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FOUNDATION *Update*



Gift of Health campaign launch helps promote seasonal giving

The holiday season is traditionally a time of giving, and this year the Rouge Valley Health System Foundation is reminding our community that now is the perfect time to give the Gift of Health.

Launched on National Philanthropy Day, November 15, our Gift of Health campaign uses newspaper advertising, posters, bookmarks and events to thank our generous donors and to show our community some of the donation options that can help support the Rouge Valley Health System—now and throughout the year.

“We’ve called our campaign A Gift of Health because each donation made to the Foundation helps us purchase vital medical equipment that enhances healthcare in our community,” says Tracy Paterson, the Foundation’s Director of Community Development.

“We are also supporting the construction of the birthing and newborn centre at Rouge Valley Centenary and

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Lisa McVety, Manager of O.R. at Rouge Valley Ajax and Pickering, accepts the first corporate donation for the Gift of Health campaign from Lesley Gazarek, General Manager of Saturn Saab of Pickering. The dealership donated \$10,475 to support the redevelopment at RVAP.

RVAP redevelopment breaks new ground

Construction may have already begun, but the significance of Rouge Valley Ajax and Pickering’s official groundbreaking was not lost on the more than 200 special guests who witnessed the sod turning on Nov. 8, 2007.

Ontario Minister of Health and Long-Term Care George Smitherman, Pickering-Scarborough East MPP

Wayne Arthurs and Ajax-Pickering MPP Joe Dickson joined Program Chief of Emergency Dr. Tom Stavro Sholdoff, Manager of Emergency and ICU Arden Eldridge and long-time Auxiliary member Shirley Rowland as the sod was turned, formally marking the beginning of the RVAP redevelopment.

When completed, the project will

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Turning the sod at the groundbreaking are, from left, Dr. Tom Stavro Sholdoff, Program Chief of Emergency; Shirley Rowland, Auxiliary Member; Arden Eldridge, Manager of Emergency and ICU; George Smitherman, Minister of Health; Wayne Arthurs, MPP Pickering-Scarborough East; Joe Dickson, MPP Ajax-Pickering.

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create more than 140,000 square feet of new and renovated space, including a new Emergency Department that will speed up emergency care and reduce wait times for services.

Many thanks to the staff, physicians, donors, politicians and community members who helped celebrate this important milestone for Rouge Valley and for the west Durham community.

More photos from the groundbreaking are available on our website at www.rougevalley.ca/rvhsf.



Health Minister George Smitherman, left, shares a laugh with Pickering Mayor Dave Ryan, centre, and Durham Regional Chair Roger Anderson at the groundbreaking ceremony.

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the redevelopment project at Rouge Valley Ajax and Pickering, two projects that are important to residents in our rapidly-growing communities.”

Corporations, service clubs, physicians, hospital staff and volunteers are joining with individuals in the community to make the Gift of Health to Rouge Valley this year.

Already, we have received gifts of toys and stuffed animals for children in the hospital during the holidays and throughout the year, as well as corporate donations from businesses in our community.

We are also proudly displaying holiday messages of appreciation to our hospital staff, physicians and volunteers throughout Rouge Valley. To those of you who have sent in messages already, we thank you for your kind words.

To find out how you can give the Gift of Health, or to get involved with the Foundation as a volunteer, visit our website at www.rougevalley.ca/rvhsf or join our Facebook group—just browse to www.facebook.com and search for “Friends of the Foundation.”

You may also phone or visit our offices using the numbers and addresses on the back of this newsletter.



Above, Foundation co-op student Emily Moorhouse hangs one of dozens of posters showcasing seasonal messages of appreciation from our donors. The posters are being displayed in waiting rooms and clinical areas throughout our hospitals.



Left, Hayden Walker is surrounded by some of the stuffed animals donated to Rouge Valley Ajax and Pickering by the Ajax Rotary Club. The toys will be distributed to children in Paediatrics, Day Surgery and Emergency.

Donors have range of giving options

Our donors each have their own reasons for giving. For some, it's to say thank you for the care they received here as a patient. Others may support areas of the hospitals that hold special interest for them. Many of our donors have found unique ways to tailor their gifts, based on their giving preference and the method that best meets their financial situation. The options for supporting Rouge Valley are as diverse as the community we serve.

MEMORIAL GIFTS

By making a memorial gift to Rouge Valley, you are remembering a loved one and creating a legacy in their name that can have a tremendously positive impact on patients now and in the future. Memorial donations, which may be one-time gifts or annual contributions, are a wonderful way to honour family or friends. For memorial gifts, a special card of sympathy will be sent to the family on your behalf.

TRIBUTE GIFTS

Often, donations are made as a tribute to someone special in your life—perhaps a physician, nurse, volunteer, teacher or friend. In some cases, tribute gifts are made in lieu of presents at weddings, retirements, birthdays, anniversaries or other significant milestone occasions. If

you choose, a card with a personal message will be sent to the tribute recipient.

PLANNED GIFTS

Planned giving allows donors to provide gifts of cash, property or other assets to the Rouge Valley Health System through wills, life insurance policies, or a variety of other means. By integrating planned gifts into your overall financial, tax and estate plan, you can increase the benefits to both you and Rouge Valley. One key advantage of planned giving is that you can defer your gift. This gives donors the opportunity of providing larger gifts, without impacting their existing finances. Immediate tax benefits on future gifts make this an attractive option for many donors. Gifts of appreciated securities are a tax advantageous way of making an immediate gift since the donor pays no capital gains and receives a charitable tax receipt for the full value of the securities at the time of transfer.

These gifts provide a source of stable future funding, which ensures that Rouge Valley remains a strong and vibrant part of its community. They allow us to purchase equipment, train staff, fund capital projects and support the future needs of our health care system.

ENDOWMENTS

Establishing an endowment fund in recognition of an individual or group is an excellent way to provide lasting funding for Rouge Valley, while creating a permanent living legacy that will have a positive impact on healthcare in our community. The initial endowment amount is invested, and the income from that fund is used to provide annual funding for the area of your choice. Endowment funds may be used to support education, equipment purchases or other capital costs, either to a specific program or to Rouge Valley's highest priority needs.



Rouge Valley
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FOUNDATION

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Young philanthropists honoured

Siblings Sofia and Sanjay Sugumar show off their Outstanding Youth in Philanthropy awards, presented by the Association of Fundraising Professionals. The Sugumars have raised more than \$12,000 for the birthing and newborn centre at Rouge Valley Centenary. With them at the awards ceremony on Nov. 15 were Chad Hanna, President and CEO of the Foundation, Mary Anne Chambers, Honorary Council Member of the Labour of Love Campaign, and Carole Chabot, Vice President, Development for the Foundation.