

November XX, 2010

Ms. Donor
Address
Cobourg, ON
K9A XXX



A Special Request from Dr. Kirk Haunts, Chair of the NHH Foundation’s 17th Annual *Light up a Life* Campaign

Dear Mr. Donor,

First and foremost, I’d like to say **thank you**. Thank you for your past generous support of the Northumberland Hills Hospital Foundation. Your generosity is the reason Northumberland Hills Hospital is such a high-quality facility. Thanks to generous community support, we can offer you and your neighbours exceptional care, close to home.

My name is Dr. Kirk Haunts. I’m writing you today as a family doctor and recent graduate. I grew up in Ontario and completed my medical residency at Queens University. In 2009 I chose to move to Northumberland County to set up my practice. **Why? In large part, because of Northumberland Hills Hospital.**

I wanted to offer my patients the best possible treatment options right in their own community. In *my* own community. I know many of my colleagues feel the same way: We’re proud of our hospital. And, we’re grate-ful to you for helping make it such a world-class facility.

I’m also writing you as Chair of the NHH Foundation’s **17th Annual *Light up a Life* Campaign**. It’s the time of year when we light up the hospital’s interior courtyard and decorate it for the holidays. This bright and cheerful display brings hope and good cheer to patients who are in hospital during the holidays.

Will you please send a special holiday gift to support the hospital once again?

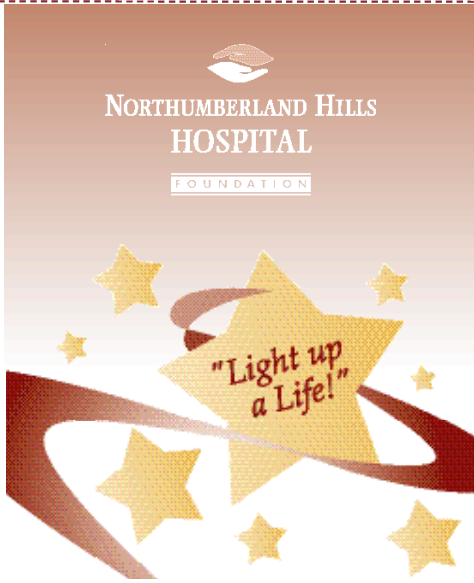
The government provides community hospitals, like NHH, with only the cost to operate and does not fund med-ical equipment. NHH depends on your gifts to purchase the advanced equipment and technology needed to stay on the cutting edge of medical treatment.

Your support in the past helped purchase advanced *medical* equipment and technology — like our new CT scanner and MRI machine. Today I’m asking you to send a gift to help the hospital invest in advanced ***infor - mation technology***.

What does that mean? Perhaps I can best explain it to you with a story...

As a family doctor, I keep detailed records on my patients’ medical history. That includes any illnesses, injuries or operations they’ve had. It also includes medications I’ve prescribed. I put this information into a computer so I can access it at any time.

over, please...



Yes, I want to “*Light up a Life!*” and help purchase high priority medical equipment for the Northumberland Hills Hospital

Please accept My Donation of ☐ \$500 ☐ \$250 ☐ \$100 ☐ \$50

☐ Cheque enclosed ☐ other \$ _____

☐ Visa ☐ Mastercard Credit Card# _____

Expiry Date _____ Signature _____

Name: _____

Address: _____

City: _____ Postal Code: _____ Phone: _____

Northumberland Hills Hospital Foundation, 1000 DePalma Drive, Cobourg ON K9A 5W6
Charitable #12191 4923 RR0001

Now I'll ask you to imagine one of my patients — let's call him John — is at home watching television with his wife. John starts to feel stabbing chest pains. Concerned, his wife drives him to the NHH Emergency Department. The ED team moves into action. They hook John up to a vital sign monitor. He's continually observed through a central monitoring system. He has several mild heart attacks.

John then has a CT scan performed as well as multiple x-rays. The team determines that John needs a special surgery to insert a stent in his artery. He's transported via ambulance to St. Mike's Hospital in Toronto for the surgery. John returns home the next day — in time to celebrate his 70th birthday!

Why did I tell you this story? To show you that John's treatment depended on advanced *medical* equipment and *information technology*. Throughout the course of his care, information about John's condition — including his vital signs, CT scan results and x-rays — was instantly accessible by the staff caring for him at NHH. When John was transferred in the ambulance to St. Mikes, the information went with him. Finally, the information was transferred back to me, John's family doctor.

John was in excellent hands the entire time, thanks to the advanced medical and information technology available at NHH.

You see, *information* about my patients is important to my job as a doctor. And it's absolutely *vital* for the doctors and staff at Northumberland Hills Hospital. The ED and ICU teams need accurate information about a patient's condition as quickly as possible. It can quite literally mean the difference between life and death.

Your gift today will help NHH invest in new information technology. Technology that will ensure we continue to offer the highest quality care to our patients. Just as medical equipment and technology is continually improving, so too is information technology. We need your help to put systems in place today that will help us keep pace as health care continues to change in the future.

This year, the NHH Foundation's goal is to raise \$125,000 from the *Light up a Life* Campaign. I'm confident your gift of whatever you can afford — combined with gifts from our other friends in this community — will bring us to our goal.

At some point in your life — if you haven't already — you or someone you love will need hospital care. You can be sure NHH will be there to give you the best quality care possible — right in your own community. Please send your gift today.

Yours truly,



Dr. Kirk Haunts, MD
Chair, *Light up a Life* Campaign 2010

PS: When you send your gift, please also sign and return the enclosed holiday card. Your card will be displayed in the hospital to bring a little more light into our patients' lives at this time of year. Thank you again for all that you do!

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 and we will accommodate your request.

Planned Giving

A Gift for the Future

- ☐ I am pleased to advise you that I have included the Northumberland Hills Hospital Foundation in my Will.
- ☐ Please send me information about making a bequest.

Friends of the Foundation Monthly Giving Club

Monthly Giving is the easiest and most effective way to give! You can make a significant contribution by spreading your gift throughout the year. The amount of your gift can be altered or cancelled at any time by calling the Foundation at: (905) 377-7767.

- ☐ Yes! I would like to support our community's equipment needs on an ongoing basis by making a monthly gift of:
☐ \$10 per month ☐ \$15 per month ☐ \$25 per month ☐ other \$_____ per month
- ☐ I've enclosed a cheque marked "VOID". The amount specified will be deducted from my bank account on the 20th of each month (or specify the date of your choice).
A donation receipt will be issued annually.

Signature/Date_____ **OR**

- ☐ Please charge the amount specified above to my: ☐ VISA ☐ MASTERCARD

Card Number:_____ Expiry date :_____

Name:_____ Signature_____