloraine 2 Ebb and Flow 1 Elie 1 Eriksdale 4 Falcon Lake 2 Fisher 1 Garson 1 Gimli 1 Gladstone 1 Glenboro 3 Grandview 1 Grunthal 1 Hazelridge 1 Hodgson 10 Killarney 3 La Salle 1 Lac du Bonnet 2 Lee River 1 Lockport 1 Manitou 1 Melita 3 Minnedosa 3 Morden 1 Morden / Winkler Boundary Trails Health Centre 15 Myrtle 1 Neepawa 5 Notre Dame 1 Pinawa 11 Pine Falls 6 Portage 1 River Hills 1 Roblin 1 Rosenort 1 Russell 3 Sandy Bay 2 Sanford 1 Selkirk 1 Shoal Lake 1 Snowflake 1 Souris 2 St. Claude 1 St. Francois Xavier 1 St. Malo 1 St. Pierre Jolys 2 Ste. Rose du Lac 5 Steinbach 8 Swan Lake 2 Swan River 8 Teulon 1 Traverse Bay 1 Treherne 1 Vassar 1 Vita 5 West Hawk Lake 1 Westbourne 1 Winkler 1 Winnipeg 4 **SASKATCHEWAN** Arcola 2 Ardill 1 Assiniboine 1 Avonlea 1 Big Beaver 1 Big River 1 Broadview 6 Cadillac 1 Canora 1 Carievale 2 Carnduff 2 Ceylon 1 Chamberlain 1 Clair 1 Colonsay 4 Craik 3 Cudworth 1 Davidson 2 Dinsmore 1 Dundurn 1 Edenwold 2 Enfield 1 Esterhazy 4 Estevan 9 Fillmore 1 Flaxcombe 1 Fort Qu'Appelle 13 Francis 1 Girvin 1 Gladmar 1 Gordon 3 Grenfell 2 Hanley 3 Herbert 1 Heward 1 Humboldt 4 Imperial 1 Indian Head 3 James Smith 1 Kamsack 2 Kenaston 1 Kenossee Lake 1 Kindersley 1 Kipling 2 Lafleche 1 Lajord 1 Lang 1 Langenburg 1 Langham 1 Lanigan 1 Leslie 1 Lestock 3 Liberty 1 Little Black Bear 2 Lloydminster 3 Lumsden 1 Meadow Lake 1 Melfort 1 Melville 1 Montmartre 1 Moose Jaw 3 Moosomin 8 Moran Lake 1 Mortlach 1 Nipawin 1 North Battleford 5 Ogema 1 Okanese Reserve 1 Oxbow 2 Pambrun 1 Piapot 1 Preeceville 2 Prince Albert 2 Punnichy 1 Radisson 1 Radville 1 Raymore 4 Red Pheasant 1 Redvers 1 Regina Beach 2 Rocanville 1 Rockglen 1 Rosthern 1 Sandy Beach 1 Saskatoon 1 Siltou 1 Sintaluta 1 Spiritwood 1 Star Blanket 1 Stoughton 3 Swift Current 7 Tisdale 2 Touchwood 1 Turtleford 2 Unity 2 Vanguard 1 Vanscoy 1 Vibank 1 Viscount 1 Wadena 1 Wawota 1 Weyakwin 1 Weyburn 9 Whitewood 2 Wilkie 1 Wishart 1 Wolseley 4 Wood Mountain 1 Wynyard 3 Yorkton 8

Message from the CEO and board chairs

Almost weekly, former patients visit one of our six STARS bases across the Prairie provinces and share their stories of rescue and recovery with our staff and crew. Our patients are young and old, rural and urban, recovered and recovering. Their tales are as unique as their journeys.

What our Very Important Patients (VIPs) have in common, though, is immense gratitude. They are universally grateful for STARS; that we were there for them when they became critically ill or injured. As VIP and new mother Jerri Bradburn told the flight crew following her mission: "Without STARS I might never have had the chance to be a mom."

Over the past year, STARS responded to the call to expand the boundaries of hope to two more provinces by creating three bases across Western Canada, bringing advanced care in the air to millions more people. Our staff, crews, donors and volunteers rose to the occasion as STARS looked east from Alberta to also spread hope in Manitoba and Saskatchewan. In 2012, we carried out about 400 missions from our new bases in Winnipeg, Regina and Saskatoon, touching hundreds of families, workplaces and communities as we have for more than 23,000 people since 1985. All the while, our focus on safety and superior patient care never wavered.

Delivering timely care and transport from six bases would not be possible without our partners in governments, in businesses and in communities. We have been asked: Why launch STARS in Manitoba and Saskatchewan? The answer is simple: if we can save one more life then all of this is worthwhile. What began as our founder Dr. Greg Powell's vision remains the vision of STARS today.

STARS may have launched 27 years ago, but our story is still being written with every patient we carry.



Andrea Robertson
President & CEO
STARS and
STARS Foundation



David Mowat
Board Chair
STARS Foundation



Brian Vaasjo
Board Chair
STARS

Care in th



Milestones:

STARS signs 10-year agreement with the Province of Manitoba in February 2012

24/7 service is provided on long weekends in the summer

187 missions flown in Manitoba in 2012



e sky

No light No problem

It has been said that STARS can sometimes be the brightest spot in a person's darkest day. For Travis Antonio, the first night mission STARS flew in Manitoba proved to be just that.

It was the first long weekend of the summer of 2012, and Travis and his friends were swimming in Nopiming Provincial Park. As night approached, Travis dived off a cliff, striking his head on a rock beneath the water.

His spine was broken, and the closest major hospital was hundreds of kilometres away in Winnipeg. The local EMS crew knew Travis needed to be airlifted to reach the hospital quickly, and fortunately, STARS had started its first 24-hour shift in Manitoba that same evening.

As the STARS helicopter arrived at the scene, pilots were able to use their night vision goggles to guide the aircraft in for a dramatic landing on a narrow strip of beach. Light was fading quickly.

"We unloaded our stretcher and our gear, and it was really getting dark," said flight nurse, Rhonda Kaluzny. "I asked someone for light and a lantern was hung over the scene. You make do with what you've got."

STARS transported Travis to Health Sciences Centre in Winnipeg for emergency surgery on his spine and head. Today, he's in a wheelchair and making progress in his recovery. While the accident has changed some of his life plans, he realizes how much different things could have been.

"I feel like I owe STARS everything," said Travis. "It brings tears to my eyes just thinking about what would have happened to me if STARS hadn't started 24-hour flights on long weekends that summer. Their first night mission was to pick me up."

66 communities served
throughout southern
Manitoba

New aviation and air medical
crew hired to prepare for
permanent 24/7 operations

Summer outreach tour brings
the STARS crew and helicopter
to rural Manitoba

On call



Milestones:

Regina base opens on April 30. The first mission is one day later, to Arcola

First Saskatchewan STARS Lottery raises \$1.6 million

Regina begins night missions on July 30

24/7



Home is where the helicopter is

As an emergency room nurse at Edmonton's Royal Alexandra Hospital, Raegan Gardner often worked alongside STARS crew members as they delivered critically ill and injured patients. She was awed by their skill and dedication.

"I dreamed about being lucky enough to do that job," said Gardner, who was born and raised in Regina.

She knew to work for STARS, however, she would have to stay in Alberta, as the organization had yet to launch outside the province. After several years at university and two years at a hospital job in Edmonton though, Regina began calling her home.

"I was happy in Alberta, but I started thinking about getting married, starting a family and returning to my roots."

She landed an emergency room nursing position at the Regina General Hospital, but kept thinking about STARS.

She longed to see the service brought to Saskatchewan, not only to fulfill her dream, but to know the people in her community would benefit from another link in the chain of survival.

In April, 2012 STARS opened a base in Regina. Gardner was part of the opening crew. The following day she was on the very first mission to Arcola. Three months later the base began operating around the clock, after adding night missions. By October, a second provincial base opened in Saskatoon.

For Gardner, it was the cherry atop a wonderful career.

"Every day I feel so proud to be a part of something so special and important," she said.

"It's humbling to see the difference we make for the people of Saskatchewan."

Within an hour of launching operations on Oct. 15, Saskatoon crew is dispatched

More than 4,000 partners in the chain of survival have participated in STARS landing zone training sessions

STARS first Saskatchewan-flown patient meets crew in November

Getting th

New aircraft, new base, same mission

A busy, momentous and ambitious year in Alberta was capped off with a homecoming of sorts.

The much-anticipated addition of the first of two AW139 helicopters was made official in mid-December when the state-of-the-art helicopter was unveiled in the hanger at the new STARS base in Edmonton. The purchase was made possible thanks to the generosity of 500 donors who raised \$26.5 million needed to buy two AW139s and marked the culmination of the largest fundraising campaign in STARS' history. With its faster speed, larger medical interior and a de-icing system that enables flight during adverse weather, incorporating an AW139 into the fleet was an opportunity for STARS to help save more lives.

The unveiling came on the heels of an unprecedented year for STARS in Alberta that saw the Edmonton base relocate from its inner-city airport home since 1991 to the Edmonton International Airport outside the city, Calgary and Grande Prairie witness several fundraising milestones and our crews carry out 1,539 missions in more than 200 communities from Abee to Nitton Junction to Worsley.



Milestones:

STARS launches airway management education program

STARS Alberta Lottery launches with \$5.2 million in prizes in January and sells out weeks later for the 19th time

Dr. Gregory Powell continues his work as STARS founder as Andrea Robertson becomes president and CEO in April

ere faster



Second annual CEO Rescue in the Rockies for STARS raises \$1,027,684 in one September day

Edmonton base moves to the Edmonton International Airport in October

The first of two AW139 medically equipped helicopters arrives in December

2012 Operational and Financial Highlights

Mission Summary	2012	2011	2010
Number of missions	1,943	1,817	1,453
Hours flown	4,113	2,793	2,169
STARS Emergency Link Centre (Daily average industry site registrations)	4,500	3,500	3,500

STARS Statistics	2012		2011		2010	
Net Funds Raised	\$000	%	\$000	%	\$000	%
Lottery	12,546	21%	9,704	21%	10,393	32%
Donations and fundraising	15,910	26%	14,334	31%	9,659	30%
Calendar	1,164	2%	896	2%	1,133	3%
Government contributions	23,444	39%	11,724	25%	6,079	19%
Other	6,504	11%	9,629	21%	4,415	14%
Investment	758	1%	155	0%	834	2%
Total	60,326	100%	46,442	100%	32,513	100%

Expenditures	\$000	%	\$000	%	\$000	%
Aviation operations	19,838	37%	14,591	39%	10,379	34%
Clinical operations	12,312	23%	7,500	20%	6,387	20%
STARS Emergency Link Centre	4,714	9%	3,849	10%	3,609	12%
Administration	8,339	16%	6,558	17%	5,104	17%
Amortization	3,598	7%	2,332	6%	2,727	9%
Interest	267	1%	17	0%	232	1%
Fundraising administration	3,723	7%	2,826	8%	2,262	7%
Total	52,791	100%	37,673	100%	30,700	100%

Property and Equipment	\$000	%	\$000	%	\$000	%
Helicopters	23,102	75%	3,583	56%	15,358	95%
Helicopter upgrades and equipment	440	1%	278	4%	235	1%
Air medical equipment	637	2%	355	6%	95	1%
Communication equipment	-	0%	-	0%	29	0%
Human patient simulators and support equipment	200	1%	240	4%	299	2%
Administration equipment	2,348	8%	549	9%	8	0%
Buildings and leaseholds	3,955	13%	1,358	21%	140	1%
Total	30,682	100%	6,363	100%	16,164	100%

To download complete financial statements visit stars.ca

Rising to the occasion



STARS Emergency Link Centre

Additional bases brought additional call volume to the STARS Emergency Link Centre, our organization's sophisticated 24-hour medical communications facility.

In 2012, the STARS ELC saw a 60-per-cent increase in call volume once new bases in Saskatchewan were established. That translates to 15,170 calls over the year, or 41 per day, linking local emergency responders to transport and receiving physicians in Alberta and Saskatchewan. Meanwhile, roughly 4,700 calls to the ELC were for patients who were critically ill or injured.

For Manitoba, we monitored all 187 STARS flights, while the province's Medical Transportation Coordination Centre dispatched the calls.

In addition, our communication specialists monitored an average of 4,500 industry sites daily, an increase of nearly 30 per cent over last year. We responded to 135 industry medical emergencies at registered sites for companies and groups working in remote locations.

Education

When we doubled the number of our bases across the prairies we had to nearly double the number of air medical crew members, too.

Our physician-led induction training saw STARS recruit the best of the best in the field of critical care and then spend ten intense weeks helping them further sharpen their skills. The unprecedented 43 new members brought on board in 2012 pushed our total number of air medical crew to 110, a 40-per-cent increase across the organization.

Meanwhile, our transport physicians and medical directors developed and instituted a robust airway management course and training module for all STARS' nurses and paramedics in an effort to improve patient care. Airway management is a critical aspect of medical treatment which our crews often perform in flight.

Through our mobile education unit, meanwhile, we held 319 outreach events for 7,200 people in the chain of survival in communities across the prairies – many of them rural and remote.

The STARS Foundation

We often say that without community, business and donor support we couldn't fly the number of people we do, sustain the high level of training for our flight and medical crews or purchase state-of-the-art equipment to treat critically ill and injured patients. This year is no exception. It's humbling to know that 46,812 donors across all three provinces raised \$24,664,500 (and 72 cents) toward the STARS mission.

While the majority of those funds came from sold-out lotteries, galas, concerts, and calendar sales, some of the donations came to us as the result of bake sales, trail rides and from shoveling the neighbours' snow, as our Very Important Patient, Tyson Hribnak (pictured above), does. It's his way of giving back to STARS after he was badly burned in a propane explosion.

Meanwhile, 404 people signed up to our monthly donor program, giving to STARS on a regular basis. This year, we also embarked upon several new initiatives, including launching Gifts That Take Flight. The program allows supporters to purchase tangible items that our crews use every day, such as oxygen tanks, medical flight helmets and flight suits.



STARS[®]

Calgary

Edmonton

Grande Prairie

Regina

Saskatoon

Winnipeg

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

stars.ca