

FOUNDATION FORUM

THE NEWSLETTER OF THE NORTHUMBERLAND HILLS HOSPITAL FOUNDATION



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top: Hospital Board Chairman Don Morrison with Stephen Della Casa and Carolyn Broderick
bottom left to right: Cheri Milner, Barb Johns, Brian Milner, Rick Johns, Doug Pink

OH! WHAT A NIGHT.... Caring for Generations Donor Wall Unveiled at the Northumberland Hills Hospital

The stars came out on October 2nd at the Northumberland Hills Hospital as the curtain came down on the *Caring for Generations* Donor Wall. The wall, sponsored by William and Delphine Patchett, was unveiled to the thrill of many of the people who helped make the dream of a new hospital a reality. *The Caring for Generations* Donor Wall is prominently located near the hospital's main entrance, and pays tribute to the hundreds of individuals, families, businesses, community groups and organizations that have contributed \$1000 or more since January 1, 2000 to the Northumberland Hills Hospital.

The wall, designed by Deborah Burgess of Octopus Design & Communications in Cobourg, is a living monument. This means the names could change location and new names could be added as future donations are made to the Northumberland Hills Hospital Foundation.

The wall currently features more than 900 names in different categories: –friend, sponsor, patron, humanitarian, founder, benefactor and platinum, gold and silver circles.



Elaine Elliott and Kym Read in front of the *Caring for Generations* donor wall.

"I can't think of a more fitting way to honour the groups and individuals who helped fund the construction of the new hospital," says Rhonda Cunningham, Executive Director of the Northumberland Hills Hospital Foundation.

"A donor recognition wall has two purposes," commented Bob MacCoubrey, Chair of the Donor Relations Committee to the more than 300 people in attendance. "First, to give those supporters of the Northumberland Hills Hospital the recognition they so richly deserve, but also, by their example, to encourage others to give." (con't on page 2)



Town Crier Tom MacMillan was on hand for the unveiling.

Caring for Generations Donor Wall Levels

Friend	\$1,000 to \$4,999
Sponsor	\$5,000 to \$9,999
Patron	\$10,000 to \$24,000
Benefactor	\$25,000 to \$49,999
Founder	\$50,000 to \$99,999
Humanitarian	\$100,000 to \$249,000
Silver Circle	\$250,000 to \$499,000
Gold Circle	\$500,000 to \$999,000
Platinum Circle	\$1,000,000 plus

(con't from page 1)

Bob MacCoubrey told stories of some of the individuals and the reasons behind their gifts. One of the earliest benefactors was Walter Reid. He gave generously so that the new hospital would have the technology to prevent someone else's son dying of a blood clot.

Fred Troop said he and his wife Isabella gave in memory of their parents and the sacrifices they had made. As well,

he said, "it was an opportunity to join with other like-minded people to do something to improve the quality of life in our community, not just for we who live here now, but for all those who are going to follow us."

For information on how you can be included on the *Caring for Generations* Donor Wall, please contact Rhonda Cunningham at (905) 377-7767.



More than 300 "stars" came out on October 2nd for the unveiling of the *Caring for Generations* Donor Wall.

LIGHT UP A LIFE!

To celebrate the move to our new hospital, we have renamed the annual "Light the Tree" campaign, "Light up a Life". With the interior courtyard of the new hospital as a perfect backdrop, we have an opportunity to create a winter wonderland display for our patients, their families and the community at large to enjoy.

"It's a perfect opportunity to help cheer someone's day," states Rhonda Cunningham, Executive Director of the Northumberland Hills Hospital Foundation. "Just imagine the possibilities as many of the patient rooms overlook Rotary Club of Cobourg Courtyard. In addition, visitors to the Main Street Bistro will also have an opportunity to enjoy the display, created by award-winning local designers Jamie Fraser and Anne Franze of Fraz & Company."

However, it must not be overlooked that community donations in support of this annual campaign will help to complete the purchase of our new state-of-the-art CT Scanner.

Members of the community will be invited to attend a special lighting ceremony planned for December 10th at the Northumberland Hills Hospital.

Your advance opportunity to support the "Light up a Life" campaign is included on the back of this newsletter. Simply complete the donor form and tick the box to direct your donation to the purchase of the CT Scanner.

For more information, please contact John Russell, Development Coordinator, at 905-372-6811, extension 3065.

PAUL QUANTRILL PITCHES IN...

The Northumberland Hills Hospital Foundation is pleased to have Paul Quantrill on its team. The star Los Angeles Dodgers reliever and Port Hope native is featured in a series of radio commercials focusing on the campaign to complete the purchase of the CT Scanner. The Foundation would like to thank Paul and Alyson Quantrill for their support, and wish them all the best during the off-season and the upcoming 2003-2004 baseball season.



Listen to 1450 CHUC to hear Los Angeles Dodgers Reliever Paul Quantrill's special message about the CT Scanner

WHAT IS CT SCANNING?

CT (computed tomography), sometimes called CAT scan, uses special x-ray equipment to obtain image data from different angles around the body, and then uses computer processing of the digitized data to show a cross-section of body tissues and organs. The data can be manipulated by a computer, giving physicians the ability to view internal structures from any direction.

CT imaging is particularly useful because it can show several types of tissue – lung, bone, soft tissue, and blood vessels – with great clarity. Using specialize equipment and expertise to create and interpret CT scans of the body, radiologists can more easily diagnose problems such as cancers, cardiovascular disease, infectious disease, trauma and musculoskeletal disorders.

In 2002, over 500 patients were transferred from the hospital in Cobourg with nursing escort to Peterborough for a CT scan costing thousands of dollars.

The CT scan is now in operation at the Northumberland Hills Hospital. By donating to the "Light Up a Life" Campaign, you can help complete the purchase of this essential diagnostic tool.

A Special Letter to the Foundation

Dear Madam,

This is a small donation to thank you for the wonderful care you gave to my husband Norman Gray Sr. on May 7th and to myself a month later.

The hospital couldn't be better. The devotion of both nurses and doctors was outstanding.

Hoping this donation will help in some way to obtain equipment for the hospital.

Sincerely yours,
Lorraine Gray

Here are a few examples of how little it costs to help our patients and caregivers:	
\$50 per month	
\$11.63 per week	
\$1.65 per day	
\$25 per month	
\$5.81 per week	
\$0.82 per day	
\$20 per month	
\$4.65 per week	
\$0.65 per day	
\$10 per month	
\$2.33 per week	
\$0.32 per day	

TRIBUTE GIFTS

Tribute gifts are a lasting memory of a special person who has touched your life. These gifts honour individuals celebrating birthdays, graduations, anniversaries or other special occasions. Tribute gifts recognize the accomplishments of relatives, friends and colleagues or commemorate a life passed.

Tribute gifts to the Northumberland Hills Hospital Foundation are used to fund medical equipment and special programs, and enable us to provide the best possible health care for Northumberland residents.

Some families prefer to designate their gifts to a particular area of the hospital or a particular piece of equipment. This

can easily be arranged. However, the Northumberland Hills Hospital Foundation prefers undesignated gifts, because that allows us to apply your valuable donations wherever the need is greatest. Your donations allow the hospital to meet needs that could not otherwise be met.

The Foundation will send an announcement of your gift to the person being honoured, or the next of kin in the case of a memorial gift. The amount of your gift will be kept strictly confidential. Tax receipts are automatically issued for donations of \$20 or more. For donations under \$20, a receipt will be issued upon request. For more information about Tribute Gifts, please contact the Foundation Office at (905) 372-6811 ext. 3066.

THE FRIENDS OF THE FOUNDATION
Monthly Giving Program

Friends of the Foundation gives supporters of the Northumberland Hills Hospital Foundation the opportunity to make a tangible contribution toward the future of health care in Northumberland.

By making small monthly contributions through automatic pre-authorized debits from your chequing account or credit card, you will be helping the Foundation to purchase life-saving medical equipment and ensuring that the newest medical procedures and treatments are available for you, your family, friends and neighbours.

All you need to do is call Foundation Executive Director Rhonda Cunningham at (905) 377-7767 with your credit card number and expiry date OR send us a void cheque with your name and address.

Let us know how much you would like to donate per month and if you prefer deductions to be made on the 1st or the 15th day of every month.

You will receive a charitable tax receipt for the total amount of your monthly gifts at the end of each calendar year. You will also receive the regular Foundation Newsletter.

MEMBERSHIP IS REWARDING

Stepping inside the Northumberland Hills Hospital, it doesn't take long for patients and visitors to discover the wide array of state-of-the-art equipment that is now available to our local communities. From a new CT scanner to electric beds, new technology will offer exciting new possibilities for patient care at the hospital.

It's important to note, however, that medical equipment typically requires upgrading every five to ten years. At the Northumberland Hills Hospital Foundation, our goal is to create a strong philanthropic program that will allow us to keep our hospital on the leading edge well into the future.

Members of our local communities are always asking how they can help keep Northumberland Hills Hospital at the forefront of new medical technology. One of the easiest and most rewarding ways to do this is through the *Caring for Generations Society*. *Society* memberships are available for a minimum annual donation of \$1,000, with many members opting to pay their membership on a monthly (\$83.33) or quarterly (\$250) basis. Others choose an alternative payment schedule that is even more suitable.

Membership does have its privileges. In addition to knowing that your gift is supporting the important work of the

local hospital, members will also be invited to an annual members' reception, and will receive personal invitations to attend other special hospital events throughout the year. *Society* members will also be treated to special tours of the new hospital.



"I strongly believe that when living in a community, you should become involved," expresses Dorothy Sifton, Charter Member of the *Caring for Generations Society*. "The local hospital is the heart of our community, really. I feel that joining the *Caring for Generations Society* was the right thing to do. My children and grandchildren live here too, so I want our hospital to be as strong as it can possibly be."

For more information about becoming a member of the *Caring for Generations Society*, please contact the Northumberland Hills Hospital Foundation at (905) 372-6811, extension 3066.

A SPECIAL GIFT....

The Foundation is pleased to be the recipient of a special gift made last month by Gertrude J. Taylor. Gertrude has a long and proud history with health care in Northumberland County. In fact, she was one of the first-ever Registered Nurses to graduate from the nursing program in Cobourg. At 97 years young, Gertrude can re-tell stories of "country nursing" in Campbellford right after graduation. Along with Dr. Longmore, they would travel into the country on a house call with skis on the front of the car. During only her second house call, she remembers setting the kitchen of the home up as an operating reoom, and assisting with a tonsillectomy.

Gertrude also remembers working long hours for little pay – \$2 for 12 hours to be exact!

In 1971, at the age of 65, Gertrude retired from her nursing career, however, she was an active volunteer with the Canadian Cancer Society, the Order of the Eastern Star and the Hospital Auxiliary.

Gertrude wanted to make her donation in memory of her first husband, George S. Walker (deceased 1934), her second husband Lewis E. Taylor (deceased 1982), and her daughter Helen (Walker) Hardy, deceased 1996.

THE NORTHUMBERLAND HILLS HOSPITAL FOUNDATION'S GOOD NEWS PAGES



Jack Taylor, Dave Butchart, Hank Vandermeer & Don Knights hit the links in support of the hospital.

The Northumberland Hills Hospital Foundation welcomes John Russell.



John has been hired as the Development Coordinator to develop Third Party Special Events, Foundation Signature Events and to assist in Community Relations. If you are thinking of holding a special event you can reach John at (905) 372-6811 ext. 3065.

The 7th Annual Fisher's Knechtel "Golf for Health" Tournament Raises over \$37,000

The 7th Annual Fisher's Knechtel "Golf for Health" Tournament was held on July 17th, 2003 at the Dalewood Golf and Curling Club. The tournament was, once again, a tremendous success with a sell-out field of 148 golfers, and raised just over \$37,000 for the Foundation.

"It was a beautiful day for golf and an event that was thoroughly enjoyed by all," says Rhonda Cunningham, Executive Director of the Northumberland Hills Hospital Foundation. "The funds raised will go towards completing

the purchase of the CT Scanner at the Northumberland Hills Hospital."

Special thanks to all of our sponsors, volunteers and guests for making this year's event such a great success, especially Fisher's Knechtel, which has been the tournament's signature sponsor for the past five years.

Planning for the 8th Annual Fisher's Knechtel "Golf for Health" Tournament is already well underway.

Winning Men's Team (62) – Normand Guindon, Steve McKirdy, Rob Heckard & Mark Hayes

Winning Ladies Team (76) – Gerry Yorke, Ann Grant, Shirley Martin & Verna Templer

Winning Mixed Team (71) – Lynn Hardy, Kevin Kelly & Joel Klassen



Members of the Lions Clubs International Foundation and Cobourg Lions and Lioness Clubs were recently at the site of the Northumberland Hills Hospital to announce a donation of \$103,027.50. The funds will be used to equip the

Cobourg Lions & Lioness Chemotherapy Clinic at the hospital.

The Lions Clubs International Foundation (LCIF) donation was in addition to the previously announced a \$300,000 pledge from the Cobourg Lions and Lioness Club to the Chemotherapy Unit at the Northumberland Hills Hospital.

Left to right: Lions Immediate Past District Governor Rick Thibodeau, Hospital Program Director Brenda Weir, Primary Oncology Nurse Brenda Bonner, CEO Joan Ross, and Lions District Treasurer Jim Lemoire.



Patches Party Parade – October 4th, 2003

About 125 Walkers joined the Patches Party Parade from the Chapel Street site to the Northumberland Hills Hospital. Special thanks to Paul Douglas and the staff at Party Lines, Knight's Appleden, Kraft, Erica Dankmeyer, Sara Guy, the Barkers, the Cobourg Fire Department, Town of Cobourg and Trentways.



Members of the Survivor Thrivers Dragon Boat Team present Northumberland Hills Foundation Executive Director Rhonda Cunningham with a cheque for \$2,000 for the purchase of a Geri Treat-

ment Chair for the Speechley Palliative Care Unit of the Northumberland Hills Hospital. The money was raised through the sale of the Survivor Thriver "Pie in Your Face" Cookbooks and silver Hoselton Dragon Sculptures.

Left to right: Carolyn Taylor, Jean Hall, Rhonda Cunningham, Thelma Lorini, Survivor Thrivers Team President Suzanne Liptay, Joyce Dugan, Betty Wakley



Staff at The Beauty Clinic in Cobourg recently raised \$500 during their "Denim Days" casual dress days.

Beauty Clinic Staff left to right: Leigh Ann Lalonde, Rosemary Legere, Cassandra Vosburgh, Josephine Bonta, Mona Johnstone and John Russell of the Foundation Office

Members of Cobourg Inner Wheel were on hand at the Northumberland Hills Hospital on September 10th for the planting of a 20-year-old Colorado Blue Spruce. The Inner Wheel generously donated the tree and is planning to decorate it annually during the festive season. The tree is ideally located near the main entrance of the hospital, and is in view of patients visiting the Dialysis Unit.

The Cobourg Inner Wheel holds many events during the year in support of the Hospital Foundation. On November



29th, it is hosting Christmas in Cobourg – *A House Tour of Distinctive Homes*. Tickets are \$20 and are available at the Avid Reader in the Midtown Mall and Cobourg Tourism Office in Marie Dressler House.

Left to Right: Anne Baker, Joan Stalker, Marilyn Waring, Judith McCombe, Kim Meeussen, Patricia Pink, Rhonda Cunningham, Joan Rolph, Bea Read, Edna Blything, Ellen Graham & four members of the next generation.

Quote of the Month

"The act of philanthropy is a spiritual act, an expression of caring for one's fellow human beings. It is a belief in the future that the future can be good. It is investing in that future. It is helping to make the dream come true."

Arthur C. Frantzreb
philanthropic consultant

IMPORTANT DATES

NOVEMBER

November 12th – Marks the official kick-off of the "Light Up a Life" Campaign.

November 17th – 7pm. Foundation Board Meeting in the Northumberland Hills Hospital Boardroom.

November 29th – Cobourg Inner Wheel Christmas in Cobourg – A house tour of distinctive homes. Tickets are \$20 and available at Avid Reader, Midtown Mall.

November 29th – "Believe in Magic" ... A Gala Ball at the Concert Hall in Victoria Hall, Cobourg.

DECEMBER

December 4th – Northumberland Hills Hospital Auxiliary Christmas Bazaar.

December 6th – Stop for Your Health – Voluntary toll at Northumberland Mall, Cobourg.

December 10th – 7pm. "Light Up a Life" Ceremony, a family evening featuring seasonal music and refreshments to light up the Rotary Club of Cobourg courtyard at the Northumberland Hills Hospital.

December 15th – 7pm. Foundation Board Meeting in the Northumberland Hills Hospital Boardroom.

Mailing Address:

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New Telephone Numbers:

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jrussell@nhh.ca

Web Site: www.nhh.ca

YES! I would like to help support our hospital.

☐ Please use my gift to help "Light Up a Life"!

I enclose my gift in the amount of:

☐ \$150 ☐ \$100 ☐ \$75 ☐ \$50 ☐ \$35 ☐ Other

Name _____

Address _____

Town _____

Postal Code _____

Phone: _____

☐ Please keep my gift confidential.

☐ Please contact me with more information about providing for the hospital in my will.

Mailing Address: Northumberland Hills Hospital Foundation,
1000 DePalma Drive, Cobourg, ON K9A 5W6

Every gift of \$10 or more will be acknowledged with an official income tax receipt.
Charitable Taxation #12191 4923 RR0001.