

Caring CONNECTIONS

THE NEWSLETTER OF THE PRINCE COUNTY HOSPITAL FOUNDATION



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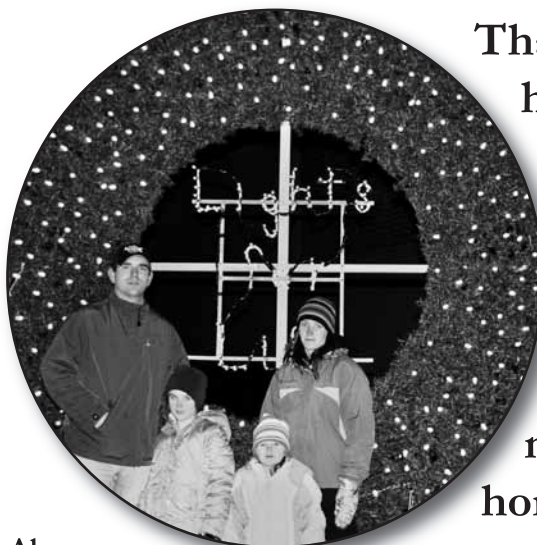
*Season's Greetings
from the Prince
County Hospital
Foundation*

PRINCE COUNTY HOSPITAL FOUNDATION

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December 2009

Lights for Life 2009



Thank you to all who helped to make Lights for Life 2009 a success. Over \$171,602 were raised in the month of November in memory and in honour of loved ones.

Above:

DJ Welton, far left, and Megan Welton, far right, were joined by their daughters Maleah, second from right, and Mya at Lights for Life.



Right: Mary Curran, left, and Dorothy Bernard of the PCH Auxiliary show off the 2009 Lights for Life book. (Photo courtesy of Yanira Greener)

Below: After the Lights for Life celebration, children gathered around the displays for a closer look. This young girl was enamored with the gifts!



LIGHTS FOR LIFE (CONTINUED)

The 15th Annual Lights for Life was held on Wednesday, December 2nd in front of over 1500 people at PCH in Summerside. As announced by PCH Executive Director, Arlene Gallant-Bernard, over **\$171,602** was raised through Lights for Life this year and every cent will go toward the purchase of new medical equipment for Prince County Hospital.

It was a beautiful evening for those in the community who came out to honour and remember those they love. Throughout the month of November and early December, people were able to purchase and dedicate a light or display in honour or memory of a loved one. Prince County Hospital Foundation is a not-for-profit organization dedicated to raising funds for the purchase of new medical equipment for PCH. It is through integral events like Lights for Life that they are able to achieve their goals each year. This year alone, the goal is to raise \$753,800 for PCH. Lights for Life this year will go a long way in helping to reach that lofty goal.



The evening's proceedings were hosted by Emcees Marina Trainor (PCH Foundation Board of Directors) and Chris Pride (of Gold Sponsor C102.1 Spud FM). Entertainment was provided by a very talented choir composed of staff from PCH. The choir led the crowd in song before the lighting began, performing several numbers.

Prince County Credit Unions have generously come on board again as the Presenting sponsors. The support of Prince County Credit Unions ensured that all monies raised went directly to the purchase of new equipment and not to the costs of holding such a large event. One Gold Sponsorship was collectively held by C102 Spud FM, Magic 93 and CFCY. They provided much needed publicity for the event. New to the campaign this year is PEI Mutual as a Gold level sponsor. Though not new to supporting PCH Foundation, PEI Mutual Insurance Co. has been dedicating the "Grand Arch" for many years. Other media sponsors included the Silver Sponsors Journal-Pioneer, and EastLink Advertising. The help of these media sponsors offsets the cost of marketing this event, which again ensures that every cent goes to equipment.

Thanks go also to the many volunteers who make Lights for Life possible each year. Those people who donate their time and energy into the design of the event, the creation of new displays and running the event each year are inherent to the success of Lights for Life. Thanks also to all of those who donated. Your choice to honour or remember a loved one in this way will enable everyone who visits Prince County Hospital to have access to priority medical equipment.



PCHF'S LISA SCHURMAN-SMITH AND DONOR MARIE FORD OF SIGN STATION SHOW OFF THE NEW SIGN AND TOTAL

Update on Vital Signs

Prince County Hospital Foundation's Vital Signs Campaign is coming to a close for 2009 very soon. In order to receive a tax receipt for 2009, please make your gift on or before December 31st, 2009. We are very close to our goal and we need your help to push us over the top. This year's goal was to raise \$753,800 for new equipment at Prince County Hospital. We currently sit at 90% of our goal and with your help we can surpass it. Shown are Lisa Schurman-Smith of PCH Foundation (left) and Marie Ford owner of Sign Station (right). Sign Station very generously donated materials for our billboards

to promote Vital Signs this year. They can be found on Granville Street, Roy Boates Avenue and Water Street in Summerside. Make sure to check the total in your travels.

Women's Golf Classic

PRESENTED BY MCINNES COOPER

Shannon Farrell, second from left, representing McInnes Cooper, presents The Pink Swingers with the top honours at the 2nd Annual Women's Golf Classic presented by McInnes Cooper. The "back-to-back" champion team consisted of, from left, Lorraine MacDonald, Nancy Heaney, Wendy MacLeod, and Shirley MacLeod. Red Sands Golf Course in Clinton was the site of the tournament on September 25th-a 9-hole "best ball" tournament. The tournament was a resounding success, with 68 participants taking part and raising over \$14,000 for Endoscopy at Prince County Hospital.



It turned out to be a rainy day for golf. Though the weather played a major role in a fun filled day of camaraderie and golf all in the name of a very important cause. Red Sands was very generous in supplying the course for the tournament free of charge. It is support like Red Sands' and McInnes Cooper's that ensures that the maximum amount of funds can go toward hospital equipment. The day was capped off with a captivating talk by guest speaker Marilla Millar. Mrs. Millar was the face of the Vital Signs campaign this year. She shared with the golfers her inspirational story of beating cancer, bringing everyone to their feet for a standing ovation.



Many sponsors made this event possible. As the "Eagle" Sponsor, Bell Aliant provided golf gloves and tees among other registration items. Thanks to Grant Thornton for providing the "10th Hole Social," held

for the golfers at Stanley Bridge Country Resort prior to the dinner. Signage was sponsored in part by Sign Station. Special thanks to all of the hole sponsors and those who donated prizes. Their generosity is certainly appreciated.

Photo Above: Hands up for scopes! The golfers assembled for a group shot donning their new golf gloves provided by Bell Aliant.

~PCH AUXILIARY BUYS FIRST SCOPE ~



Photo (left): Patsy Barrett, manager of Ambulatory Care, right, shows PCH Auxiliary president Georgene Enman, and auxiliary treasurer Jan Lockhart, left, a scope that has reached the end of its life-cycle and will be replaced this year with a newer, better technology. The PCH Auxiliary has given a gift of \$40,000 for the purchase of the first new colonoscope in the annual equipment campaign for Prince County Hospital.

The Prince County Hospital Auxiliary is helping their community to see the importance of endoscopy. They have made a “leadership gift” of \$40,000 for the purchase the first colonoscope under the 2009 Vital Signs Annual Equipment Campaign of the Prince County Hospital Foundation. Four new scopes, valued at \$125,000 total, are needed in the equipment campaign, including 3 colonoscopes and 1 gastroscope.

This new endoscopy equipment will present images in High Resolution Endoscopy. According to Dr. Bill Walker at PCH, “High Resolution Endoscopy is the a new state of the art technology that gives a clearer picture at a higher resolution, allowing diagnosticians to see a wider field of view and presenting new options such as ‘narrow band imaging.’ Narrow band imaging takes advantage of different parts of the light spectrum and it eliminates a colour. With a narrower array of colours, it allows you to see things that may have been too subtle to see under the full spectrum of colours (regular white light). Things like dysplasia prior to a polyp becoming cancerous. It helps in cancer detection in areas that may appear abnormal.”

Patsy Barrett, manager of Ambulatory Care at PCH, “On behalf of PCH and the Ambulatory Care’s Endoscopy Unit, I would like to offer my sincerest appreciation to the PCH Auxiliary for their very generous gift towards the purchase of the first new high-resolution colonoscope in this year’s equipment campaign. These scopes are used daily in the treatment and prevention of many bowel disorders and conditions including bowel cancer and celiac disease.”



Above: President Georgene Enman (right) presents the PCH Auxiliary’s latest gift to Patsy Barrett, centre, with help from treasurer, Jan Lockhart.



AUXILIARY GIVES TO LIGHTS FOR LIFE



Recently, Jan Lockhart, right, and Nicky Pals, left, from the Prince County Hospital Auxiliary presented the PCH Foundation with a cheque for \$1000 for Lights for Life. Each year the Auxiliary dedicates the Star of the East in memory their many dedicated volunteers.

CURRENT EVENTS



Grass Roots & Cowboy Boots (left): The Grass Mountain Hobos (pictured) donated their time as we kicked off the Vital Signs Campaign this year with a bang. This event saw over 1000 people crowd onto the ice surface at Credit Union Place for a lobster dinner, an auction, and a dance.

Special thanks go to Warren Ellis, event organizer and major contributor, without whom this fundraiser would not have been possible.

Thanks also go to Dewis Cooke, Summerside Firefighters Association, Grass Mountain Hobos, the City of Summerside, and all of our volunteers for their valued contributions to Grass Roots and Cowboy Boots.

Over \$70,000 were raised for equipment at this event!



Gladiator Golf (right) On Monday, June 22nd, 2009 the first annual Gladiator Golf event took place. Designed to help purchase an ECG cart for the Ambulatory Care unit at Prince County Hospital, the event raised nearly \$12,000. Four “gladiators” accepted the challenge to be part of the “longest day of golf” at the Summerside Golf and Country Club. Pictured are (L-R): Glenn Puchniak, Bill Martin, Paul Ramsay and Steve Boyd in back.



Surf & Turf A Thon (left) - Organized by PCH staffer Larry Campbell, this new event encouraged teams of two to walk and swim for PCH. Pledges were gathered and at the end of the day over \$2200 were raised to help provide a new bassinet for the Maternal Child Care Unit at Prince County Hospital..

Foundation grateful for these endowments

**These planned gifts have been made in 2009
(As of December 1st, 2009)**

Estate of Frances Rae Adams
Cordelia Catherine Butler Trust
Estate of James Beley Fraser
In Memory of James & Helen Gillespie
Estate of MacNab and Helen Glen
Michael S. Schurman Family Foundation
Estate of Janet (Jennie) A. Taylor
Estate of Ralph Waite & Percy Waite
Estate of John Walker

The Value of Gift Planning

Planned Giving is one of the most popular and powerful philanthropic tools available to you today. More and more people are coming to realize the impact that this sort of legacy has on the health care community, its patients and its staff. The benefits are immediate and far-reaching. Planned giving is, in essence, deciding now what happens to your estate. It puts you in control. A well-planned gift ensures your legacy makes a statement about the things that are important to you.

Methods of planned giving at PCH Foundation include:

Endowments

Endowments can be made in the form of a bequest, a gift of cash, a gift of stock or from a life insurance policy. An endowment is a forward looking gift, as the principal amount remains in tact and only the interest earned is used by the Foundation to support vital hospital programs and services over the long term.

Bequests in a Will

This is one of the simplest forms of gift planning. It is a gift made in a will, to the Hospital Foundation. This type of gift is not only cash – it can be property or life insurance policies.

Gift of Shares

These are gifts of stocks that can be transferred by the donor to a charity and in some cases, realize more in tax benefits than the stock originally cost. Recent changes in the federal government's tax incentives, encourages charitable giving through stock donation, while providing donors with a significant tax benefit.

Life Insurance

This gift is made by transferring the proceeds from a life insurance policy to the Hospital Foundation.

LEAVE A LEGACY EVENT



Gift planning guru Lorna Somers came to PEI this fall and talked about the importance of “Leaving a Legacy” with a group of people at the Loyalist Lakeview Resort in Summerside. Somers, co-author of “Planned Giving for Canadians,” spoke of the importance of planned giving to not-for-profit organizations in Canada.

Pictured are Somers, left, with PCH Foundation Managing Director Heather Matheson.

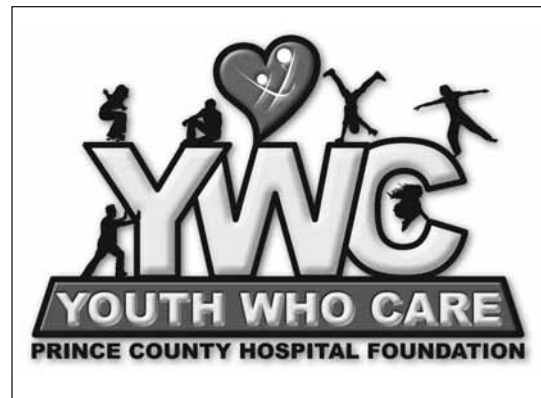
Did You Know?

Did you know the Emergency Department at PCH sees an average of over 30,000 patients per year?

YOUTH WHO CARE

The Youth Who Care board is a 21 member, volunteer youth group dedicated to promoting positive images for youth and bring health oriented messages to the community. Youth board president Chelsea Mills, reports that this year's youth board have decided to help out once again, and purchase a piece of equipment for Prince County Hospital through their fund raising efforts.

The Youth Who Care board is made up of high school students and they held their first meeting in October. Their first planned activity was to help promote Lights for Life. Members of the group traveled to Charlottetown and went "on air" with CBC's Boomer Gallant and most recently, the youth turned out in record numbers to help out with this year's popular "Lights for Life" celebration.



Along with fund raising activities, the group has expressed an interest in working with the community in other avenues of service, such as volunteering in the Wishing Well Gift Shop.

Left: Youth Who Care Board 2009/10

Check out our new website @ www.pchcare.com

Our staff, in partnership with Revolution Media has been hard at work over the past few months to bring to you a brand new website.

Great new functions on the website allow you to find out more about the PCH Foundation than ever before!

You can now see photo galleries, adjust text size, see which events are upcoming on our calendar, and, of course, you can make a gift online.

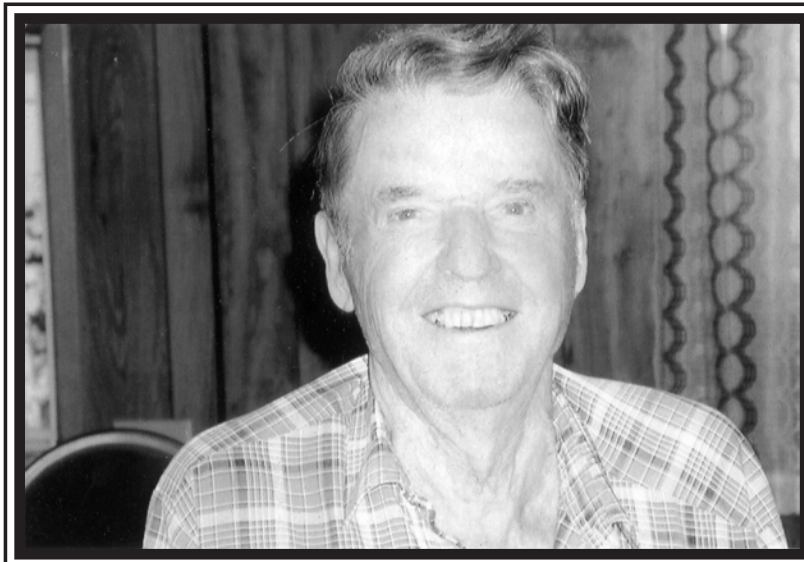
...And you can "go green" by signing up for our e-newsletter online.



Our Caring COMMUNITY

JOHN WALKER... A Planned Gift

One year ago John Walker of Crapaud passed away. But, before he did, Mr. Walker made the decision to leave a lasting legacy to the Prince County Hospital Foundation so that others may benefit from excellent medical care at PCH, as he had.



John Harold Walker was born at home in Cape Traverse in 1924, the only son of John and Neavey Walker. He farmed the family land until it was sold in 1970, after which he attended Holland College and took a property assessment course. After retiring from his provincial government post as a property assessor in 1990, John spent the next 18 years in the company of friends, enjoying people young and old. John never married, but did find two loves in his life. The first being his love of music and the second his strong Liberal politics. It's said he could hold a conversation with anyone and kept abreast of all current affairs. When you went to visit John, you had better have read the day's paper as he would quiz you on current events. Although his life was simple, he remembered in his will those organizations close to his heart. Because of an accident in 2002, John had a brief stay in the Prince County Hospital. It was because of the excellent care he received that he decided to leave a gift of \$10,000 in his will to benefit PCH.

We know that John's greatest enjoyment in life was being able to help others. He may not have had an extensive education, a mansion, or a fleet of cars, but he surely left his mark on many lives.

Many people choose to remember our hospital in their will. Some see it as a way to leave a legacy in their community and ensure that loved ones have access to the best possible medical equipment.

For more information on how you can make a planned gift like John Walker did, please contact the PCH Foundation at 432-2547, visit www.pchcare.com or see your financial advisor.