

# Memorial Giving

*Newsletter*

Volume 1 • Fall 2010

## Welcome to our First Memorial Giving Newsletter

At London Health Sciences Foundation (LHSF) we are grateful for the wonderful support we receive through our Funeral Home partners. Each year, LHSF raises almost half a million dollars from generous individuals who choose to make a gift in memory of their lost loved one. We thank you for your support of our organization by speaking to bereaved families about supporting some area of London Health Sciences Centre (LHSC) and for displaying/keeping an inventory of our memorial donation cards on hand to facilitate donations through your funeral home.

We welcome and encourage your input on any aspect of our memorial giving program and wish to let you know, through this inaugural newsletter, how support through our memorial giving program impacts patient care, research, education and equipment purchases at LHSC.

We hope you will find this newsletter of interest and we thank you again for your valued partnership as we work to enhance health care in our community.

## A Legacy of Hope and Kindness Bolstered by Memorial Donations



Kim Wolny

Kim Wolny's legacy began with a moving funeral service at Forest Lawn Funeral Home in London, Ontario. Over 500 family members, friends and colleagues gathered together at the end of March, 2010 to pay tribute to the Director of Perinatal and Gynecologic Care at LHSC.

Although she was only 39 years old when she died after an intense journey with cancer, Kim left an indelible mark on every life she touched. As a testament to Kim's legacy, family, friends and colleagues from the Hospital collectively gave almost \$6,000 in memorial donations to LHSF to commemorate her life. As a result of using the LHSF memorial donation cards, many of the funeral home guests were able to make their donation from the convenience of their homes.

In addition to the many generous memorial donations, Kim herself made the decision to use an existing life insurance policy to fund an endowment for Hospital staff to attend a training program in Emotional Intelligence, a self-awareness program that Kim herself benefited significantly from during her lifetime. For Kim, compassion meant everything – and her generous legacy will live on for years to come thanks to the additional monies provided to her endowment from many inspired memorial donors.

## An Easy Way to Make a Difference

As part of our "go green" initiative, we would like to invite more people to take advantage of the "Donate Now" page on our website ([http://www.lhsf.ca/donate\\_now.asp](http://www.lhsf.ca/donate_now.asp)). Donors can continue to make a difference through this convenient, secure and environmentally-friendly option that is easy to use and accessible 24 hours a day. We wish to thank you, our funeral home partners, for assisting memorial donors who wish to direct their gifts to London Health Sciences Foundation.

If you wish to create a direct link to our site on your own website, please contact Lisa Mazurek at 519.685.8785 or [lisa.mazurek@lhsc.on.ca](mailto:lisa.mazurek@lhsc.on.ca).



## Bonnie Adamson New Hospital CEO

We extend congratulations to Bonnie Adamson, the new President and CEO of London Health Sciences Centre. Bonnie brings a strong background in health care and an extensive knowledge of our community. We look forward to working with her as a champion for the Foundation while advancing health care for patients at our Hospital and around the world.

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## Options with Impact

You may not know that LHSC provides the broadest range of patient services of any hospital in Ontario, from cancer care to cardiac to transplant and more. In fact, our Hospital receives over one million patient visits each year. With a team of over 10,000 staff, physicians, students and volunteers hard at work, if there is a health care cause that donors would like to support, there is a good chance work in that field is being conducted at our Hospital.

At LHSC, we are honoured to help you direct memorial donations to any of the many areas of focus within LHSC, or to the highest-priority needs of the Hospital. Donors may also prefer to direct their gifts to support

patient care, research, education and equipment in specific areas. Some of the more commonly supported health care areas include:

- **Medicine Services** (Clinical Neurological Sciences, Family Medicine, Emergency Medicine, Regional Renal Program)
- **Surgery Services** (Orthopaedics, Cardiac Care, Multi-Organ Transplantation, Critical Care)
- **Women's Health Services** (Birthing, Gynecology)
- **Mental Health Services**
- **Medical Imaging**
- **London Regional Cancer Program**

## You Are Invited

Please join us for our annual Allied Professionals event every May and share in an opportunity to network with other influential community leaders. You can view our 2010 event photos here: <http://www.lhsf.ca/give/AlliedProf.asp>



Allied Professionals Breakfast



Allied Professionals Networking

## Did you know?

As one of Canada's largest acute-care teaching hospitals, LHSC's hospital sites include South Street Hospital, University Hospital and Victoria Hospital. We proudly serve an area covering over 21,000 square kilometres, including Bruce, Elgin, Grey, Huron, Middlesex, Norfolk, Oxford and Perth counties, caring for the most medically complex and critically ill patients in our region. We also serve as a regional referral centre and have celebrated many international research discoveries that have enhanced and advanced health care in the province, across Canada and around the world.

LHSC's **memorial donors** help make the difference between "good" health care and the outstanding care offered at LHSC. London Health Sciences Foundation was established to ensure exemplary patient care, research, education and equipment continue to provide the best possible services for everyone in our region. Further, our research and education initiatives ensure excellence for the people of London and Southwestern Ontario first, while helping others around the world as LHSC shares its discoveries globally. Our **memorial donors** are crucial to this success. We thank you for your role in helping to ensure our health care system remains outstanding.

For more information, please contact Colleen DeJager, LHSF's Manager of Planned and Memorial Giving, at 519.685.8416 or Lisa Mazurek, LHSF's Planned Giving Officer, at 519.685.8785.

London Health Sciences Foundation is the fundraising arm of London Health Sciences Centre and, as a charitable organization, issues tax receipts.