

Life *support*

"Community support makes the difference between adequate and excellent healthcare."

Hospital foundation "is my passion" By Graham Hughes

On November 12, 2003, Susan Doyle, President and CEO of The Ottawa Hospital Foundation was honoured by the Association of Fundraising Professionals as Fundraiser of the Year. The following is an excerpt of an article that appeared that day in the Ottawa Citizen newspaper.



Photo: Jana Chytilova

Susan Doyle and her son Greg.

Every April 25, Susan Doyle receives flowers from her son, Greg, in memory of a day she says she could "never forget for the rest of my life."

On April 25, 1997 – a Friday morning, she remembers – she was taken into an operating room at The Ottawa Hospital's Civic campus, where surgeons removed one of her kidneys and gave it to her teenage son.

As well as being a life-altering experience – and a second life-saving experience for Greg – that transplant also led her to accept an offer to become president and CEO of The Ottawa Hospital Foundation.

The foundation is trying to raise \$100 million for its share of improvements and research at the hospital's three campuses.

In an almost five-hour operation, surgeons carefully removed her kidney and carried it to a second operating room where it was transplanted into Greg. It was functioning 22 minutes after implant. "It was a miracle," Ms. Doyle said.

Greg's yellow skin returned to a more natural, healthier colour. And his health continues to be good, although he remains on "a strong cocktail of drugs" to prevent rejection.

"There is some urgency around health care fundraising if you're trying to raise money to expand an emergency department or add beds for the intensive care unit – that's life and death."

Susan Doyle

Ms. Doyle – who worked at Carleton University as an assistant vice-president for alumni and development services, with responsibility for raising funds for the school – was working with Eric Sprott on his \$10-million donation to the university's business school in 2001



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when she was approached by executive headhunters to take on the hospital foundation post.

“I was very happy at Carleton and wasn’t looking for a change,” she said.

But then Greg had a second brush with death. Four years after his first life-saving operation, he was rushed to the Civic campus for treatment of an E. coli infection. Physicians stabilized him and transferred to the General for treatment.

“He went from feeling fine to gravely ill in 24 hours,” Ms. Doyle said. “But he survived that episode without kidney damage, thanks to the talents and ability of the specialists.”

It was right around that time, Ms. Doyle said, that she was approached by the hospital and the “light went on.”

“I realized that I might have a special opportunity and that I shouldn’t be taking this institution for granted any more. I said let’s meet and began to get excited by the opportunity.”

The foundation, which operates independently of the hospital, really needs the help of the community to raise the essential funds for health care, she said.

“There is some urgency around health care fundraising if you’re trying to raise money to expand an emergency department or add beds for the intensive care unit – that’s life and death,” Ms. Doyle said.

She said she has become aware that people can be extremely thankful for the services provided by hospitals.

“But we don’t do anything about it – and I didn’t do anything about it,” she said, adding the best way for her to thank the hospital and its staff was to take the fundraising job.

“I guess that’s my passion now,” she said. “How to figure out how to reach out to people who have used the hospital and appreciate it, to connect the dots for them and show them how they can help.”

Giving Back to the Parent’s Room

On November 13, 2000, Mark and Cyndi Dawe went through the most difficult time of their lives. Three days after their twin boys Jakob and Owen were born 15-weeks premature at the General Campus of The Ottawa Hospital, doctors told the couple that Owen would not survive. It was then they made the decision to remove him from a ventilator. After the Hospital chaplain baptized both boys, Mark and Cindy carried their tiny son into the small Parent’s room of the Neonatal Intensive Care Unit (NICU). Owen’s last hours were not spent in a noisy room surrounded by medical equipment and filled with strangers. Instead, they were spent in the Parent’s Room with Mark and Cyndi holding Owen close in their arms.

“Our time with Owen was short but memories of our time together are filled with peace and dignity,” recalls Mark. “Spending that time in the Parent’s Room is something we will always hold dear to our hearts.”

Mark and Cyndi are thankful for the care that their family received at The Ottawa Hospital. In order to express his family’s gratitude and to help others facing similar situations, Mark, a Senior Operations Consultant with McDonald’s Restaurants in Ottawa, applied for and received a \$22,000 grant from Ronald McDonald’s Children’s Charities to furnish and decorate the Parent’s Room, which was in dire need of some of the comforts of home.

During Jakob’s almost four month stay in the unit, the Parent’s Room served countless purposes. It was a place where Jakob’s grandmothers waited patiently to spend a

few precious moments with their grandson; it was there that Mark and Cyndi nervously paced back and forth, waiting for the doctors and nurses to carry out necessary procedures on their baby; it was where they would spend sleepless nights as Jakob struggled to recover from three surgeries, one to close a valve outside his heart. For Mark and Cyndi, and other parents in the same situation every day, the Parent’s Room was a place they could go to pull themselves together as they were overcome by the fear and enormity of the ordeal.

Today, Jakob is a healthy and happy little boy. On September 12, 2002, Cyndi gave birth to another son, Noah, who also spent some time at the NICU due to some breathing difficulties. “We got to spend more quality time in the Parent’s Room,” said Mark. “This time, Jakob was the visitor to his baby brother and Mom.” Mark joked that Jakob must have told Noah about the great service there.

Today, Mark and his family, along with Ronald McDonald’s Children’s Charities are giving back. “We are and will be forever grateful to the NICU and the amazing people who supported us during our stay there.”

“Something that will carry her name forever”

“Everyone said we were inseparable,” says Morris Danylewich, speaking of his beloved wife Heather. The shared love of life that first brought them together in art school continued throughout 35 joyful years of marriage.

Heather was a prolific and devoted artist. Her sketches adorn the walls of their home and her brightly coloured fabric pieces have been displayed in museums around the world. Gradually, however, it was her garden that became her “never-ending canvas.”

It was 1998 when Heather was diagnosed with ovarian cancer and she and Morris had their first experience with the Gynecologic Oncology team at The Ottawa Hospital’s General Campus. “Everyone was extremely caring and compassionate and the nurses were unbelievably helpful and positive throughout,” recalls Morris.



Heather and Morris Danylewich:

“She would have been so happy to know this gift is having such an impact.”

A Permanent Tribute to Heather

When Heather passed away in 2001, Morris directed *In Memoriam* donations to the Gynecology/Oncology Unit at The Ottawa Hospital. “We wanted to provide support for equipment and other items that would help make life easier for other women battling ovarian cancer,” he explains

When Morris learned that he could create a permanent fund in Heather’s memory, he seized the opportunity. It was simple – he was able to use the *In Memoriam* donations, as well as his own personal donation and a matching contribution from The Ottawa Hospital Foundation.

Today, income from the *Heather Ann Danylewich Legacy Endowment Fund for Gynecologic Oncology* supports patient care and equipment purchases in the unit.

“It’s perfect,” says Morris. “Something that will carry her name forever and that will support other women going through the same ordeal. I know that Heather would have been so happy to know that this gift is helping to improve the care that the Gynecology Oncology team provides.”

In addition, this is an open fund that many others can support by making donations. Each contribution serves as a meaningful tribute to Heather and a testament to the love her friends and family members have for her.

Long term Support for The Ottawa Hospital Foundation

Throughout Heather’s treatment and with the establishment of her endowment fund, Morris has forged a very special and lasting connection with The Ottawa Hospital. He has chosen to strengthen his commitment

by including a bequest to the endowment fund in his will.

“I’m glad I’m able to help an organization that provides support and comfort to so many others. I believe it’s a very worthwhile investment.”

Information about Legacy Endowment Funds

For information about establishing your own fund and the special matching opportunity, please contact Andrea Bérubé at the Foundation at (613) 761-4295 or foundation@ottawahospital.on.ca.

Arthritis care under one roof

The Arthritis Centre recently opened its doors on the sixth floor of The Riverside Campus. The Centre conveniently brings all arthritis-related care at The Ottawa Hospital under one roof. For the first time in our region's history, patients with arthritis and related disorders (such as osteoporosis) have access to cutting edge care in the diagnosis and treatment of this condition.

Arthritis ranks as one of Canada's most common chronic conditions with more than four million Canadians suffering from one of the 100 forms of the condition. Due in part to the aging population, the number of people with arthritis will increase at a rate of one million more Canadians per decade until the year 2031.

The Arthritis Centre brings together all of the region's arthritis specialists, physicians, nurses, and therapists to advance the cause of arthritis treatment and research in our region. The convenience and improved access to care will also result in a more comprehensive approach to dealing with patients.

The Arthritis Centre is set to become a focal point for such cutting-edge research into diseases like rheumatoid arthritis and osteoarthritis, the most common type of arthritis. Patients at the Centre will have the opportunity to participate in clinical trials of new and promising drugs and treatments.

To make a donation to the Arthritis Centre, please call Heather McLean at the Foundation at (613) 761-4295.

A new "Partner in Care" speaks out



Andrea Mills in Whistler: "Becoming a monthly donor was my way of giving back."

Andrea Mills' connection to The Ottawa Hospital became very real after being diagnosed with cancer in August 2001. By the end of October, she had successfully undergone two surgeries and had experienced a remarkable level of care. Here is Andrea's story in her own words:

"To this day, I am amazed at the quality of patient care provided by the gynecology/oncology team. They were terrific! Becoming a monthly donor was my way of giving back.

It took just 90 days from the time of my diagnosis to the end of my second surgery. Even now, I receive excellent follow-up and care from the Ottawa Regional Cancer Centre. (NOTE: On March 31, 2004 cancer services provided by both the ORCC and The Ottawa Hospital will be fully integrated and managed by the Hospital. The result will be a more coordinated system for cancer patients.) And today, I'm healthy and celebrating life thanks to the wonderful service I received at The Ottawa Hospital.

"Last summer, my husband Michael and I took a spectacular trip to Whistler, B.C. for a wedding. I was thrilled to be there and

share such a special time with him. I'm grateful to The Ottawa Hospital for helping me recover my health so that I can enjoy more of those moments. That's why I became a monthly donor."

I believe that monthly giving is an easy way to support patient care and research. Monthly giving is a great way to say thank-you."

Each month, gifts are automatically withdrawn from a donor's bank account or charged to a credit card. Monthly donors receive fewer mailings, which reduces the Foundation's administrative costs and puts more donor dollars to work.

If you want to become a monthly donor like Andrea, please contact Julia Wilson at the Foundation at (613) 761-4295 and join the *Partner in Care* monthly donor plan today.

This newsletter is produced exclusively for friends and supporters of The Ottawa Hospital Foundation. If you have any comments or suggestions about Life Support that you would like to share with us, please contact us at:

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