

FOUNDATION FORUM

THE NEWSLETTER OF THE NORTHUMBERLAND HILLS HOSPITAL FOUNDATION



NORTHUMBERLAND HILLS
HOSPITAL

FOUNDATION

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NORTHUMBERLAND HILLS HOSPITAL FOUNDATION

2007-2008

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DONORS WHO MAKE A DIFFERENCE MEET JACK AND ANNE SIMPSON

For Jack and Anne Simpson, family comes first. When they sold their home in Toronto and moved into a smaller one in Cobourg in 2004, their dining room table—which seats 16—wouldn't fit in the new home. Rather than replace the table with a smaller one, they tore down a wall in their dining room to make it fit. With five children and ten grandchildren, the table was the only way that Jack and Anne could enjoy a meal with their entire family.

Family was the reason that Jack and Anne moved to Cobourg in the first place. They wanted to be closer to their daughter Nancy and son-in-law Doug; son, Rick; and their youngest son Chris. At the time, Chris was undergoing treatment for Hodgkin's lymphoma, and Doug had been battling pancreatic cancer for two and a half years. On top of taking care of Doug, Nancy was raising three young girls. Jack and Anne helped in any way they could. They cooked meals, watched the girls, and drove Doug and Chris to their many medical appointments.

Doug and Chris both received care at the Northumberland Hills Hospital. In fact, Chris was one of the first patients to receive treatment in the hospital's new Chemotherapy Clinic. Although this was Jack and Anne's first contact with the new hospital, they were immediately impressed with its first-class facilities and professional staff.

Sadly, Doug passed away in 2004 after spending six weeks in the hospital's Palliative Care Unit, and Chris passed away in 2005. But Jack and Anne never forgot the excellent care that both of their sons received at the hospital. And



when they learned about the **Care Close to Home Campaign**, they knew it was a worthy cause.

"The campaign is concentrating on diagnostic imaging," said Jack. "This was very helpful to our sons when they were sick."

"We saw how much better it is to have diagnostic imaging here, rather than having to travel somewhere else and wait in line," said Anne.

Eager to offer their support to the hospital, Jack and Anne decided to make a \$100,000 donation with \$50,000 directed towards the campaign.

Jack and Anne met in Campbellford during high school, and they were married in 1951.

Before completing high school, Jack moved to Niagara Falls to work for Ontario Hydro. Realizing that he had a natural aptitude for electronics, he returned to secondary school in 1953 and earned his grade 13 diploma. The next year he enrolled at the University of Toronto in Electrical Engineering and

MEET JACK AND ANNE SIMPSON, CONT'D

Communications. He and Anne later moved to Etobicoke.

Following his graduation in 1960, Jack accepted a position with IBM. In 1965 he left IBM to start his own consulting business, WJ Simpson Consultants Limited. Specializing in management and data, the company did exceptionally well. All the while, Anne worked behind the scenes, overseeing the company and raising the family.

In 1970 Jack decided to enter the cable business with his brother-in-law, Bill Lelliott. They were approved for their first cable license in Cobourg, and the company quickly grew. In a short time, they expanded to eight communities and eventually had 45 employees on staff.

Though today Jack calls himself "semi-retired," he has hardly stopped working. An avid fly fisherman, he's the founder of Fly Fishing Canada—a non-profit organization that promotes fly fishing and conservation. Jack has been Canada's representative to the International Federation of

Sport Fly Fishing (FIPS-Mouche) since 1987. He served two years on the Technical Commission and six years as President of FIPS-Mouche.

International fly fishing championships have taken Jack and Anne to 27 countries, including: Australia, New Zealand, the UK, Russia, Sweden, and the Czech Republic. As a pastime, Jack recently saved Canadian Fly Fisher magazine from bankruptcy and made it one of the most popular fly fishing magazines in North America.

In Jack and Anne's spare time—which, needless to say, is very limited—they enjoy travel, gardening, the theatre, and spending time with their children and grandchildren.

If you would like to share your story with the Foundation or make a pledge towards the **Care Close to Home Campaign** like Jack and Anne, please contact us at 905-377-7767.



Your Support Helps The **Care Close to Home Campaign** Reach \$5.2 Million Mark

When the **Care Close to Home... Diagnostic Imaging Equipment Campaign** was launched June 5th, 2008 it was announced that an ambitious goal of \$6 million had been set. Since this time, we are pleased to share that the campaign efforts have secured a remarkable \$5.2 million in pledges toward the goal. Organizers hope to be able to successfully conclude this campaign by December 31st, 2008. We still need your help! If you are thinking about making a gift to the campaign, please contact the Foundation office at 905-377-7767.

What our patients are saying...

Dear Ms. Ross,

Once again I have the privilege of writing to you in regards to your wonderful hospital.

All of the staff in the Dialysis clinic are so professional as well as being compassionate and caring. I am truly blessed to have them care for me three times a week.

J. Pullen

LOOK WHAT YOU'VE DONE!

*A*s a donor to the NHH Foundation, you make a significant impact on health care in the Northumberland community. In most cases, this impact is felt by patients whose pain can be eased, health can be restored and whose lives can be saved because of your gifts.

Thanks to the wonderful generosity of our donors last year, the Foundation provided \$1,378,842 to Northumberland Hills Hospital to purchase essential medical equipment and new technology.

Some examples of your gifts in action include:

Portable ultrasound unit for the Emergency Department	\$ 47,348
Specialized support mattresses	10,675
Bariatric wheelchair and cushions	5,300
Pyxis medication administration system	204,549
Vital signs monitors (2)	8,493
High definition endoscopes (8), laparoscopes (4) and Operating Room cart and upgrade	565,824
Plastic surgery instruments	74,875
Cystoscopes (2)	22,236

You may wonder where all of this money comes from? It's a result of a carefully designed annual fundraising plan that invites support from a variety of sources in a variety of ways. Annual events such as the ***Light up a Life Campaign***, the gala ball, golf tournaments, in memoriam contributions, ***Caring for Generations Society***, and numerous other events organized by community members contribute to our success. Your gift, combined with those of other generous donors, allows our health care professionals to use the tools they need to ease pain, restore health, and—sometimes—to save lives.

Over and above the Foundation's annual fundraising program, our Board accepted the responsibility to raise additional monies for diagnostic imaging equipment. To help us raise awareness of this important initiative and raise the bar on our fundraising program, the ***Care Close to Home... Diagnostic Imaging Equipment Campaign*** was created.

Included within this newsletter is a campaign update (see page 2) that speaks to progress made to date. Please take a moment to learn about this important campaign.



Portable
Ultrasound
Unit



Pyxis
Medication
System

QUALITY HOSPITAL IMPORTANT FACTOR IN MOVE TO NORTHUMBERLAND



When Bill and Sharon Lyon retired, they decided to move away from their home of 38 years in south west Scarborough. Bill drove a bus for 28 years for the T.T.C., and Sharon was a unit clerk at Centenary Hospital for the same number of years (this is also where Sharon met and worked with NHH President and CEO Joan Ross).

One of the biggest factors in deciding where to move was the condition that they move close to a hospital. This was because Bill had recently suffered a massive heart attack. In fact, his heart attack was so severe that he had to be brought back to life four times that fateful day with defibrillators.

Less than a year after moving to Grafton, Bill again

began to experience severe abdominal pain. He visited with his newly acquired family physician, Dr. Maria Marszal, a doctor not only new herself to Northumberland, but new to private practice. She referred Bill to a local specialist, who by coincidence, turned out to be the same colorectal surgeon that Bill had when he was a patient at Toronto East General years earlier. Bill never knew where this surgeon had moved to, but it turned out this physician, Dr. Haig Basmajian, had re-located to Northumberland.

Shortly after his consultation with Dr. Basmajian, Bill was diagnosed with colon cancer. He was operated on to remove a large tumour and during the operation, it was discovered that the cancer had metastasized to his liver and as a result, half of his liver had to be removed. Initially, Bill's chemotherapy treatments were at Kingston General Hospital but it was then arranged for his chemotherapy treatments to be transferred to Northumberland Hills Hospital. "I was looked after by the incredible team of Dr. Beck, Brenda Bonner and then Whitney Lake. Boy do they make you feel at ease during a trying time," states Bill.

"When we first moved to Grafton, I wanted to rename it Shangri-La, because for us, it really is perfect, and we feel equally the same about Northumberland Hills Hospital. The staff at the hospital, in every department that we have been involved with, treat you with dignity and the utmost of personal care. They should be very proud of what they do," continues Bill.

Bill and Sharon's experience in Northumberland was so positive that Bill's sister has since located to the area and is a volunteer with the hospital's Auxiliary. Today, Bill and Sharon are both in good health and enjoying their life here in Northumberland.



2008 Light up a Life Campaign... Coming Soon

We are pleased to announce that Dr. Kathy Barnard-Thompson will serve as the Chair of this year's **Light up a Life Campaign**.

As valued donors, you will soon receive a letter from Dr. Barnard-Thompson asking for your support to help purchase an array of priority medical equipment including cystoscopes, a Pyxis medication administration system, fetal monitor, and a mobile cast cart.

This annual campaign will kick-off on November 6th. In the past we have achieved extraordinary results; let's make it happen again.

LISA'S BEADS SUPPORTS CANCER PATIENTS



Year round, Port Hope teen Haley Sanders—with the help of her friends Isha Banerjee and Jenna Wood—work at creating beaded necklaces, anklets and bracelets which they then sell to raise money for charity.

The idea came to Haley when she heard about a fundraising initiative called Lisa's Beads. The program was created in 2003 following the death of Lisa McBride who succumbed to non-Hodgkin's lymphoma. At the time of her death, Lisa left behind two young daughters, twelve and eight years old respectively, and several young nieces. As a way of channeling their grief into something positive, they started to create the beaded jewelry that they then sold at various events

for charity. Their jewelry quickly became a symbol of love and resilience, and their idea grew into a full-fledged charitable organization.

Haley's mom Leslie is a past employee of Lakeridge Health in Oshawa and was also the local President of OPSEU when she first heard about Lisa's Beads. She took the idea to Haley and her friends and soon they were also supporting the mission of Lisa's Beads.

While attending an OPSEU annual convention, NHH Medical Radiation Technologist Wendy Scott met Haley who was there selling her bracelets. Wendy ordered a bulk supply of the beaded creations. Bracelets sell for \$5 and necklaces for \$10. Sales were so brisk that Haley was able to eventually donate \$10,000 to the new Durham Regional Cancer Centre.

With the Durham Regional Cancer Centre now opened, Haley turned her attention to a more local cause and decided her next donation would be in support of chemotherapy services at Northumberland Hills Hospital.

"I think anything I can do to make it easier for people going through cancer I'll do it", says Haley.

Haley's efforts resulted this summer in a gift of \$1,000 in support of the Northumberland Hills Hospital.

"I'm in awe of the success that these young girls have had with selling their jewelry. The gifts that they have been able to make to both Lakeridge Health and Northumberland Hills Hospital is extraordinary and we are very grateful that they chose to donate their recent earnings to further strengthen chemotherapy services at NHH," says Rhonda Cunningham, Executive Director of the Northumberland Hills Hospital.

Proud History of Supporting Local Hospital



HTM Insurance is pleased to continue its support of the Northumberland Hills Hospital Foundation by confirming a \$10,000 platinum sponsorship to this year's Cirque Fantastic gala. This gift marks the eighth straight year that HTM Insurance has made a gift of \$10,000 in support of local health care.

"We've been a part of this community for 110 years and we believe strongly that supporting this community is our responsibility," says Bill Embree, General Manager.

Founded in 1898 in Cold Springs, the company has deep roots in the agricultural and rural area and today employs 21 full-time staff.

In November 2007, the company went through a re-branding process that included a new corporate identity and name change. "There was a lot of confusion with our previous name (Hamilton Township Mutual Insurance Company)," says Embree. "When talking with people not familiar with this area, they often thought we were located in the City of Hamilton. We were also confused with Hamilton Township." This led to a decision to move to a more appropriate and distinctive name. Even though the company image has changed, the same high level of service and support to the community remains the same.

The hospital extends its sincerest appreciation to HTM Insurance for its continued support.

THE NORTHUMBERLAND HILLS HOSPITAL FOUNDATION'S GOOD NEWS PAGES

Good News

It was the summer of golf!!



Ken Goodwin (*second from left*) of Fisher's Foodland returned as the signature sponsor of the 12th Annual Fisher's Foodland **"Golf for Health"** tournament held at Dalewood in July. Joining Ken for a day on the links was his son Reid Goodwin (*far left*), Joan Kemp and Chris Glober. Now in its twelfth year, this event has raised \$340,000 for new medical equipment.

An amazing \$26,000 was raised at this summer's **Justin Williams & Friends Northumberland Tire Charity Golf Classic**. Joining Justin (*second from left*) to show off the names of tournament sponsors are Ron and Linda Spiewak (Northumberland Tire), Justin's wife Kelly and his parents Craig and Denise Williams.

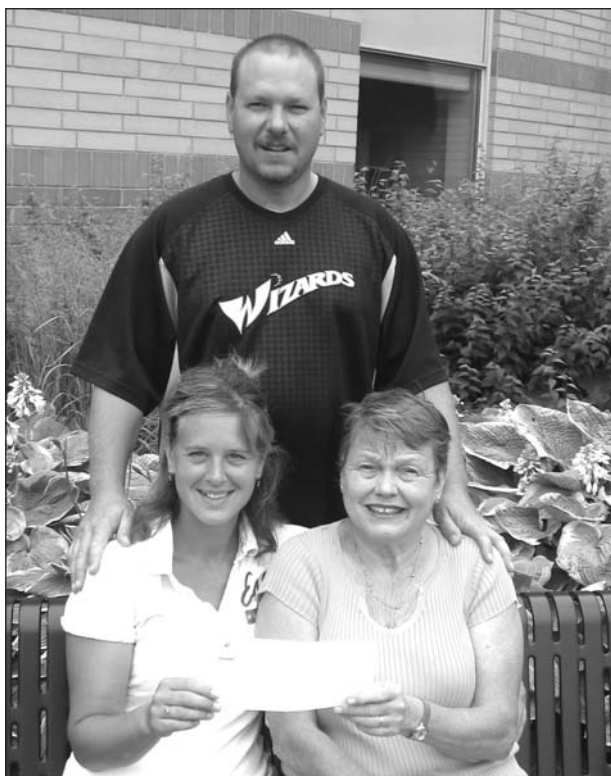


Big-Mac Challenge!

For a \$5.00 wager, golfers at the Fisher's Foodland **"Golf for Health"** tournament could try to hit their tee shot on hole #8 inside of 11-year-old Mac Carter's (*centre*). If successful, golfers were entered into a draw to win a Taylormade Burner driver donated by Mac's parents Jamie and Faye Carter (Faye is pictured on right). In addition, if successful, golfers were awarded a coupon for...what else...? A BIG MAC! This was donated by local McDonald's franchise owner Les Andrews (*left*). In the past two years, this event has raised in excess of \$1,500. The winner of this year's contest was Todd Aird.

Good News Good News

Good News Good News



Heffernan Family Donation

Jamie, standing, Trish, left, and Jill Heffernan recently visited the Northumberland Hills Hospital to present \$5,006 in support of palliative care services. The funds were raised at the John Heffernan Memorial Classic Charity Golf Tournament held in June. The tournament received great support from family, friends, and local businesses, including Chem-Ecol, the event's signature sponsor.



Karen Chalovich, a broker with BMO Nesbitt Burns, recently celebrated 25 years as an Investment Advisor. Karen has been a tremendous supporter of the NHH Foundation helping to facilitate donations in excess of \$2 million on behalf of her clients. Congratulations Karen!



The 1st Annual Chris Mansey Memorial Golf Tournament held August 31st raised \$3,500 in support of the Northumberland Hills Hospital. Organized by friends of Chris Mansey, this tournament was held to both honour the memory of Chris, who passed away from cancer at the young age of 31, and to pay tribute to the wonderful care provided to Chris while a patient in the Northumberland Hills Hospital palliative care unit.

Quote of the Month

"It is not how many years we live, but what we do with them. It is not what we receive, but what we give to others. Thank you for what you give to our community through your charitable endeavours."

- Evangeline Booth

A MESSAGE TO YOU...



In a few short weeks, the hospital's President and CEO Joan Ross will retire. Joan has been a strong supporter of the Foundation and has willingly supported many Foundation initiatives. Joan would like to share the following message with our donors....

"Without the support of the Foundation staff, dedicated volunteers and donors, the hospital would not be able to purchase much needed equipment to deliver excellent patient care. As I look forward to my retirement this November, I want to convey how much I have enjoyed working with each of you at this beautiful hospital. Your support and passion for our local hospital is very much appreciated. I know that the incoming CEO, Robert Biron, will enjoy the same terrific support."

Joan, we wish you well in your retirement!



GALA AUCTION

The annual gala ball is the largest fundraising event that the Foundation hosts each year. Last year's gala raised over \$124,000 in support of the new MRI service. One of the fundraising components to this event is a silent and live auction. Organizers are seeking unique and interesting experiences that could be included in this year's auction. For example, a generous citizen of the community has donated a week's use of their personal cottage in Muskoka and another local couple has donated a week at their time share in British Columbia. Donors are eligible for a donation receipt for the value of the item donated. If you would like more information about donating an item in support of the auction, please call John Russell in the Foundation office at (905) 372-6811 ext 3065.

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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 and we will be pleased to accommodate your request.