



Warmth, joy, security We've got you covered

Dear Patients and Friends,

Are you covered? Oh no, I hear you thinking, what *don't* I have now?

Don't worry. This isn't a letter asking you to purchase life insurance or an exercise machine, invest money in the stock market or buy Christmas cards.

It is a letter that invites you to think about what's important to you at this most joyful time of year ... to consider a gift to a place that could impact the lives of everyone you hold precious ... to support an organization that's committed to meeting the changing needs of our community ... to sustain a group of caring and talented people that can help you live a longer, healthier life.

As a physician and long time chief of medical staff, I see our Hospital and healthcare system as being like a lovingly made quilt that blankets our community from end to end, wrapping our patients in comfort, warmth and kindness, 24/7.

It makes us all feel a little safer, happier and more secure, just knowing that when we need it most, our Hospital stands behind us – filled with talented, dedicated physicians and staff, and equipped with the very best tools and technology available.

Unfortunately, too many people take it for granted. While Hospitals and healthcare are similar to a blanket or quilt in many ways, it's a quilt that's prone to shrink and fray at the edges when not cared for. Without attention, it becomes threadbare. That's why your support today is so important.

You see, while government pays for many parts of our healthcare system, when it comes to new and replacement equipment – even vital, lifesaving tools and technology – Hospitals are on our own.

We rely on the generosity of people like you – people who use and value the services we provide ... people who understand that the Hospital is a cornerstone of healthcare in our community ... people who recognize that their support can make or break the quality of healthcare available to their family, friends and neighbours. Will you help us with a gift today?

Next time you come to our Hospital – whether it's as a patient or visitor – have a good look around you. Every piece of equipment you see is there only because someone cared. If you removed the impact of donors, virtually all the equipment would disappear in a flash ... followed closely by many of the caregivers who came to Stratford because it offered the tools and technology they require to do their jobs.

(over)



46 General Hospital Drive
Stratford, Ontario N5A 2Y6
519-272-8210 ext. 2626

YES ■ Enclosed is my gift from the heart!

Please accept my gift of:

\$25 \$50 \$100 \$250 \$500 \$1000

I prefer to contribute \$ _____

Name _____

Address _____

City _____ Postal Code _____ Tel.# _____

Our donor records are confidential, we do not share our lists.
An official receipt will be issued for income tax purposes.
Charitable number 11920 0004 RR0001

I prefer to make my gift by cheque (please make cheque payable to Stratford General Hospital Foundation)

I prefer to use my credit card:

 Expiry Date: _____ / _____

_____ / _____ / _____ / _____
Credit Card number

Signature

Give online at www.sghfoundation.org

Your support at this most caring and generous time helps ensure our Hospital is properly equipped throughout the year with the latest tools, technology – and staff – to touch, improve, and yes, even save lives right here in our community.

Please don't think that your donation won't make a difference. Every donation is indispensable, just like every individual square of material in a caring quilt. Whether it helps save the life of someone you know and love, or simply brings warmth, comfort and a feeling of security to your friend at the coffee shop, or the woman who cuts your hair – every gift is precious.

And what is your support worth to a woman who unexpectedly gets to celebrate yet another Christmas with their husband; or a mom whose child's life is the best gift she ever received? Quite simply, it's priceless.

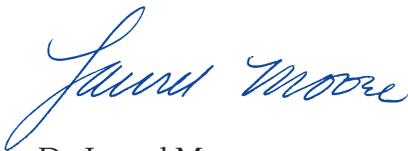
When you give to Stratford General, you know your gift has real impact on real lives right here where you live. Fundraising expenses are nominal, equipment is standardized across the hospital to save money, and commonly trialed before purchase to ensure it meets stringent specifications. We also "bulk buy" in cooperation with other healthcare partners whenever possible, making every donated dollar count.

As always, our needs are many. They range from simpler "hands on" equipment like patient beds, to high tech lifesaving items like surgical equipment, X-ray machines and defibrillators. None of it is frivolous; all of it is top priority, and selected because of its very real impact on our patients and their families.

That's why it's so important to join *our* family of donors today. And at this special time of year, your donation will accomplish even more – not only purchasing essential equipment, but wrapping our community and patients in a quilt of caring that makes us all feel a little bit happier, a little bit warmer ... a little bit safer.

If you've already responded to our earlier letter, you have my deepest thanks. If not, please consider a donation to Stratford General Hospital this Christmas. No other gift you give will be appreciated more, or make you feel so good inside.

Best wishes for health and happiness throughout the year,



Dr. Laurel Moore
HPHA Chief of Staff

P.S. Please don't climb into your own bed tonight without making a gift towards vital Hospital equipment at Stratford General. Your generosity can blanket our community in caring, ensuring every patient who comes through our doors feels safe, secure and confident they're in the very best hands.

Please take a moment to return your precious gift along with your best wishes on the enclosed ornament. We'll hang your ornament on our Seasonal Tree in the main lobby to bring warmth and joy to our patients and staff alike.

Yes, I want to join your Monthly Giving Programme!

Yes, I authorize *Stratford General Hospital Foundation* to withdraw the following amount from my bank account monthly. I may change the amount or cancel my monthly contribution at any time by notifying *Stratford General Hospital Foundation*.

Once a month I will give: \$10 \$15 \$20 Other \$ _____

I authorize the *Stratford General Hospital Foundation* to draw on my bank account through my financial institution on the **first of each month** beginning _____ Date

Signature

Date

I have enclosed a cheque with VOID written across it for *Stratford General Hospital Foundation* to arrange the monthly withdrawal from my bank account.

At the end of the year, we will issue you an official receipt for the total amount of your donations.