



September 2008

## THE SKY'S THE LIMIT

NAV CANADA's first-ever workplace campaign soars to success

When John Crichton, President and CEO of NAV CANADA and 20-20 Campaign Cabinet member challenged his employees to raise \$50,000 for The Ottawa Hospital Cancer Centre expansion, he thought he had set the bar quite high for an inaugural workplace campaign. As a motivational tool, Crichton promised NAV CANADA would match the pledges donated by his staff.

The 1,400 Ottawa and Cornwall based employees were first introduced to the 20-20 Campaign in early June during their workplace campaign launch. At that time, they were asked to make a difference in our region's cancer care. While NAV CANADA employees are used to concentrating their efforts on keeping our skies safe, they soon realized the impact their donations would have on the thousands of individuals who



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would be diagnosed with cancer this year alone. They immediately took on the challenge.

"We set high standards for our employees and our company," says Crichton. "It's important to not only care about our work but also about the community in which we live, which is why we rallied behind this campaign."

Through their workplace campaign, NAV CANADA employees rose to the occasion and gave it their all. Though the Company had hoped to raise approximately \$50,000 in employee contributions, donations as well as support from suppliers, pushed them well past that goal.

Together with the Company's matching funds, the total – in the first year of the campaign – was more than double the original goal. A cheque for \$204,022 was presented to The Ottawa Hospital Foundation at the annual NAV CANADA Family Picnic on August 9, just two months after their campaign launch.

"Supporting The Ottawa Hospital Cancer Centre is something we will all benefit from either directly or indirectly," says Crichton. "Our family, neighbours and friends matter to us. We want the Cancer Centre to be ready if they or their loved ones need it."

### AUGUST FUNDRAISING HIGHLIGHTS

- The Plowing Fore A Cure committee raised \$2,500 during a live auction at the Ottawa Carleton Plowmen's Association Plowing Match dinner in August.
- The exclusive HOT 89.9 / Greensmere Golf Tournament teed off and raised \$4,100.

## UPCOMING FUNDRAISING INITIATIVES IN SUPPORT OF 20-20 CAMPAIGN

- **September 12, 13 & 14** – The Pivotal Women Stone and Bronze Sculpture Exhibit is taking place at the Rockcliffe Park Recreation Centre.
- **Saturday, September 13** - The Shoppers Drug Mart Tree of Life Campaign will kick off its 4-week long fundraiser. Customers can purchase a leaf, maple leaf or an apple, with all proceeds going toward the Campaign. More than 40 local stores are participating.

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](http://www.ohfoundation.ca)**

