

20 | 20 REPORT



The Ottawa
Hospital
Foundation | La Fondation
de l'Hôpital
d'Ottawa

An update on The Ottawa Hospital Foundation's 20-20 Campaign

June 2008

CANCER PATIENT HELPS UNVEIL 20-20 CAMPAIGN'S FIRST MONTH FUNDRAISING TOTAL

One month after launching its 20-20 Campaign which aims to raise \$20 million in 20 months for The Ottawa Hospital Cancer Centre's expansion, The Ottawa Hospital Foundation announced its initial fundraising total. Thanks to community support, \$1.9 million was raised in the first month of the 20-20 Campaign.

The announcement came moments before a ceremonial ringing of the Victory Bell by cancer patient and Ottawa Hospital nurse Shelley Zurcher, a spokesperson for this Campaign.

"It's incredibly overwhelming to hear the sound of that bell knowing it represents the end of my chemotherapy," said an emotional Zurcher who was surrounded by family and friends. "When I was first diagnosed with cancer I was certain that this was the end and I was going to die. Today I received my last dose of chemo and I know that I have so many incredible things to look forward to."

Her journey to health began with a surgery last December which removed most of her left lung. The nurse of 20 years then made her way to the Cancer Centre once a week for the past four months to receive chemotherapy.



*Shelley Zurcher ringing the
Victory Bell*

As a token of appreciation for the care she received, Shelly Zurcher presented Paula Doering, Regional Vice President of Cancer Services for The Ottawa Hospital, with a pin from the Guardian Angel Program (GAP). This initiative gives patients the opportunity to recognize a staff member who made a difference in their care. Doering's pinning was symbolic of the care Zurcher received and of the money raised so far through the 20-20 Campaign.

"The \$1.9 million we've raised so far is a solid first step in providing better care for the tens of thousands of future patients who like Shelley, will walk through these doors," said Danielle St-Aubin, The Ottawa Hospital Foundation Vice President of Communications and Donor Relations.

OUR CABINET MEMBERS AT WORK

On May 27, **Gary Zed** and his wife Lisa hosted a private reception at their home to introduce the 20-20 Campaign to their friends and colleagues. During the event, Gary and Lisa presented a \$100,000 cheque in support of the Cancer Centre expansion.

MAY FUNDRAISING HIGHLIGHTS

- More than 11,000 local students lined up along the Rideau Canal for Bear Hug II.
- Dozens of drivers buckled up and put the pedal to the medal during the Race to Beat Cancer.
- Mitel launched its 2008 Touched by Cancer Campaign. The goal is to purchase six new chemotherapy chairs for The Ottawa Hospital Cancer Centre.
- 17-year old pianist Silvie Cheng performed at the Music for a Cure fundraiser.
- A portion of funds raised through the MDS Nordion Ottawa Hospital Race Weekend Challenge will support the Cancer Centre expansion.

UPCOMING FUNDRAISING INITIATIVES IN SUPPORT OF 20-20 CAMPAIGN

- **June 18:** Plowing Fore a Cure - Golfers tee off at Emerald Links Golf and Country Club.
- **June 28:** Jim Tubman Motors Show & Shine - This vintage car show has something for all ages. Dozens of cars will be showcased at Jim Tubman Motors, 1770 Bank St.
- **July 27:** Kites for Cancer - The Caribbean Circle of Friends is organizing the first Kites for Cancer event. Kites can be purchased during the Caribbean themed picnic at Petrie Island.

The Ottawa Hospital Cancer Centre at the General Campus is undergoing the largest expansion in its history. The Ottawa Hospital Foundation's 20-20 Campaign aims to raise \$20 million in 20 months for the project, which will double the current size of the Centre.

The expansion of The Ottawa Hospital Cancer Centre is critical. The Ottawa Hospital is the hub of cancer care in our region and this year alone, more than 21,000 patients will rely on its fully integrated outpatient centre for treatment. This represents more than 190,000 patient visits.

For more information or to donate, visit our 20-20 Campaign Web site or call 613-761-4295.

Help us get ready for someone you know
www.ohfoundation.ca

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C A M P A I G N

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