

**News Release***For Immediate Release***May 15, 2008****London Health Sciences Foundation Receives BBB Accredited Charity Status**

**LONDON, Ont.** – London Health Sciences Foundation was evaluated, and found to meet the comprehensive standards established by the Better Business Bureau Wise Giving Alliance, allowing the foundation to display the BBB Accredited Charity Seal.

The seal provides a clear, concise, and accessible means for potential donors to find out if a charity meets the comprehensive standards established by the BBB Wise Giving Alliance. Charities that qualify for the seal can display the seal on printed materials, advertisements, web sites and in other approved venues, thus encouraging greater confidence in giving.

“London Health Sciences Foundation has always been transparent and accountable to the public through our annual reports, audited financial statements and annual general meetings,” says London Health Sciences Foundation Chair Brent Kelman. “The BBB seal provides us with another way of letting donors know that we continue to meet the highest fundraising standards and ethics.”

Participation in the program is voluntary. To apply, publicly-soliciting charities must be at least two years old and meet all the BBB Standards for Charity Accountability. Charity evaluations are in effect for 24 months however, they could be amended at any time based on new information or a change in charity practice. The results of BBB evaluations are available to the public and placed on the BBB’s website. The BBB then routinely monitors seal-holder organizations for adherence to the program requirements.

While many other charity watchdogs confine their reports and conclusions solely to the charity’s finances, the BBB looks beyond “the numbers.” The BBB evaluates the charity’s governance, fundraising practices, solicitations and informational materials, as well as how it spends its money. Therefore, compliance with this seal portrays a more complete confirmation of the charity’s accountability.

“The BBB seal will help us ensure donors remain confident that their dollars are contributing to London Health Sciences Centre’s continued ability to provide outstanding patient care, to train new medical professionals, and to pioneer medical breakthroughs that help patients far beyond our region,” says Dan Ross, the foundation’s president and CEO.