



Community Giving

The official newsletter of the **Rouge Valley Health System Foundation**

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Cardiac Care equipment funded by Firefighters' annual Boot Drive

For the third straight year, members of the **Pickering Professional Firefighters Association** raised money for Rouge Valley Ajax and Pickering hospital with their annual Boot Drive. The rain held off on Saturday, October 4, 2008, and the community members showed their support by donating spare change. The firefighters, along with student and staff volunteers, collected money

at a number of Pickering malls and plazas, raising an impressive \$15,000. The firefighters work hard every year to support charitable work in our community, and it was wonderful to be chosen again. The money from this year's Boot Drive will be used to purchase vitally-needed cardiac care equipment for Rouge Valley Ajax and Pickering.

Donated clinical care recliners easing patient stays

For many patients, the loss of self-sufficiency can be devastating, especially when they're already worried about their illness or injury. Thanks to the generosity of **Frank and Ethel Fernandez**, the medicine and surgical recovery floors at Rouge Valley Ajax and Pickering have two new clinical care recliners. These recliners with foot rests are more comfortable for our elderly patients, and they can be pushed around allowing the patient to join other patients or family members throughout the ward.

The proper equipment can sometimes make the critical difference in a patient's recovery, and it doesn't always have to be expensive or high-tech. This is one example of the many ways that donors are helping us enhance care in our community.



Frank (in the new chair) and Ethel Fernandez surrounded by grateful Rouge Valley medical staff.

GIFT OF HEALTH CAMPAIGN HELPS PROMOTE SEASONAL GIVING



The holiday season is traditionally a time of giving, so we run our annual Gift of Health campaign to thank our existing donors and to remind our community about donation options that support the purchase of medical equipment and the building of new and renovated spaces at Rouge Valley Health System.

We also proudly display 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. For those of you who haven't, you can post yours on our Facebook page at "Friends of the Foundation."

We've called our campaign A Gift of Health because each donation made to the Foundation enhances healthcare in our community.

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Community Giving is published for the generous donors who support the **Rouge Valley Health System Foundation**

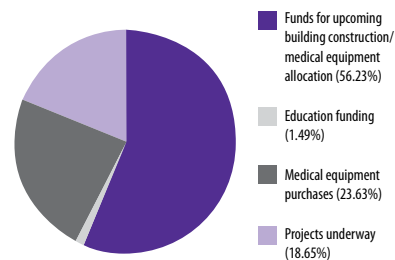
Understanding Rouge Valley's transformation

Along with the many physical changes you see at both hospital sites, Rouge Valley Health System (RVHS) is transforming how we provide services to you so that we become one of the best acute care community hospitals in Ontario. Coached by our new transformation management office, all levels of staff in the different medical areas will determine how they can deliver the highest quality of care to our patients more quickly and with fewer steps, thereby eliminating the waste of time and energy (yours and theirs) and increasing your patient satisfaction. This means that the staff most involved in your

healthcare are working to ensure that you continue to receive excellent care efficiently, and with shorter wait times and fewer delays or cancellations.

Donors are a part of the transformation process! Gifts to the Foundation translate into state-of-the-art equipment that staff need to provide you with the best healthcare, as well as into the bricks and mortar that make up the brand new facilities in which they look after you. Thanks to our generous donors, RVHS Foundation earmarked \$2,579,718 last year for our hospitals in the following areas shown in the chart (see right).

Distribution of \$2,579,718 in funds that was earmarked by the Foundation for RVHS



Renovated birthing unit delivers care to west Durham families

Playfully decorated with pink and blue footprints, M&Ms, storks, flowers and cookies, we celebrated new beginnings at a special ribbon-cutting ceremony to open the newly-renovated Rouge Valley Ajax and Pickering Birthing Unit. On September 4, 2008, politicians, local media, staff, physicians, mid-wives, donors, volunteers and other friends of Rouge Valley learned how

a flash flood on Friday the 13th in June transformed Labour & Delivery care for the families of west Durham. **Janet Ecker**, in her first public function as the new Chair of the Board of Directors at Rouge Valley, expressed thanks to our staff and physicians who accommodated and cared for our patients so well, and marked the opening of our renovated Birthing Unit.



Participating in the ribbon-cutting ceremony to celebrate Rouge Valley Ajax and Pickering's newly-renovated Birthing Unit are, left to right: Councillor Joanne Dies, Mayor Steve Parish, Councillor Pat Brown, Dr. Ade Oduke, RVHS Chair Janet Ecker, Councillor Doug Dickerson, MNS Manager Mary-Ellen Stevenson and Mayor Dave Ryan.

V O L U N T E E R S T O R I E S

Volunteer Services' million-dollar baby

For over 40 years, **Rouge Valley Centenary Volunteers** have played key roles in providing care and comfort to our patients and their families and financial support for the hospital's capital and equipment needs. Rouge Valley Centenary Volunteer Services' commitment of \$1 million towards the building and equipping of the Birthing and Newborn Centre makes the RVC Volunteers the largest donor to this state-of-the-art facility. Countless hours of hard work from hundreds of Volunteers went into the fulfillment of this pledge.



attended the Hospital Auxiliaries Association of Ontario's Region 7 meeting along with her counterparts from Bowmanville, Cobourg, Haliburton, Lindsay, Minden, Oshawa, Port Perry, Campbellford, Uxbridge, Northumberland Hills and Whitby. Region 7 meets twice a year to plan fundraising initiatives, to discuss educational events designed to support hospital volunteers in their various roles and to network with fellow volunteers.



Members of our Auxiliary greet visitors, manage the H.E.L.P.P. lottery booth, host silent auctions and run craft, book and bake sales and run The 4477 Shop in Pickering Village. Their fundraising efforts make possible bursaries for local students and helps support the purchase of much-needed hospital equipment. The Rouge Valley Health System Foundation is proud to work with a group of people whose commitment, passion and generosity is seen every day in every task that they perform.

Hospital Auxiliary gives 33,000 hours of time, even in "day of dwindling volunteers"

On September 24, 2008, **Beverly Carmichael**, president of the Auxiliary to Rouge Valley Ajax and Pickering (RVAP) hospital campus,

Shiv Bansal Wins Peter Lobraico Award

The Rouge Valley Health System Foundation is pleased to announce that **Shiv Bansal** has been awarded the 2008 Peter Lobraico Award for his years of work supporting healthcare in the community and his commitment to Rouge Valley Centenary. The award is presented annually at the Annual Golf Classic.



Reg Webster wins Howard Sokolowski Award

The Rouge Valley Health System Foundation is pleased to announce that **Reg Webster** has been awarded the 2008 Howard Sokolowski Award for his years of work supporting healthcare in the community and his commitment to RVAP. The award is presented annually at the Mayors' Charity Golf Classic.



DONOR STORIES

GIFTS TO ROUGE VALLEY

To read the full articles about these hospital gifts, please go to our website at www.rougevalley.ca/rvhsf and click on News.

GIFTS FOR ROUGE VALLEY AJAX AND PICKERING (RVAP)

New vital signs monitors are a welcome addition



The third annual City of Pickering Mayor's Gala, held last November, raised money for local charities, including RVAP hospital campus. On Aug. 21, Mayor **Dave Ryan**, the Gala Chair and event sponsors came to Rouge Valley to deliver fully-decorated and desperately needed equipment purchased with a portion of the Gala proceeds. Tickets are now on sale for the November 15th Gala; please call Heather at (905) 683-2320 ext. 1501 for more information.

Hospital emergency receives much-needed wheelchairs



When **Sam Cretto** visited the RVAP emergency department (ED) twice after knee replacement surgery earlier this year, the lack of available wheelchairs inspired him to do something about it. He brought together friends who own local businesses to donate six new wheelchairs to the ED.

GIFTS FOR ROUGE VALLEY CENTENARY (RVC)

Centenary staff donates in memory of grandmother



In May of this year, **Vivian Chan's** beloved grandmother passed away from pancreatic cancer in the hospital she's worked at for over 20 years. Hers is a story of inspiration and optimism. To honour the life and positive attitude of her grandmother, to show her appreciation for supportive coworkers, and to give back to the hospital that has been an important part of her life, Vivian made a very generous In Memoriam gift of \$10,000.

"I support Rouge Valley. Loss is difficult, but it's comforting to know that I'm working in a caring environment surrounded by people who are skilled and thoughtful and kind. I hope this will encourage others to be as thankful for what we've been given and give back as we can."

Foundation Board member puts his money where his heart is



Bharat Hansraj joined the Rouge Valley Health System Foundation board of directors in June, and he's already leading by example. "I want to bring value to the organization, to participate actively. The board is not just a figurehead." Bharat and his wife Filomena have made a \$50,000 gift to our Labour of Love campaign, designated to one of the labour, delivery, recovery, and post-partum (LDRP) rooms in RVC's new birthing and newborn centre, scheduled to open soon.

Bharat came to Canada when he was four years old and values his upbringing in Scarborough. "The residents around Centenary are creating a life here, like my own family did," he says. "I am really happy to be part of Rouge Valley's family."

Celebrating Rouge Valley Ajax and Pickering with local community

On August 13, 2008, the community around Rouge Valley Ajax and Pickering were treated to a free event with food, entertainment and information regarding the community hospital right in their backyards. They learned about the incredible 141,000 square foot expansion project currently underway, which will expand many hospital departments, including the emergency department, diagnostic imaging and the acute care unit. Enjoying the day were local residents, camp kids and their councillors, Town of Ajax staff, hospital staff, Foundation board members, Durham Regional Police Services and Ajax Firefighters, RVHS Associate Chief of Staff **Dr. Romas Stas** and Ajax-Pickering MPP **Joe Dickson**. We pride ourselves on our family-centred care philosophy at Rouge Valley and enjoyed the opportunity to celebrate with the community.

Hannah and Gareth, both born at Rouge Valley Ajax and Pickering, enjoying the barbecue and face painting at the hospital right in their backyard.



Helping to build the Birthing and Newborn Centre one Brick at a time

The **Brick** has pledged \$25,000 for The Brick Nourishment Room in Rouge Valley Centenary's new Birthing and Newborn Centre. "We're so glad to be a part of something so important in the community," said **John MacDonald**, Regional Director of The Brick in Ontario.

The funds will be raised via the in-store sale of paper bricks in four locations—three Scarborough locations and the Pickering Mattress Store—to support our Brick Builders Wall.



Our gift acknowledgement celebration was held on July 11, 2008 at The Brick SuperStore in Scarborough. (Photo by William Meijer)

CHEQUE THIS OUT! RECENT FUNDRAISING EVENTS

To read the full articles about these fun charitable events, please go to our website at www.rougevalley.ca/rvhsf and click on News.



Charity Barbecue

Organizations: M&M Meat Shops (Amberlea and Kingston Road locations)
Date: September 20, 2008
Donation: \$1,062.25
Designated to: Rouge Valley Ajax and Pickering



Decorate Your Own Hat Party

Organizations: Hat Frenzy! and Creative Yarns Inc.
Date: September 21, 2008
Donation: \$320
Designated to: Rouge Valley Centenary



Annual Charity Barbecue

Organization: Scarborough Fair Condominiums
Date: August 23, 2008
Donation: \$2,000
Designated to: Rouge Valley Centenary



Annual Multicultural Fundraising Breakfast

Organizations: Councillor Raymond Cho and Markham Station Restaurant
Date: July 28, 2008
Donation: \$1,000
Designated to: Rouge Valley Centenary Birthing and Newborn Centre



15th Annual Run the Lake and 1st Annual Ribfest

Organizations: Rotary Clubs of Ajax and Pickering
Date: June 14, 2008
Donation: \$6,682.10
Designated to: Rouge Valley Ajax and Pickering Cancer Screening

18th Annual Golf Classic

The Foundation Golf Classic is an annual tournament that raises funds to support Rouge Valley Centenary. Thanks to our many golfers and sponsors, our August 7, 2008 tournament raised \$40,000, the proceeds from which will support Centenary's new Birthing and Newborn Centre, opening this fall.

Over the past 18 years, the tournament has raised \$1,000,000!



Jim Boyko, RVHSF Finance Chair; Golf Classic Co-Chairs Jack Chute and Peter Lobraico; Dr. Terry Logaridis; and Julie Goldstein.

13th Annual Mayors' Charity Golf Classic

The Mayors' Charity Golf Classic is an annual tournament which raises funds to support Rouge Valley Ajax and Pickering. Thanks to our many golfers and sponsors, our September 9, 2008 tournament raised \$225,000, the proceeds from which will support the hospital's massive Redevelopment Project, including a new Emergency Department.

Over the past 13 years, the tournament has raised almost \$2,000,000!



John Wiersma, RVHSF Chair, Rouge Valley Health System Foundation; Bill Collier, Vice Chair, Mayors' Charity Golf Classic; Jim Witty, Chair, Mayors' Charity Golf Classic; Dave Ryan, Mayor, City of Pickering; Roger Anderson, Chairman, Region of Durham; and Chad Hanna, President and CEO, Rouge Valley Health System Foundation.

Upcoming Events

Paint the Town Rouge Gala

Join us for an evening of fine dining, dancing, an excellent silent auction and more as we raise funds for equipment purchases for the cardiac care program at both hospital campuses, brought to you by the RVHS Foundation. Call Heather for a Sponsorship Package at (905) 683-2320 ext. 1501.



Date: March 27, 2009

Location: Liberty Grand Entertainment Complex

Time: 5:30 p.m. to 1:00 a.m.

Cost: \$300



We look forward to hearing your stories and feedback. If you would like to subscribe to our *Community Giving* eNewsletter, please write to us at foundation@rougevalley.ca (include "Subscribe eNewsletter" in the subject line of your email).

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website: www.rougevalley.ca/rvhsf ■ blog: www.foundationchat.blogspot.com ■ facebook: search "Friends of the Foundation"