

# FOUNDATION FORUM

THE NEWSLETTER OF THE NORTHUMBERLAND HILLS HOSPITAL FOUNDATION



## NORTHUMBERLAND HILLS HOSPITAL FOUNDATION

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### NORTHUMBERLAND HILLS HOSPITAL FOUNDATION

#### 2007-2008 Board of Directors:

Julie Thompson (Chair)  
Jan Boycott (Vice-Chair)  
Bob MacCoubrey (Past-Chair)  
Rhonda Cunningham (Secretary)  
Dr. John Metson (Treasurer)

Joy Cullen  
Lynn Hardy  
Ann Logan  
Christine McCleary  
Tom McLean  
Gael Moore  
Joan Ross  
Diane Saunders  
Jennifer Stadtk  
Louise Stevenson

## A SPECIAL DELIVERY

slated to open this fall, the Magnetic Resonance (MR) imaging service at Northumberland Hills Hospital (NHH) is nearly complete. On September 20, the hospital took delivery of the heart of the new service—a two and a half square metre magnet weighing 7273 kilos.

The magnet—manufactured by GE Healthcare in Florence, South Carolina—arrived at NHH on a flat-bed truck at 12 noon. It was welcomed by a small crowd of donors, the media, hospital staff, patients, and passers-by who had gathered on the hospital lawn to have a look. When workers removed a tarp covering the huge device, the crowd applauded and cheered.

"This is a very exciting day for our hospital and the community we serve," said Joan Ross, the hospital's President and CEO. "With renovations almost

complete and the magnet now on-site, we just need a few weeks for the technical installation by GE Healthcare and some testing by our radiologists and technologists. The requisition forms are already coming in and scheduling of the first scans is underway for late October or early November, right on schedule."

While the new service is almost ready to launch, the funds to pay for the equipment itself still need to be raised. Foundation Executive Director Rhonda Cunningham says that planning for a capital campaign is now underway and that further details will be released soon.

An MR service in a community the size of west Northumberland is quite rare. In fact, when the service opens this fall, Northumberland Hills Hospital will be one of the smallest hospitals in Ontario to offer MR imaging.



Back (left to right) – Auxiliary President Patricia Fenner, Foundation Board Vice-Chair Jan Boycott, NHH President and CEO Joan Ross, Foundation Executive Director Rhonda Cunningham, MR Charge Technologist Pamela Knott, MR Technologist Tim Mills, Director of Engineering Wayne Goodwin, Medical Director of Diagnostic Imaging Dr. Frank Marrocco, Director of Diagnostic Imaging Ian Moffat, Hospital Board Chair Sid Trevail, and Foundation Development Coordinator John Russell. Front – Local resident Shawn Cherry, a grateful patient.

## NHH FOUNDATION WELCOMES NEW BOARD CHAIR



*I*t is my pleasure and honour to be the new chair of the Northumberland Hills Hospital Foundation's Board of Directors.

I look forward to an exciting year that will see the return of many successful fund-raising events and the introduction of a much-needed MR service.

Many of our donors are delighted at the thought of having this new service available locally—so close to home. Our

Board of Directors feels the same way and welcomes the opportunity to work alongside the community in raising the funds necessary to make this dream a reality.

The Board is enthusiastic about the future of Northumberland Hills Hospital, and we will dedicate our time and energy to help meet and exceed west Northumberland's health care needs.

This year, several Board members have completed their

terms and are moving on to undertake new challenges. The enthusiastic contributions of Nick Hathway, Lisa Reed, Denise O'Brien and Fred Troop will be dearly missed.

I especially wish to recognize the dedicated leadership of my predecessor, Bob MacCoubrey. Leading the Board as its chair from 2004-2007, Bob set an example that I hope to emulate. His passion for this organization is inspiring. As past-chair, Bob will continue to support the Board.

I am pleased to welcome our new Board members—Jennifer Stadtke, Diane Saunders, Christine McCLeary and Jan Boycott. You can read about these individuals and their accomplishments on page four.

On behalf of the Northumberland Hills Hospital Foundation Board, I thank you for your continued support. By helping our hospital build on its current strengths, your generosity is making west Northumberland a better, healthier place to live. Thank you.

Julie Thompson  
*Chair, Board of Directors*  
*Northumberland Hills Hospital Foundation*

## ENDOWMENT...THE GIFT THAT KEEPS ON GIVING



Registered Nurse Karen Trutor (*left*), Registered Practical Nurse Sarah Carman (*centre*), and Health Records Technician Heather Brooking (*right*) have each received funding from the Foundation's endowment program to further their professional educations.

In June 2005, the Foundation launched an endowment program with a goal of securing \$500,000 by the year 2010.

An endowment fund is permanently invested and can be added to at any time in the future. The capital (the donor's contribution) is preserved and held in perpetuity, generating

income year after year. A portion of this income is then distributed to the hospital annually.

To date, the Foundation's endowment program has received over \$400,000.

In July, investments from that capital resulted in a gift of \$4,597.08 towards continuing education opportunities for hospital staff. Palliative Care Nurse Karen Truter was one of the recipients of this money.

"By allowing me to further my studies, this funding has improved my ability to care for patients in Palliative Care," said Karen. "Please let donors to the endowment fund know how much this gift meant to me. Thank you."

"NHH prides itself on being a 'knowledge organization'," states Joan Ross, the hospital's President and CEO. "Through the endowment program, we can provide our staff with educational opportunities that ensure they have the knowledge to provide the best care to our patients. We are grateful to the Foundation and donors to the endowment program for providing funds to assist staff in their ongoing education."

To learn more about the endowment program, please contact the Foundation Office at 905-377-7767.

## ATTENTION BELL SHAREHOLDERS: OPPORTUNITY IS CALLING by Gord Ley

**L**ike it or not, Bell Canada Enterprise (BCE) shareholders will likely have their shares sold for them in early 2008.

On June 30, 2007, BCE announced that the company had entered into a definitive agreement for BCE to be acquired by an investor group led by the Ontario Teachers' Pension Plan.

BCE shareholders will receive \$42.75 cash per share. Unfortunately, for most investors, this transaction will generate a taxable capital gain.

Now, more than ever, it may be in your interest to donate your shares "in-kind" as an alternative to giving cash. This is not limited only to BCE shares but all stocks, bonds, and mutual fund units.

The tax consequences of giving to a charity in this way may still include the realization of a capital gain, but the capital gains resulting from the donation of qualifying securities will attract a capital gains inclusion rate of 0% instead of the usual 50%.



Gord Ley (above) is an investment advisor with CIBC Wood Gundy, in Cobourg.

### Comparison of Donating Qualifying Securities Versus Selling the Securities and Donating the Cash

\*Assumes securities with a Fair Market Value (FMV) of \$50,000, Adjusted Cost Base of \$10,000 and the donor's marginal tax rate is 45%

| <b>Simplified Example<br/>for Illustration Purposes:</b> | <b>Donate Qualifying<br/>Securities</b> | <b>Sell Securities<br/>and Donate Cash</b> |
|----------------------------------------------------------|-----------------------------------------|--------------------------------------------|
| Charitable Donation                                      | \$50,000                                | \$50,000                                   |
| Charitable Donation Tax Credit                           | \$22,500                                | \$22,500                                   |
| Capital Gains (\$50,000 - \$10,000)                      | \$40,000                                | \$40,000                                   |
| Taxable Capital Gain                                     | \$0                                     | \$20,000 (50%)                             |
| Tax Payable @ 45%                                        | \$0                                     | \$9,000                                    |
| Net Tax Benefit from Donation                            | \$22,500                                | \$13,500                                   |

Certain time constraints should be taken into consideration for those contemplating a gift of BCE shares. Donations of shares must be made before the per share cheque arrives in early 2008. Given the complexities involved with charitable giving decisions, professional tax, financial and legal advice is recommended before any action is taken (especially when the contemplated gift is significant).

Charitable giving is always a winning gesture. While ensuring that charitable institutions fulfil their missions, a charitable donation provides you and your family with an opportunity to share your good fortune. The bottom line: donating shares is an easy way to help others while helping yourself.

This information, including any opinion, is based on various sources believed to be reliable, but its accuracy cannot be guaranteed and is subject to change. Clients are advised to seek advice regarding their particular circumstances from their personal tax and legal advisors

## NEW MEMBERS OF THE NORTHUMBERLAND HILLS HOSPITAL FOUNDATION BOARD OF DIRECTORS

The Northumberland Hills Hospital Foundation is governed by a volunteer Board of Directors. During the Foundation's annual general meeting on June 18, we welcomed several new members to the Board.

### Jan Boycott



Raised in Northumberland County, Jan graduated from Queen's University with a degree in human resources. After graduation, she worked for a large bank in Toronto, where she decided to enter the world of finance.

Today, Jan is a financial advisor for Raymond James Ltd. She and her husband, Rob, own a full-service investment business in Cobourg.

Jan is a strong advocate for local charity. She has co-chaired the Port Hope United Way fund-raising campaign, the annual hospital gala, and the Port Hope Habitat for Humanity Women Build. At the moment, Jan is past president of the Rotary Club of Port Hope, and co-chair for the 2007 hospital gala. She has also agreed to chair the Foundation's upcoming capital campaign.

### Christine McCleary



Christine has been practicing as a registered dietitian for 16 years and a diabetes educator for seven years.

In 1991, she graduated from the University of Guelph with an honours degree in science. She completed her clinical training in Kingston, Ontario.

In 2001, after ten years of practice in Toronto, Christine settled in Northumberland County as the In-patient Dietitian at Northumberland

Hills Hospital.

Christine is an active volunteer with Northumberland Lakeshore Hospice, providing education support and direct client care.

In her spare time, Christine is an avid runner and cyclist. She loves the Northumberland Hills, but believes that Northumberland has the largest pocket of poison ivy in the province.

### Diane Saunders



Diane has worked at GE Plastics Canada (now Sabic Innovative Plastics) for nearly thirty years. With 17 years in human resources, ten years in finance and two years in customer service, she brings a wealth of experience to the Foundation Board.

As a volunteer, Diane has supported various local charities including Northumberland United Way, the Clay Elliott Scholarship Foundation, YMCA Northumberland, the Salvation Army and Northumberland Services for Women. In 2006, she chaired Northumberland's Relay for Life event, which raised nearly \$300,000 for cancer research.

### Jennifer Stadtker



Jennifer grew up in Toronto and graduated from Ryerson University with a degree in business management and marketing.

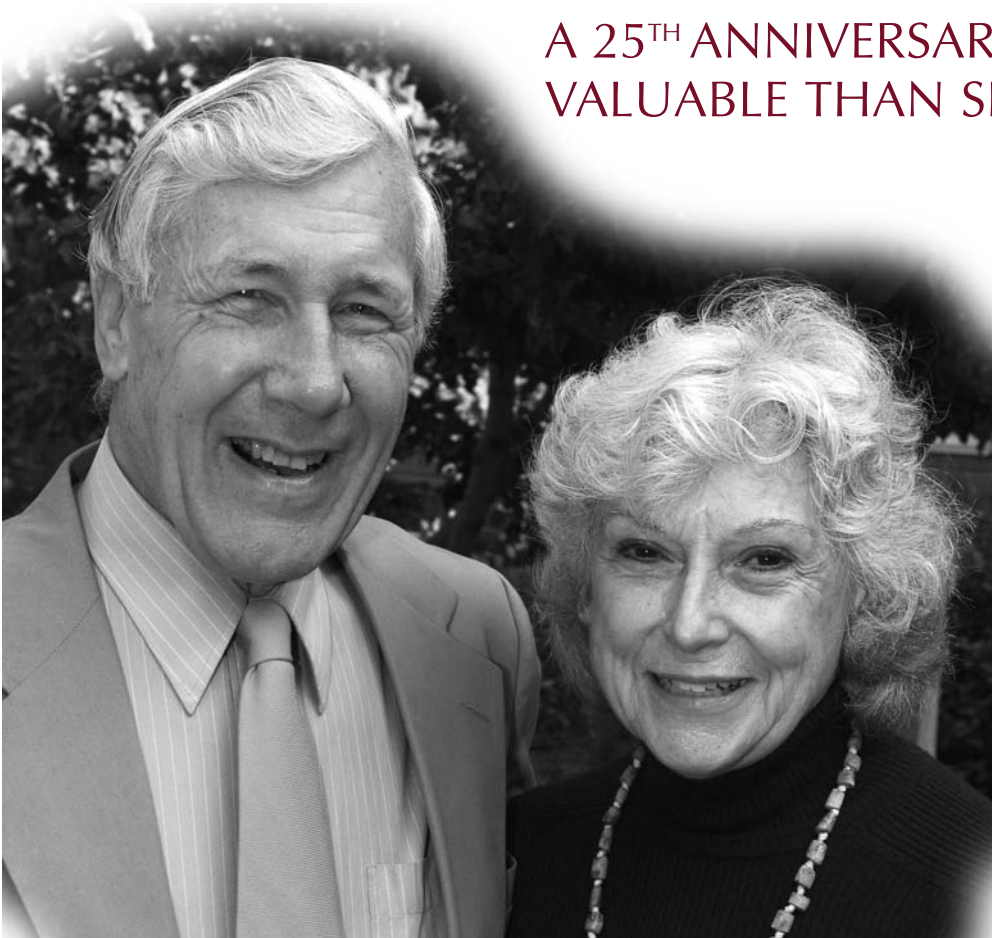
After working in marketing and sales in the printing industry for 15 years, she retired and moved to Northumberland County.

Today, Jennifer helps her husband manage his business, Stadtker Plumbing and Heating.

Leaving Toronto gave Jennifer more time to spend with her children and volunteer in her community. Since moving, she has raised money for C.R. Gummow Public School, chaired the school council, assisted with a fund-raising campaign at St. Peter's Anglican Church, and served on YMCA Northumberland's Board of Directors.

Jennifer loves to golf and plays in a women's league weekly.





## A 25<sup>TH</sup> ANNIVERSARY GIFT MORE VALUABLE THAN SILVER

*"We wanted to do something meaningful, which we and our family would treasure. The few times that Suzanne and I have had to use [NHH], it's been absolutely wonderful."*

While most people receive a gift for their wedding anniversary, Michael Ellis and his wife, Suzanne Grew Ellis, decided to give one.

On July 9, they celebrated their twenty-fifth wedding anniversary with a significant donation to the Northumberland Hills Hospital (NHH) Foundation.

When asked why he and his wife made such a generous gift to the hospital, Michael explained, "We wanted to do something meaningful, which we and our family would treasure. The few times that Suzanne and I have had to use [NHH], it's been absolutely wonderful."

Suzanne and Michael moved to Northumberland County in 1988, leaving Toronto where they both worked in communications. Suzanne

was the manager of regional relations for TVOntario, and Michael was the vice-president of marketing at Telemedia.

In 1987, Michael retired and began an extensive house-hunt. "In eight months, I looked at 282 houses," he said. "I visited nearly every community between Orangeville and Picton."

Michael's search ended when he found the perfect house north of Grafton, nestled in the Northumberland Hills.

Suzanne and Michael quickly fell in love with Northumberland County, and they became very involved in the community. Michael co-founded an a capella singing group called the *The Music Makers*, and Suzanne helped establish *Beyond the Blue Box*—a non-profit organization that reduces

waste by reselling lightly used household items. In recognition of her volunteer work, Suzanne received Cobourg's first Volunteer of the Year award in 2002.

Today, Michael and Suzanne both volunteer at NHH. Michael works at the hospital's Inquiry Desk as a member of the hospital Auxiliary, and Suzanne reads to patients in the hospital's Palliative Care Unit as a member of Lakeshore Hospice.

By sharing their story, Suzanne and Michael hope that others will be inspired to support the NHH Foundation.

On behalf of the grateful patients and staff at Northumberland Hills Hospital, we would like to thank Michael and Suzanne for their support and wish them another twenty-five happy years together.

## THE NORTHUMBERLAND HILLS HOSPITAL FOUNDATION'S GOOD NEWS PAGES

*Good News*



### Fisher's Foodland "Golf for Health"

Golfers—(from left to right) Anne Grant, Gerry Yorke, Verna Templer and Marie Vandusen—pose for a photo during the Fisher's Foodland "Golf for Health Tournament," July 17, at Dalewood Golf & Curling Club.

Despite looming rain clouds to the north, the weather held and golfers enjoyed a beautiful, sunny day. The 11th annual event raised more than \$30,000 towards vital equipment purchases at the hospital.

Thank you to all of the tournament's players and sponsors. And special thanks to Ken Goodwin of Fisher's Foodland for his continued support.

### Biggest Coffee Morning Makes a Big Difference

Alma Draper (left), the founder of Northumberland's Biggest Coffee Morning (NBCM), presents Dr. Frank Marrocco and MR Charge Technologist Pamela Knott with a cheque for \$94,000. On June 19, NBCM—a county wide event held in memory of the late June Harvey—orchestrated more than one hundred coffee parties in support of the hospital's new MR service. Special thanks to Alma and her dedicated team of volunteers. Without their creativity and hard work, this fund-raiser would have never been possible.



### Justin Williams

Justin Williams meets chemotherapy patient Trevor Luduc and his son, Graeden Luduc. On July 10, the Carolina Hurricanes forward—along with his wife, Kelly; his mother, Denise; and his grandfather, Cam Bonneau—toured Northumberland Hills Hospital's dialysis, chemotherapy, and rehab clinics.

The next day, Justin hosted the second annual Justin Williams and Friends Northumberland Tire Charity Golf Classic. The tournament, which included Tampa Bay Lightning defenceman Shane O'Brien and former Major League Baseball pitcher Paul Quantrill, raised \$30,000 in support of the hospital's ongoing capital equipment needs.

Thank you to Justin and the entire Williams family for their hard work and support in organizing this terrific event!

*Good News Good News*

# Good News Good News

## The 2007-2008 Northumberland Hills Hospital Foundation Board of Directors

Front Row (left to right) - Rhonda Cunningham, Christine McCleary, Joy Cullen, John Metson, Julie Thompson, Lynn Hardy, Jennifer Stadtke. Back Row (left to right) - Ann Logan, Gael Moore, Louise Stevenson, Joan Ross, Tom McLean, Diane Saunders, Bob MacCoubrey. Jan Boycott was absent for the photo.



## Meg's Ride

Joanne Bulgara (left), the chief organizer of the fourth annual Meg's Ride, and Meg Thorburn (centre) present Charge Nurse Whitney Lake (right) and Foundation Development Coordinator John Russell with a cheque for \$3,262, October 6, at the Northumberland Forest.

In spite of an ongoing battle with leiomyosarcoma—a rare cancer—Meg Thorburn has continued to embrace off-road motorcycling. To honour Meg's determination, the Northumberland Trail Riders (NTR) decided to start Meg's Ride—an off-road motorcycle ride for women only, in support of the chemotherapy clinic at Northumberland Hills Hospital. Since the event began four years ago, it has raised more than \$26,000.

Thank you to all who continue to make this unique event possible.



## Quote of the Month

*"Think of giving not as a duty but as a privilege."*

— John D. Rockefeller, Jr.

## A MESSAGE FROM DR. FRANK MARROCCO, CHAIR OF THE 2007 LIGHT UP A LIFE CAMPAIGN

As chair of the 2007 **Light up a Life** campaign, I am pleased to announce that this year's campaign will help pay for the Magnetic Resonance (MR) imaging service now being installed at the Northumberland Hills Hospital.

When the hospital was under construction, we promised the community they would see new programs and services that were previously unavailable. I am happy to say that we have kept our promise.

With digital mammography, Computed Tomography (CT), and—very soon—MR imaging, our Diagnostic Imaging Department is a shining example of the state-of-the-art services now offered at NHH.

New services also mean the addition of new medical professionals. To operate the new MR service, NHH has successfully recruited Dr. Julian C. Chen, a radiologist and MR expert; Pam Knott, an MR charge technologist; and Tim Mills, an MR technologist.

As valued donors, you will soon receive a special letter requesting your support for this year's **Light up a Life** campaign. I hope that you will view this campaign as worthy of your support.

In the past we have achieved extraordinary results; let's make it happen again.

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

Dr. Frank Marrocco

*Medical Director of Diagnostic Imaging*

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**Foundation Fax Number: 905-373-6936**

Web Site: [www.nhh.ca](http://www.nhh.ca)

## SOME FREQUENTLY ASKED QUESTIONS ABOUT MR

### WHAT IS MR?

MR (Magnetic Resonance) imaging is a non-invasive diagnostic tool that captures detailed images of the body's internal organs and tissues.

### WHAT DOES AN MR DO?

Doctors use MR to diagnose a range of ailments, including:

- Strokes
- Breast cancer
- Multiple sclerosis
- Brain tumours
- Knee injuries
- Back, shoulder, and hip pain

### WHAT IS THE DIFFERENCE BETWEEN MR AND CT?

MR and CT (Computed Tomography) work in two distinct ways. CT uses x-rays to look inside the body, whereas MR uses a powerful magnet and radio frequencies. Because the two scanners work in different ways, they provide doctors with different information about the body and the diseases that affect it.

## PRIVACY STATEMENT

The Northumberland Hills Hospital Foundation respects your privacy. We protect your personal information and adhere to all legislative requirements with respect to protecting privacy. We do not rent, sell or trade our mailing list. The information you provide will be used to deliver services and to keep you informed and up-to-date on the activities of the Northumberland Hills Hospital and Foundation, including programs, services, special events, funding needs, opportunities to volunteer or to give, open houses and more through periodic contacts.

If at any time you wish to be removed from any of these contacts simply contact us by phone at 905-377-7767 or via e-mail at [rcunningham@nhh.ca](mailto:rcunningham@nhh.ca) and we will accommodate your request.