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

LOCAL BROADCASTER USES HIS VOICE TO HELP THE EXPANSION OF THE OTTAWA HOSPITAL CANCER CENTRE

When he speaks to his listeners about the importance of expanding The Ottawa Hospital Cancer Centre, 580 CFRA's Steve Madely speaks from the heart. His life has been impacted by cancer three times and he knows that unfortunately, there may be more times to come.

Steve, who is a cabinet member for The Ottawa Hospital Foundation's 20-20 Campaign in support of The Ottawa Hospital Cancer Centre expansion, has been a long-time advocate for cancer care, hosting the Ottawa Cancer Telethon since its inception. "My mom had breast cancer when I was in my twenties and thanks to her treatment, she lived to be 93," he says. "I felt I needed to get involved to give back to those who helped mom."

When Gayle Madely, Steve's wife, was diagnosed with breast cancer nine years ago, Steve felt he had been dealt a double blow. "Gayle's diagnosis was a life-altering event," he says. "It made me realize yet again that we never know who will be affected and when." Although Gayle recovered, June 2008 brought forth some terrible news for the Madely family.

Just one month after helping to launch the 20-20 Campaign, Steve and Gayle learned the cancer had returned. This time, it has spread throughout Gayle's body.

Being there for Gayle has given Steve and their three children first-hand experience with The Ottawa Hospital Cancer Centre and the critical need for expansion. "Every time we set foot in the Cancer Centre we run into someone we know, and we've met so many others on similar journeys. We've become an extended family, all in this together facing the devastating effects of cancer and wanting to make a difference."

One thing is certain; Steve continues to speak about the need to double the size of the centre.

On May 23, Steve will be walking in the 10K during Ottawa Race Weekend for the first time in his life. He is doing so as the Champion of the 20-20 Team, a group of individuals with one goal in common; to raise funds for the expansion of the Cancer Centre. Steve will be calling on his listeners and the community at large to support his team and help make a difference in cancer care.

"My personal challenge to walk the 10K is miniscule compared to what my wife and other cancer patients are going through," says Steve. "They're fighting an uphill battle every day and sometimes, they don't even have an opportunity to stop and catch their breath. With every step I take I will think of my wife and her battle, her determination and courage. She's been a rock."

By joining the 20-20 Campaign cabinet and launching 20-20 Team, Steve knows he is making a difference for cancer patients, and as he reflects on his family's situation and the advocacy work he has done for the past 13 years, he can't help but say: "I never realized the family I'd be helping would be my own."

CONSTRUCTION UPDATE

The new Ottawa Hospital Cancer Centre building is really starting to take shape. A good sign of the progress made was the dismantling of the tower crane – which took place at the end of February.

The pouring of the concrete is complete and the basement has now been furnished with mechanical and electrical equipment.

UPCOMING EVENTS

- **April 3 – The Donald McCrimmon Country Fundraiser**
  An evening of fun is scheduled for early April. The 2009 Donald McCrimmon Country Fundraiser will be raising vital funds for the expansion of The Ottawa Hospital Cancer Centre. The event, which takes place at the St. Bernadine Community Centre in St. Bernadine, promises an evening filled with entertainment and an opportunity to bid on some great auction items.

- **April 18 – An Evening of Caring**
  Louis Bettancourt of Allied Flooring is hosting An Evening of Caring in support of The Ottawa Hospital Cancer Centre expansion. The evening will feature fine dining, entertainment and the chance to make a difference in our region's cancer care. Dr. Michael Fung Kee Fung, Head of Surgical Oncology and Director of the Division of Gynecologic Oncology at The Ottawa Hospital, will share the latest news regarding treatment.

ABOUT THE 20-20 CAMPAIGN

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
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CAMPAIGN

$20 million in 20 months
for the expansion of The Ottawa Hospital
Cancer Centre at the General Campus