Donor Generosity has Impact in Breast Cancer Battle

Breast cancer is the most frequently diagnosed cancer in Canadian women. It is estimated that 22,700 women in Canada will be diagnosed with breast cancer and 5,100 women will die from the disease in the coming year.

It is through our donors, our hospital makes an impact locally by ensuring we have all the equipment we need in our diagnostic toolbox of technology to detect and battle breast cancer.

According to Diane Smith, Medical Imaging Manager, staying on top of our equipment needs and investing in new technology is a constant challenge. While the value of such vital equipment is priceless, the cost is very real. The $150,000 Faxitron impacts our patients in many ways; ensuring the best core biopsy samples are taken; increasing the speed of results to the patient and by assisting surgeons in determining clear tissue margins when tumors are removed during breast cancer surgery.

Our Breast Assessment Centre is well equipped with a Direct Digital Mammography unit. Our state of the art equipment allows us to offer screening and diagnostic mammograms and breast ultrasounds. We also have the capability of doing Mammogram or Ultrasound guided breast biopsies, galactograms and breast wire localizations for the operating room. This along with our Nuclear Medicine Sentinel Lymph Node studies makes us a full service Breast Assessment Centre taking women or men from screening to diagnosis to treatment as their needs arise.

HPHA has a great Breast Health Team. There are 3 dedicated, breast Radiologists and 5 certified Mammography Technologists using a top of the line direct digital mammography unit. We have a dedicated Ultrasound Room for our breast patients that is staffed with 5 certified Breast Sonographers. Individuals needing surgery can be seen by any one of the local Surgeons who do breast surgery at SGH.

Add to that the purchase of our $3.8 million MRI with Breast Imaging Capabilities that detects any growth through dense breast tissue and the $50,000 Gamma probe with sentinel node biopsy. Donor investment in our hospital has truly made a difference.

The 10th Anniversary Open House of the Breast Assessment Centre is set for November 21st at the Stratford General Hospital site, an opportunity for donors and the public to personally see how their dollars were spent.
The first symbolic striking of the gong by Dr. Laurel Moore marked the introduction of a large 4½ foot high “Healthcare Milestone” celebration gong which gives patients, their families and hospital staff an opportunity to tangibly celebrate their milestones.

“We know that every day there are hundreds of lives that feel the impact of the care we provide at HPHA. To me, the healthcare milestone celebration gong is a tremendous way for our patients, volunteers, hospital and medical staff to join together, not only to celebrate our successes, but to mark a moment of significance for our patients – be it the end of one chapter in a life, or the beginning of a new one,” says Andrew Williams, Chief Executive Officer, Huron Perth Healthcare Alliance.

“It is with great pleasure that we’re able to contribute to the celebrations and achievements of both patients and staff”

announced John Strickland. “It has always been of great importance to us to give back to the communities that surround and support our business. This is just a small and fun way we can show our appreciation. We hope that this Celebration Gong will put smiles on the faces of many at Stratford General Hospital,” he added. Strickland’s have had a great impact on our Heart & Soul campaign, as major benefactors in the top 10% of donors to Stratford General.

For Brenda Bannon, Financial Services Manager, having the ability to celebrate a healthcare milestone is personal. “I have watched with excitement the celebratory ringing of the Gong on hundreds of occasions, with customers celebrating their car purchase, with patients at the London Cancer Centre ringing it in celebration after completing chemo or radiation treatment and at the completion of my own breast cancer treatments after beating the disease.”

Dr. Laurel Moore, Chief of Medical Staff for HPHA was thrilled to be part of the first symbolic striking of our healthcare milestone gong – a way to very publicly and loudly celebrate some of our most meaningful and heartwarming successes at our hospital.

“HPHA is one of several locations that Strickland’s is working with to bring the sounds of hope and healing and celebrate the success of healthcare milestones. I think it’s fabulous,” says Dr. Moore. Celebration gongs are located at the London Cancer Centre, Brantford General Hospital and now in Stratford. The timber gong stand was donated by Dan & Brenda Bannon.

State-of-the-art equipment for:
- Even better patient care
- Retention & recruitment of physicians and other healthcare professionals
- Reduction of wait times
- An increase in surgeries (hip, knee, cancer)
- Quicker diagnostic results

Your Donation COUNTS! Your Gift = Medical Equipment

100% of all medical equipment must be raised locally.
You can help give our doctors, nurses and staff the tools they need to care for those who walk through our doors. From wheelchairs to pain pumps from surgical equipment to cardiac monitors, x-ray machines, scopes and a faxitron – our equipment pieces range from $300 - $750,000 each.
Making A Real Impact . . . A Salute to Our Community’s Generosity!

Each donation is precious, and every donor is priceless ... individuals, groups, and businesses building a brighter future for healthcare throughout our region.

Memorial Dedication

Family members, physicians, hospital staff and friends were all on hand to celebrate and remember the life of Dr. Kent Sorsdahl during the Naming of the Day Surgery Communication Station in his memory.

Pictured L-R: Andrew, Madison, Larry (father) and Jane (wife) Sorsdahl and sister Carmen Brown.

Mitchell-Logan Knights of Columbus

A special thanks to the Mitchell Logan Knights of Columbus who over the past 5 years have donated $5,000 towards the Heart & Soul Campaign (Maternal/Child Unit), the MRI and most recently the Gamma Probe as part of the Foundation’s Spring mailing.

L-R: Andrew Williams, HPHA CEO; Dave Vivian, Incoming Grand Knight; Dennis O’Reilly, Past Grand Knight; Larry Cook, Trustee; John Gaffney, Grand Knight; Louis DeDecker, Past Grand Knight.

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Smile Cookies purchase essential medical equipment!

Thanks to Stratford Tim Hortons owners and all those who buy SMILE cookies. Proceeds purchased this new ICU bed ($8,500) and a new patient ceiling lift for E3E! The new bed arrived on site Friday, September 19 and was delivered to the Critical Care Unit immediately after the photo the same day.

L to R: Marta Andrekovic, Manager CCU & Special Services; Andrea Page ED, SGH Foundation; Mat Cooper and Robbin Hewitt, Tim Hortons; Cheryl and Mark Moore, Tim Hortons; Andrew Williams CEO, HPHA.

IPM Has Local Impact!

A big thank you to the 2013 International Plowing Match for their support of our MRI and Heart & Soul Campaigns!

Pictured, IPM Chair Bert Vorstenbosch joins SGH Foundation ED Andrea Page at 3 separate cheque presentations with Dianne Josling in the one pictured. Cheques were accepted on behalf of SGH Foundation from Cheryl Davidson, Volunteer Committee Chair, Sheila Marshall presenting on behalf of Celebration of Excellence Committee Chair Kathy Huxley and Dianne Josling, Executive Committee Secretary. In all, $4,000 was directed to SGH Foundation. $1,000 to the MRI Campaign and $3,000 toward the Optimist Clubs’ Paediatric Day Surgery Pledge. Both Cheryl and Dianne are members of the Mitchell Optimist Club. We can never say thank you enough!

Volunteers Make a Real Impact!

Terry Aitcheson, Chair of the Volunteer Council, on behalf of the Volunteers of Stratford General Hospital, presented the Foundation with a $72,000 “big cheque” at the Annual General Meeting. This tremendous contribution from the Volunteers will go towards their $100,000 pledge towards our MRI! Hats off to our Volunteers!!
Chartwell Anne Hathaway BBQ
Thanks ever so much! A fabulous day at Chartwell Anne Hathaway Retirement Residence that helped raise $817.55 for essential medical equipment while putting smiles on so many faces! A special thanks to all involved.
L to R: Adrienne Routly-Houle, Stan Temming CICS and Vanessa De Groot.

Perth County Flying Club COPA 69 Breakfast
A salute to the Perth County Flying Club - COPA Flight 69 for hosting a fabulous breakfast at the Stratford Municipal Airport raising $2,736 in support of our MRI Fund. Special thanks to organizers Bill and Cheryl Verellen, club members, volunteers and event supporters.

Generous Sunday Schoolers
St. Paul’s Anglican Church Good News Jar. Daniel Bowyer from St. Paul’s Anglican Church along with his Sunday School Class reach for the sky in celebration of the gift from their Sunday School of $100 to the paediatric unit at Stratford Hospital from their ‘Good News Jar’ ministry.

AGM – Jeffrey Simpson Praises Foundation
Jeffrey Simpson, The Globe and Mail’s National Affairs columnist as keynote speaker, shared his observations and thoughts about healthcare in the 21st century and the impact of technology, demographics, partnerships, politics and an aging population. He had high praise for the fundraising efforts of the SGH Foundation and for all the donors who make a true impact on local healthcare. He also noted that the HPHA was on the right track with its partnerships and investments in technology.
Highlights of the AGM include: the disbursement of $1,561,295.68 to the hospital with $425,460 towards the MRI; $1,050,227 from Heart & Soul of which $390,253 went towards Building Redevelopment construction; $659,974 towards technology-- Nuclear Medicine Equipment; and the remainder towards specific equipment and nursing/staff education. Visit our website for a complete list, our community report and audited financial statements.

Pictured L to R: Foundation Treasurer Debbie Reece, Executive Director Andrea Page, Jeffrey Simpson, 2013/14 Board Chair Mary McTavish & Board Trustee Bob Gulliford.
YES, I care! I wish to support our Hospital.

Name: __________________________________________  Address: __________________________________________

City: ________________________________  Postal Code: ____________________  Telephone: ____________________________

Enclosed is my cheque to Stratford General Hospital Foundation.

$1,000  $500  $250  $100  $50  $25  I prefer to give $ ______________________

Visa  MasterCard  Card # ______________________________  Expiry Date __________________________

I’d like to pledge my support of $ _____________________ each year over the next ______________ years.

Signature _____________________________________________________  Date _________________________________________

A receipt will be issued for tax purposes.  Charitable Registration # BN 11920 0004 RR0001

Our donor records are confidential. We do not share our lists.

Thank you for caring!
Thank you to our donors for helping us keep our promise!

- the promise every staff member makes to do their best in performing their role in patient-centred care
- the promise of every team member to ensure exceptional care
- the promise of our community and donors in making an impact and being engaged as an integral part of the healthcare team
- the promise of the Foundation to be committed to the highest standards of philanthropy, accountability and donor relations.

We’re there for you 24/7
Now we need you!

Please give generously from the heart for state-of-the-art technology.

Promises made; promises kept

SGH FOUNDATION MONITOR...
is published for the information of our donors, supporters and friends of the SGH Foundation.

STRATFORD GENERAL HOSPITAL FOUNDATION
46 General Hospital Drive, Stratford, ON N5A 2Y6

The SGH Foundation works with the community to help raise funds for equipment, upgrading of facilities and special projects of the Stratford General Hospital.

Readers will note a change to coated paper, which is the same cost and allows clearer pictures. Contains recycled fibre and is recyclable.

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