

# FOUNDATION FORUM

THE NEWSLETTER OF THE NORTHUMBERLAND HILLS HOSPITAL FOUNDATION



NORTHUMBERLAND HILLS  
HOSPITAL

FOUNDATION

## Inside this Issue

Advanced CT Equipment	1
Raffle Tickets on Sale Now	2
Monthly Giving	3
New Board Member	4
14th Annual Fisher's Foodland Golf For Health Tournament	5
Good News Pages	6, 7
Pumpkin Days & Davis Independent Grocer	8

## ADVANCED CT EQUIPMENT MINIMIZES RADIATION DOSE



NHH Radiologists (from left) Dr. Matthew Vaughn, Dr. Joe Parravano, Dr. Paul Marrocco and Dr. Frank Marrocco.

### NORTHUMBERLAND HILLS HOSPITAL FOUNDATION

#### 2010-2011

#### Board of Directors:

Jan Boycott (Chair)  
Ann Logan (Vice-Chair)  
John Metson (Treasurer)  
Rhonda Cunningham (Secretary)  
Julie Thompson (Past-Chair)

Scott Fraser  
Richard Irvine  
Rick Gadd  
Sandy Ward  
Kaye Jackson  
Robert Biron  
Diane Saunders  
Nancy Kennedy  
Louise Stevenson  
Gayle Metson  
Sandra MacCoubrey  
Bill Copland

According to Northumberland Hills Hospital Radiologist, Dr. Frank Marrocco, the 2009 purchase of the Discovery™ CT750 HD scanner “was definitely the right system for our facility. It’s enhancing our diagnostic confidence across a wide range of clinical applications while helping us to minimize our patients’ radiation exposure.”

Since radiation exposure is used to obtain any CT image, minimizing the radiation exposure was a key consideration when planning for the purchase of the new CT equipment that was funded in its entirety by community donations to the **Care Close to Home** campaign. “It is especially important for the patients that require repeated scans,” states Dr. Marrocco. It was this desire that led Dr. Marrocco and his radiology team to begin work on dose reduction protocols. Having the right equipment in place was crucial to the vision of maintaining excellent image quality but a much lower dose of radiation. The end result is that we now have a system that cuts dose substantially while maintaining excellent image quality for diagnosis.

“I am grateful to the donors and the generosity of this community is inspiring. I am humbled that the community entrusted us to invest their donations in this new equipment, and I am confident that we have invested wisely,” says Dr. Marrocco.

The investment in this new technology and equipment, and in particular the MRI component of the project, allowed the community to recruit three new radiologists, each of whom is fellowship trained in MRI.

Cont’d on page 3...



# All that *Glitters* ...looks like a million

## Raffle Tickets on Sale Now!

\$100 each

or 3 for \$250

(only 500 tickets available to be sold)

Supporting the 10th Annual Northumberland Hills Hospital Foundation Gala  
Proceeds support the purchase of High Priority Medical Equipment

### FIRST PRIZE: Mediterranean Dream Vacation for 2 - \$9,000 Value\*

Expedia Cruiseshipcenters in Cobourg will help you create a Mediterranean vacation for two uniquely the way you want OR you can select an entirely different vacation package or destination of your choice.

### SECOND PRIZE: 3-Day Escape to Chicago for 2 - \$2,000 Value\*

This long weekend trip to Chicago can be designed to your specifications. Includes round trip airfare for two to the windy city, three nights hotel for two and a dinner voucher OR you can select an entirely different vacation package or destination of your choice.

### THIRD PRIZE: 64 GB Apple iPad plus Accessories - \$1,000\*\*

The hottest electronic device on the market. This 64 GB iPad, includes Wi-Fi + 3G and a Bell Micro SIM card. You can page through websites, write emails, flick through photos, or watch a movie with just the touch of a finger.

Draw to be held at the 10th Annual NHH Gala,  
"All that Glitters... Looks Like a Million" on Saturday, November 13th, 2010

\*Winner will receive a travel voucher to design the trip to their specifications (First Prize: \$9,000 maximum value/  
Second Prize: \$2,000 maximum value) \*\*No exchanges or prize substitutions



#### ORDER FORM

☐ YES, I would like to support the  
"Looks Like a Million" raffle.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Town: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

☐ Cash/Cheque

☐ Please charge my credit card

☐ Visa

☐ M/C

☐ 1 Ticket for \$100

☐ 3 Tickets for \$250

☐ Other \$

Credit Card # \_\_\_\_\_ Expiry \_\_\_\_\_ Signature \_\_\_\_\_

Completed forms can be returned for raffle tickets at the Northumberland Hills Hospital Foundation, The Avid Reader (Cobourg), Expedia Cruiseshipcenters (Cobourg), Table Talk (Port Hope) or Holton Flowers (Port Hope). Completed forms can also be faxed to the Foundation Office at 905-373-6936 (fax) and your tickets will be delivered to you. For more information contact the Foundation at 905-372-6811 ext 3065  
Lottery Licence M609487

## MONTHLY GIVING...A CONVENIENT WAY TO SHOW YOUR SUPPORT

The NHH Foundation is pleased to offer you an easy, efficient way to provide your support to the Hospital. The Friends of the Foundation Monthly Giving program has been in existence for the past seven years. This program allows you to have a regular monthly donation, in an amount of your choosing, deducted directly from your bank account or credit card.

### Benefits of Membership

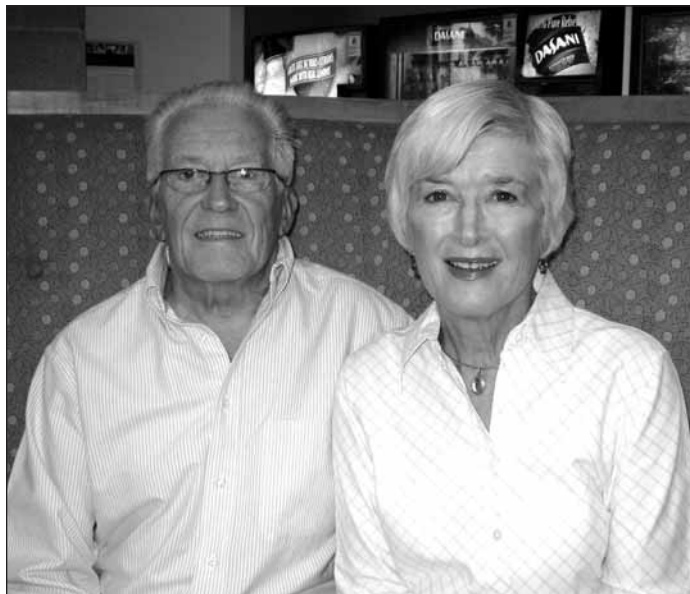
- Allows you an opportunity to provide support throughout the year in a convenient, worry-free format
- You specify an affordable amount that doesn't interfere with your regular monthly budget
- You can spread your contribution in installments throughout the year
- \* Your continued gifts, when combined with other monthly donors, helps to provide a stable source of funds in order to meet our service demands

Presently, we are pleased to share that 92 donors contribute \$3,887 to the Foundation each month. New members are most welcome. Simply fill out the form included in this newsletter and mail to:

#### **Friends of the Foundation Monthly Giving Program**

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

For more information, please contact Rhonda Cunningham, Executive Director, 905-377-7767



Monthly donors Ross McKie and Lori Bernstein

---

*"We believe that health care is the cornerstone of a community. NHH is high on our giving list. Giving every month is easy and adds up over the year."*

Ross McKie & Lori Bernstein

---

Cont'd from page 1...

### ADVANCED CT EQUIPMENT MINIMIZES RADIATION DOSE

The work undertaken by Dr. Marrocco and his team has recently been recognized in GE Healthcare's CT publication. Dr. Marrocco's leadership and commitment to patient safety has also earned him, along with Senior CT technologist Faye Andrews, NHH's Outstanding Innovation Award for their work with the CT program.

Dr. Marrocco wishes to thank NHH Foundation donors for their generous gifts that helped make this possible.



## MEET THE NEWEST MEMBER OF THE FOUNDATION BOARD



The Northumberland Hills Hospital Foundation is pleased to welcome Richard Irvine to its Board of Directors.

A graduate of Queen's Law School, Richard moved to Cobourg in 1975 and joined his father James in the law practice of Irvine & Irvine Barristers & Solicitors.

Since that time, Richard has been involved with a number of community initiatives and organizations. He was on the fundraising committee to build the Jack Heenan Memorial Arena and he was involved on the Cobourg Public Library's fundraising campaign. He completed a term as President of the Northumberland Art Gallery and served on the Board of Governors for Trinity College School in Port Hope. Richard is a long-standing member of the Cobourg Rotary Club.

Richard has been involved with the NHH Foundation for the past six years as a member of the Planned Giving Committee. This June he stepped into the role of Chair.

Richard is married to Laura and has two grown children.

## THE DONOR BILL OF RIGHTS

In times of increased public interest in the charitable sector, the Board of Directors of the NHH Foundation wants to assure you that our organization has approved and adheres to the following Donor Bill of Rights.

*Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To ensure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the non profit organizations and causes they are asked to support, we declare that all donors have these rights:*

- I. To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.*
- II. To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.*
- III. To have access to the organization's most recent financial statements.*
- IV. To be assured their gifts will be used for the purposes for which they were given.*
- V. To receive appropriate acknowledgement and recognition.*
- VI. To be assured that information about their donation is handled with respect and with confidentiality to the extent provided by law.*
- VII. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.*
- VIII. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.*
- IX. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.*
- X. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.*

**FISHER'S FOODLAND**  
Your Hometown Advantage

## 14th ANNUAL GOLF FOR HEALTH TOURNAMENT

The weather was picture-perfect and the enthusiasm was high as 136 golfers helped raise over \$30,000 to purchase new medical equipment for the Northumberland Hills Hospital at the 14th Annual Fisher's Foodland Golf for Health tournament on July 13th. Thanks to all our participants for supporting the hospital again this year. Hockey fans got a special treat with former New York Islander goaltender and Hockey Hall of Fame member Billy Smith on hand to share stories and sign autographs.

Staff at the **Dalewood Golf & Curling Club** did a fabulous job helping us host the tournament.

Special thanks to all of our sponsors, especially Ken Goodwin, and everyone at Fisher's Foodland in Cobourg, for their continued support.

### 2010 Sponsors



### Supporters

Jamie, Faye and Mac Carter  
Diane Saunders  
Elliott Insurance Services  
Al Rose  
Quantrill Chevrolet Cadillac  
Hole-in-One Sponsor

Lynn Hardy/RBC Dominion Securities  
Calum MacCoubrey  
Quinn's Blooms & Greenery



Verna Templer, Gerry Yorke, Katherine Hick and Anne Grant take Women's Gold



Calum MacCoubrey, Mac Carter and Tournament Chair Peter Lorenz



NHL Hall of Famer Billy Smith with Tournament Sponsor Ken Goodwin (right)

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

*Good News*

### Royal Canadian Legion Br. #30

NHH Foundation Board member Nancy Kennedy (*fourth from left*) and Edna Blything (*fifth from left*) are presented with a gift of \$5,000 from members of the Executive of the Port Hope Legion Br. #30. This gift was made possible by donations made to the Poppy Fund and was in support of the 4th Annual Northumberland's Biggest Coffee Morning. This marks the second consecutive year that the Legion has



made a substantial donation to support this county-wide fundraising event in support of medical equipment. Representing the Port Hope Legion Executive are (*from left*) David Craig, Jean Kimball, Jack Whalen, Roy Eagan, Karen O'Hara and Al Wilson.



### 1st Ever Bob Smoke Golf Tournament

Organizer Lloyd Smoke recently visited the hospital to present proceeds from the first-ever Bob Smoke Memorial Golf Tournament held August 29th in Warkworth. Bob had been a patient in the hospital's Palliative Care Unit for seven weeks before succumbing to lung cancer. "The staff of the Palliative Care Unit made my brother's journey from life to death a comfortable one. In fact, our entire family was treated like Kings and Queens." Family and friends were so impressed with the care, they wanted to do something to "give back in recognition of how well Bob and our family were treated." The end result was a donation of \$700 which Lloyd presented to Palliative Care Director Janet Burn. A heartfelt thank you goes out to all players and sponsors for helping to make this happen.

*Good News Good News*



# Good News Good News



## Chris Mansey Memorial Tournament Raises \$15,000!

The 3rd Annual Chris Mansey Memorial golf tournament held August 29th was another resounding success raising \$15,000. Highlights of the tournament included the return of the ever-popular WestJet raffle which resulted in \$8,000 realized. The donation of an authentic Olympic torch created a bidding frenzy and ultimately sold for over \$1,000 in the live auction. NHH Foundation Board member Bill Copland (*far left*) was presented the proceeds from tournament organizers (*from left*) Richard and Lorraine Mansey, Braxton and Skyla Mullins and their parents Ryan and Alyson Mullins. This event has raised over \$30,000 in the past 3 years. Special thanks to all involved including event organizers, sponsors, and players.

## Kawartha Credit Union Gives Back

Shelly Bovay, Member Service Representative (*left*) and Dana Farrell, right, manager of Kawartha Credit Union in Cobourg, present Rhonda Cunningham, Executive Director, of the Northumberland Hills Hospital Foundation, with a cheque for \$3,500 to purchase a Vital Signs Monitor for the Hospital. This gift, made through Kawartha Credit Union's Community Investment Program, brings their nine-year total to \$27,300 in support of the local hospital.



# Good News Good News

## Quote of the Month

*"No one has ever become poor  
by giving."*

- Anne Frank (1929-1945)

## PUMPKIN DAYS AND DAVIS' YOUR INDEPENDENT GROCER



Haven't picked up your pumpkin yet? Why not head to Davis' Your Independent Grocer in Port Hope on Saturday, October 16th from 10am to 4pm. Proceeds on this day will be donated in support of NHH Foundation. Last year's event raised over \$850 for the hospital. Thank you to Scott Davis and his team for their outstanding support of our hospital!

*E*vangeline Booth has been quoted as saying, "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.



## DR. KIRK HAUNTS TO CHAIR LIGHT UP A LIFE CAMPAIGN

We are pleased to announce that Dr. Kirk Haunts has agreed to chair the 2010 Light up a Life Campaign. This year's campaign kick-off will be held on November 10th with a goal of raising \$100,000 to fund medical innovation at NHH. To learn more about this year's campaign or to find out how you or your business can get involved, please contact John Russell in the Foundation Office at (905) 372-6811 ext. 3065.

### Mailing Address: Contact Info:

Northumberland Hills Hospital Foundation  
**Rhonda Cunningham**, Executive Director  
**Fax Number:** (905) 373-6936

1000 DePalma Drive, Cobourg, ON K9A 5W6  
**Direct Dial:** (905) 377-7767  
**Email:** rcunningham@nhh.ca  
**Web Site:** www.nhh.ca

### 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 keep you informed and up-to-date on the activities of the Northumberland Hills Hospital Foundation—including programs, services, special events, funding needs, and opportunities to volunteer or to give—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 and we will be pleased to accommodate your request.