

DE SOUZA INSTITUTE

Audit, Evaluation, and Recommendations to Enhance and Sustain Operations Through Increased Philanthropic Support



Anna Maria de Souza was a distinguished philanthropist and volunteer in Toronto. Born in San Sebastiao do Paraiso, Brazil, she passed away at Princess Margaret Hospital in September 2007, after a courageous battle with cancer. Over a period of 42 years, Anna Marie worked selflessly on various fund-raising activities, including the iconic Brazilian Carnival Ball, to benefit several charitable institutions across Canada. Building on the proceeds from the 2008 Brazilian Carnival Ball allocated to nursing education at Princess Margaret Hospital in Toronto, Ivan de Souza - husband of Anna Maria - saw an opportunity to leverage this support to bring specialized oncology education to all Ontario nurses.

In May 2008, a proposal was submitted to the Ontario Ministry of Health and Long-Term Care by The Princess Margaret Cancer Foundation (PMCF) in partnership with Cancer Care Ontario (CCO) and University Health Network (UHN). The proposal was submitted to create an oncology nursing knowledge translation centre and build capacity across the province.

The proposal was approved by the Ministry of Health and Long-Term Care in June 2008 when the Government of Ontario announced a \$15 million grant to establish the de Souza Institute.

In 2013, the institute expanded its mandate to include a broad spectrum of healthcare professionals but lacked the operational backbone to fulfill its expanded mandate.

In 2014, S. Sutton & Associates Inc. was enlisted to conduct a complete audit and evaluation of the de Souza Institute, and to make recommendations to enhance and sustain operations through increased philanthropic support. This included a market evaluation, the role and channels for new philanthropy, volunteer leadership, funding priorities, collateral material, back-office operations and prospect research.

Now headquartered at UHN (University Health Network), Canada's number one hospital, and the world's number one publicly funded hospital, the institute has expanded to all health professions and nationally through partnerships with the Canadian Association of Nurses in Oncology, the Canadian Association of Psychosocial Oncology and the Canadian Nurses Association, and others, delivering innovative continuing education, mentorship and fellowship programs to professionals providing oncology or palliative care across Canada.



de Souza Institute also has expertise in competency-based education and novice to expert educational planning for increasing specialization in the fields of cancer or oncology or palliative care. de Souza Institute provides health care professionals with the advanced knowledge and expertise to handle every situation, including managing a reaction to chemotherapy medication, managing anxiety and fears, and managing pain and other symptoms. Its courses offer easy access online education, address clinical needs expressed by practitioners involved in direct patient care, and provide up to date and evidence-based knowledge covering cancer prevention, screening, diagnosis, treatment, survivorship, and palliation.

