



Rouge Valley
HEALTH SYSTEM
FOUNDATION



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2007



ENHANCING CARE
in our **COMMUNITY**

GIFT OPTIONS TO SUIT YOUR NEEDS

Enhancing care in our community is the mission of the Rouge Valley Health System Foundation, and it is a role we take very seriously. But it's not something we can do alone. It requires the support of generous donors who share our commitment to improving healthcare at Rouge Valley, today and into the future.

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, such as someone with heart disease donating money to our Cardiac program.

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. From planned gifts of life insurance or securities, to Memorial or Tribute gifts honouring someone close to them, 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



Gail Sneders has raised more than \$50,000 for cancer treatment at Rouge Valley by raffling gift baskets at local malls.

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 or lifestyle. Immediate tax benefits on future gifts make this an attractive option for many donors. 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.

Third-party giving

Fundraising can be fun, and for many community organizations, service clubs, schools and local businesses, it's a great way to team-build and support Rouge Valley at the same time. Bake sales, garage sales, dances, and golf tournaments are all terrific ways to get involved and raise funds for Rouge Valley.

For more information on these, and other, gift options, please contact the Rouge Valley Health System Foundation at (416) 281-7342 or (905) 683-2320 ext. 1501, or visit www.rougevalley.ca/rvhsf.

YOUR GIFTS IN ACTION

For the hundreds of thousands of patients who rely on Rouge Valley each year, it is reassuring to know they are being cared for in a modern healthcare facility with access to the most current medical technology available. Keeping pace with technological change is made easier thanks to the ongoing generosity of our many donors, who enable Rouge Valley to purchase state-of-the-art equipment and provide as comfortable a patient experience as possible—right here in our own community.

Countless times this past year, generous donors have made a significant impact on the lives of both patients and staff at Rouge Valley. Here are a few examples of how donors are helping improve the patient care experience:

Foreign object retrieval tools

It happens more often than you might think.

Children arrive at our Emergency departments all the time with any number of small objects lodged in their nose—coins, stones, pieces of food, and even toy tires.

That's exactly what happened to two-year-old William Figueira of Ajax, who managed to get a Hot Wheels car tire stuck "uppa nose." And thanks to a \$35,000 donation from Durham-area Tim Hortons outlets, Dr. Henry Huang had the necessary foreign object retrieval tools to extract the tires from William's nose.

Attempts to remove objects without the proper equipment can often result in them becoming more firmly lodged, making these tools an invaluable addition to Rouge Valley.

Furnishings

Furniture is a valuable commodity in a hospital. Just ask a visitor who has spent hours sitting in a waiting room chair, or a patient without a pillow. They'll tell you how important comfort can be.

Some of the visitors most in need of a quiet, comfortable place to sit are those with family or friends in the Intensive Care Unit.

And with the help of some community organizations and generous donors, Rouge Valley Ajax and Pickering now has an ICU waiting room that is designed to help visitors relax in comfort and privacy.

Brand new flooring, paint, curtains, sofas, coffee table and



Dr. Henry Huang demonstrates one of Rouge Valley's new foreign object retrieval tools, funded by a donation from Durham-area Tim Hortons outlets.

chairs were donated, along with a television and entertainment unit. The transformation of the old waiting room was nothing less than dramatic.

The brand new ICU waiting room was made possible by gifts from the Rotary Club of Ajax, the Rouge Valley Chapter IODE, and Ron Halliday.

Ice Machines

They may not be glamorous, and they may not directly save lives, but believe it or not, ice machines are among the most sought-after additions to our clinical units at Rouge Valley.

"We use the ice to reduce pain and swelling, and to reduce the use of painkillers. It's made a big impact, especially with pain control," says Edna Okonkwo, Unit Coordinator in Rouge Valley Centenary's Short-Term Rehabilitation Unit.



Rouge Valley Board member Peter Lobraico has his blood pressure checked by RN Dianne Allen, using one of the new vital signs monitors purchased from the proceeds of the annual Golf Classic.

patients and to provide ice chips to refresh patients who may not be allowed fluids.

This past year, the Rouge Valley Health System Foundation was able to purchase 10 ice machines for various departments at both hospital sites.

Vital Signs Monitors

Basic measurements of a patient's vital signs are one of the most frequently performed procedures in our hospitals. And having the right equipment to get quick, accurate results is important.

Last year, \$48,000 in proceeds from the 15th annual Charity Golf Classic purchased four brand new vital signs monitors for the 8th floor at Rouge Valley Centenary.

The vital signs monitors can accurately measure a patient's blood pressure, heart rate, temperature and blood oxygen levels.

CO2 Laser System

It might seem like something out of science fiction, but simple beams of light are revolutionizing the way surgeons operate on patients.

The addition of a new donor-funded CO2 laser system last year is allowing surgeons at Rouge Valley to perform a number of gynecological and ear, nose and throat procedures that offer many benefits to patients.

The laser, which uses high-intensity light to both cut and cauterize tissue, offers more accuracy for surgeons than

traditional surgical techniques. It also enables faster procedures and recoveries, less bleeding, and a quicker return home. Patients also need fewer pain medications, since the procedures are much less painful.

Dr. Raymond Ng, a surgeon at Rouge Valley, has been using the new laser to perform turbinectomies and palatal surgery, procedures that can correct snoring and sleep apnea.

"There is a very high success rate, somewhere around 80 per cent," he says. "The laser can correct the shape of the palate and open the airways much more precisely than a knife."

Another major benefit to the laser surgery is a reduced risk of post-operative complications. Common complications with turbinectomies and palatal surgeries include difficulties eating, breathing and swallowing. Dr. Ng says the rate of complications has been reduced from about 10 per cent to less than a half per cent since the introduction of the laser.



Joan Williamson, Diane Power and Miriam Philip, RNs in Rouge Valley Ajax and Pickering's Ambulatory Care Unit (ACU) model some of the lead aprons donated by Saturn Saab of Pickering. In total, the dealership donated eight sets to the ACU. Not only do the vests and skirts offer improved protection from x-rays for staff that use them, but the two-piece design distributes the weight of the heavy pieces much more evenly, making them more comfortable to wear.



The Regional Birthing and Newborn Centre at Rouge Valley Centenary, left, will provide care for some of the most acutely-ill babies in our region, while the redevelopment of Rouge Valley Ajax and Pickering, below, will greatly enhance our capacity to care for one of Canada's fastest growing communities.



GROWING WITH OUR COMMUNITY

In an effort to continue providing the best possible care experience for our patients at Rouge Valley Health System, we are excited to be moving forward with several major initiatives that will enhance healthcare in east Toronto and west Durham. Rouge Valley is undergoing a renaissance of sorts, expanding and modernizing key services to keep pace with the rapid growth of our diverse community and to improve our delivery of family centred care.

Currently, three significant capital projects are under construction and helping shape the future of Rouge Valley—the new Regional Birthing and Newborn Centre and Phase II Mental Health Supportive Housing at Rouge Valley Centenary, and the extensive redevelopment of Rouge Valley Ajax and Pickering. Each of these projects will better position us as leaders in these areas and greatly improve the delivery of healthcare in our community.

Redevelopment of Rouge Valley Ajax and Pickering

The largest of the three projects is the redevelopment and expansion of Rouge Valley Ajax and Pickering, which includes:

- A new Emergency Department and related services amounting to about 140,000 square feet of new and/or renovated space and services;
- New or renovated facilities for Diagnostic Imaging;
- More Cardiac Diagnostic Services;
- Plus new or renovated facilities for Mental Health, Complex Continuing Care, Ambulatory Care Unit, Laboratory and more.

Thanks to the success of the Vital Links campaign, donors committed \$20.7 million towards the local share of the project, exceeding the original fundraising goal by \$7 million.

The redevelopment is scheduled to be completed in March 2010.

OVER ►

Regional Birthing and Newborn Centre

The Regional Birthing and Newborn Centre at Rouge Valley Centenary will provide expectant mothers and their families with a modern, comfortable home-like environment for low-risk, uncomplicated births, while also providing all the equipment and expertise needed to handle more complicated high-risk deliveries.

The centre will address an east Toronto and west Durham regional need for those more complicated deliveries and include Labour, Delivery, Recovery and Postpartum rooms, post-partum beds, new Advanced Level II Neonatal Intensive Care Unit, four private care-by-parent rooms, a family lounge and two overnight hostel rooms.

The Labour of Love campaign in support of the Regional Birthing and Newborn Centre is now underway, with a goal



Labour of Love
THE REGIONAL BIRTHING &
NEWBORN CENTRE CAMPAIGN

of raising \$10 million towards the cost of building and equipping this state-of-the-art

facility, scheduled to open in the summer of 2008.

Additional information on the centre, and on the campaign, may be found at www.labouroflovecampaign.com

Phase II Mental Health Supportive Housing

An innovative partnership between Rouge Valley Health System, the City of Toronto and the provincial and federal governments is in the process of building a facility to house and treat 30 seriously mentally ill residents, offering clinical care, rehabilitation counselling and round-the-clock support.

This Phase II Mental Health Supportive Housing will bolster Rouge Valley's satellite mental health sites, which currently offer supportive accommodations for six mentally ill residents in the community.

Being constructed at the south-east corner of Neilson and Ellesmere, the project will help residents at risk of becoming homeless cope with their illness in a tolerant environment. While the facility may become a permanent home for some residents, it will provide transitional accommodation to others who will learn basic life skills, such as banking and cooking, designed to reintegrate them into the community. Only those with no criminal records are eligible.

The Phase II Supportive Housing project is expected to open its doors in the autumn of 2007.



Rouge Valley Centenary

2867 Ellesmere Road
Scarborough, Ontario M1E 4B9
Tel: (416) 281-7342

Rouge Valley Ajax and Pickering

580 Harwood Avenue South
Ajax, Ontario L1S 2J4
Tel: (905) 683-2320 ext. 1501

www.rougevalley.ca/rvhsf