

Heart & Soul

A Newsletter for Supporters of Women's College Hospital

Transform health care over lunch



Arlene Dickinson



Ed Clark

Women for Women's 2012 event features an innovator, an economist, a doctor and a journalist

It's definitely not just another day at the office. On Tuesday, October 30, more than 800 people will hear about how we are transforming health care in Ontario. Women's College Hospital Foundation is hosting the second annual Women for Women's luncheon to raise awareness about the importance of women's health and help build Women's College Hospital.



Dr. Gillian Hawker



Amanda Lang

Presented by KPMG and moderated by Amanda Lang, Senior Business Correspondent for CBC News, Women for Women's will feature four high-profile panelists with unique perspectives on Canada's most pressing health-care challenges and how we can change the paradigm of Canadian health. Best known as a panelist on CBC's Dragons' Den, Arlene Dickinson is the CEO of Venture Communications. She will bring her perspective on how a jolt of entrepreneurial thinking can lead to innovation in the health care system. As President and CEO of TD Bank, Ed Clark offers a bottom-line view on the health care system in Canada. Dr. Gillian Hawker, Physician-in-Chief, Women's College Hospital Department of Medicine, will share her front-line experience on what lies ahead.

"Our goal is to get people talking about women's health and raise \$1 million over five years," says Women for Women's Chair Colleen Moorehead, Chief Client Officer, Osler Hoskin & Harcourt.

Last year's inaugural event raised more than \$225,000.

For more information and to purchase tickets, visit womenforwomens.ca



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Joanne Mealia

Member of Parliament for the Toronto riding of St. Paul's, arrived in an evening gown to deliver the baby.

"I chose Carolyn because she was committed to personally delivering all her babies. She left a Christmas party to be there," laughs Joanne, a Software Group Sales Executive for IBM Canada.

Two decades later, the experience is on Joanne's mind as she assumes the role of Chair of Women's College Hospital Foundation's Board of Directors. "The memory of Jessica's birth was very positive and I have profound respect for the doctors and leaders at this hospital. It's a privilege to be associated with Women's College

A Conversation with Joanne Mealia

Foundation Board Chair Joanne Mealia is inspired to succeed

Twenty-one years ago this December, Joanne Mealia's daughter was born at Women's College Hospital. It's a moment no mother forgets. The event took an extraordinary turn when Dr. Carolyn Bennett, now a

Hospital, especially at this critical juncture in its evolution.

Joanne takes the helm as the Foundation leads an historic fundraising campaign to raise \$70 million to build Women's College Hospital's new facility, advance research in women's health and pioneer state-of-the-art programs. It's a challenging mandate indeed, but one she says her Board colleagues are embracing.

"These are professional, highly skilled leaders who are giving of their time and experience. They take their fiduciary responsibility very seriously. It's a privilege to sit with them at the Board table."

Joanne also takes inspiration from a group of women who more than a century ago had a vision of a hospital run by women, for women. The Women's College Hospital Committee, formed in 1909, was led by Lady Eaton, the wife of Toronto department store president Sir John Craig Eaton. "I feel like Lady Eaton handed the torch right to us. How could we disappoint her?"

If the new Chair has her way, they won't.

"[Architect] Susan Black has drawn us a spectacular building and we're going to get it built."

WCHF welcomes new Board



Back Row L-R: C. Hoffmann, S. Wright, B. Levinsky, C. Moorehead, J. Mealia, J. Semple, G. Riley **Front Row L-R:** S. Carruthers, N. MacKellar, F. Agnew, T. Chaltas, M. Emery, M. Sanati **Not Pictured:** A. Dickinson, S. Dowd, K. Greenwood, C. Knight, M. Piattelli, D. Rees (WCH appointee), R. Wiley

A marketing entrepreneur, an investment management founder, a bank executive and the CAO behind one of the largest waterfront redevelopment initiatives in the world are the four newly elected members of Women's College Hospital Foundation Board of Directors. We welcome them all!

Best known as one of the 'Dragons' on the award-winning CBC series *Dragons' Den*, Arlene Dickinson is the CEO and owner of Venture Communications, one of Canada's top independent marketing communications firm. Under her expert leadership, Venture has been recognized three times by the National Post as one of Canada's 50 Best Managed Companies.

Blair Levinsky co-founded Waratah Advisors in 2010 after 11 years devoted to global and domestic mergers and acquisitions, equity structuring and pricing at TD Bank Financial Group. While at TD Securities, Blair helped launch the institutional Income Trust desk, which was recognized as a sector leader among institutional investors globally.

Chris Knight embraced a new challenge in June as the head of TD Bank's North American auto finance team. The opportunity follows eight years at TD Bank Financial Group, most recently as Vice President and Special Assistant to CEO Ed Clark. In this role, Chris worked closely with Women's College Hospital Foundation, where Ed serves as Honourary Campaign Chair.

As Chief Administrative Officer at Waterfront Toronto, Marisa Piattelli is helping to oversee the transformation of 800 hectares of brownfield lands along Toronto's waterfront into sustainable communities and public spaces. Marisa brings to her role more than 20 years' experience in the Department of Foreign Affairs and International Trade Canada.

See back page for a complete Board listing.

Touching lives around the world

WCRI researcher provides women with alternatives to surgery

Dr. Joanne Kotsopoulos is a scientist with Women's College Research Institute and the Cancer Care Ontario Research Chair in Population Studies. Her work focuses on identifying environmental factors that might influence cancer risk in women who carry a mutation in one of the two breast cancer genes, BRCA1 or BRCA2, or who have a strong family history of cancer.

"This work is revealing things women can do for themselves, like eating right," she explains. Dr. Kotsopoulos has examined the role of diet and discovered that coffee and losing weight can significantly lower breast cancer in high-risk women.

Her findings are based on multiple studies led by Women's College Research Institute's Familial Breast Cancer Research Unit and involving more than 11,000 women with a BRCA genetic mutation from 70 centres across the globe. "We need to give these women more options," says Dr. Kotsopoulos. "Some



Dr. Joanne Kotsopoulos

women choose to undergo preventive surgery to remove their breasts and/or ovaries, but what about the ones who don't?"

She is exploring the nutrients selenium – found in nuts, whole grains and fish – and DIM, derived from vegetables like broccoli, cauliflower and cabbage. Dr. Kotsopoulos also plans to look at the role of physical activity and folic acid and is leading a study to gauge why post-menopausal women who have had their ovaries removed have an even lower risk of breast cancer than similar-aged women with ovaries.

Women's College Hospital is a world leader in the prevention, maintenance and treatment of breast and ovarian

cancer. Familial Breast Cancer Research Unit director Dr. Steven Narod is credited with helping discover the BRCA genes.

For her part, Dr. Kotsopoulos says it's an incredible feeling to provide women with alternative and effective choices. "Our work really does touch women's lives, not just in Toronto, but around the world."

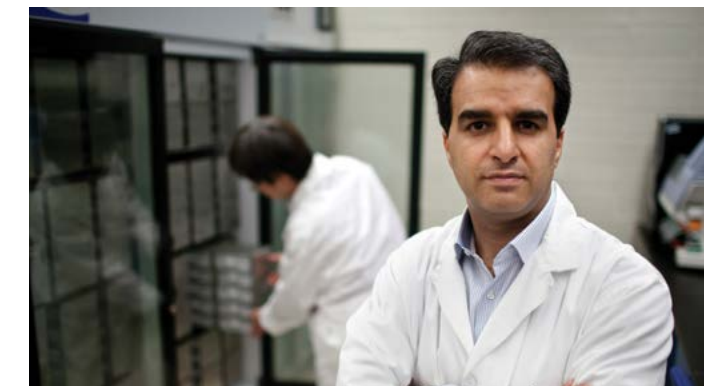
No place like home

New equipment keeps the best at Women's College Hospital

Dr. Mohammad Akbari knew from day one at Women's College Research Institute that he had found the right home for his research and his passion for identifying new cancer-causing genetic mutations.

What the molecular geneticist didn't know was that his work was about to take a giant leap forward thanks to Women's College Hospital Foundation donors.

Earlier this year, the Foundation helped to purchase a gene sequencing machine, a specialized tool for preparing and sequencing the DNA samples required by Dr. Akbari and his colleagues in WCRI's Familial Breast Cancer Research Unit. The machine is providing faster results in support of five new research projects, including Dr. Akbari's efforts to identify the gene linked to high rates of esophageal cancer in people originating from Turkmenistan, in the former Soviet Union.



Dr. Mohammad Akbari

"Our lab space, equipment and location are hugely important to our productivity," says Dr. Steven Narod, director of the research unit.

Prior to the purchase, Dr. Narod's team was dependent upon external equipment, an expensive and time-consuming option for studies involving as many as 10,000 participants from across the province.

"We're very fortunate to have this level of support from the community, because this type of work simply couldn't happen without it," says Dr. Narod. "This support ultimately will help us understand the genetic causes of more cancers, and identify ways to prevent these cancers and treat them with the best outcomes."

Reaching higher

Ontario Premier helps to mark construction milestone

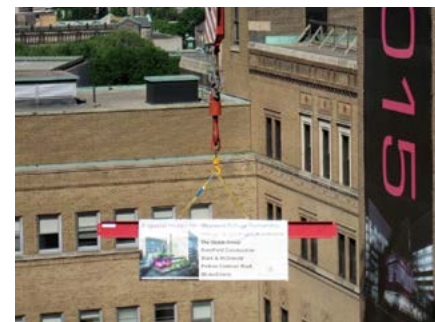


WCH Board Chair Jane Pepino, Ontario Premier Dalton McGuinty, the Honourable Deb Matthews, Minister of Health and Long-Term Care and WCH President and CEO Marilyn Emery

Ontario Premier Dalton McGuinty, the Honourable Deb Matthews, Minister of Health and Long-Term Care, and Women's College Hospital staff, physicians, volunteers and stakeholders celebrated on June 5 as the last steel beam was hoisted into place to mark the official 'topping off' of phase one construction of Women's College Hospital.

"You did more than make a building, you made a difference," said McGuinty. "You are leading the way to better health for women across Ontario and indeed around the world."

The ceremony officially signified the structural completion of the 10-storey clinical pavilion. In spring 2013, all programs and services will migrate to the new facility, while the original hospital is demolished and replaced with phase two, the administration, research and education pavilion. Three years later, phases one and two will be connected, concluding a new beginning in the era of women's health care.



The beam is raised into place

"I am thrilled to see the progress made on the redevelopment of Women's College Hospital," Hon. Deb Matthews told the crowd. "Women's College is a leader when it comes to our Action Plan goal of providing access to the right care, at the right time and in the right place – and this milestone represents another step forward."

This fall, the construction crew moved inside the facility to focus on windows, plumbing, electrical and drywall. Ceilings, flooring and painting are also underway. At the same time, Toronto Hydro is working to complete a new permanent electrical power feed as part of the hospital's mechanical system installation.

Amidst the flurry of construction activity, it's business as usual inside Women's College Hospital. Special precautions are being taken to ensure hospital patients and staff can continue their work inside uninterrupted.



Donors Ted Gomme and his wife Paula Ivanchuk

A gift from the heart

\$1.6M estate gift helping to build the Hospital of the Future

Maurice Gomme may be uncertain why his brother Ted and his wife Paula Ivanchuk included Women's College Hospital Foundation in their will, but he knows without a doubt that their \$1.6 million bequest came from the heart.

"My brother was very aware of the needs of society," says Maurice.

Born in 1921 in Bayham Township, Ted Gomme was a telegrapher in the Royal Canadian Air Force when he married Paula in 1942. Following the war, Ted returned to school to study political science and economics at the University of Toronto. As a senior civil servant with the Province of Ontario he was responsible for drafting key municipal planning legislation. He was also a founding member of the Pierian Society, a group of U of T graduates who published treatises on a wide range of subjects. Those publications are now part of Brock University's Special Collections.

"He left his mark on this part of our country," says Maurice proudly. He remembers his sister-in-law as equally intelligent and gracious. "Paula volunteered with the Canadian Red Cross and at Roy Thomson Hall in Toronto." Maurice believes she

was once a patient at Women's College Hospital. The couple didn't have children.

Paula died in 2007, a month before their 65th wedding anniversary. Following Ted's death in 2010 at age 89, the couple's estate was donated to Women's College Hospital Foundation to help build the new facility. Their generous legacy will be recognized with a plaque in the building.

"They had the benefit of that estate for many years," says Maurice. "It's nice that it's now being used to benefit others. They would have liked that."



Rendering of new WCH design

For more information on how you can make a bequest to Women's College Hospital, contact Ingrid Graham, Director, Donor Relations & Stewardship at 416-323-6343 ext. 4741 or email ingrid.graham@wchospital.ca.



Climbing Mount Kilimanjaro

Women's With Altitude:

Reaching new heights in fundraising

Last month, a team of dedicated WCH supporters took 38,680 steps to climb Mount Kilimanjaro and raised over \$73,000 for our new, state-of-the-art facility. Women's With Altitude team members included Jane Pepino (WCH Board Chair) and her daughter Tory Pearson, Dr. John Semple (WCH Chief of Surgery), Lili Shalev Shawn (WCH Chief, Communications & Marketing), Dr. Lesley Byrne (WCH Board Member), Dr. Nancy Baxter and MJ Baxter. The climbers braved the highest free-standing mountain and volcano in the world (19,340 ft) to benefit the hospital. Congratulations to the entire team for their incredible journey and their fundraising efforts!



The Mount Kilimanjaro Climbers



A monthly pledge that builds

"I felt the hospital could use a hand with getting their building up to the same high standards as their care."

Ten years after her first monthly donation, Bisset is still giving and delighted that her contributions are helping to build a state-of-the-art hospital.

"We are so fortunate to have a group of dedicated monthly supporters," says Community Giving Officer Fiona Bedlington. "Many have told us they like how their monthly gifts quickly add up. They enjoy the convenience and flexibility our monthly giving program allows."



Matthew born ten years ago at WCH and his mom, Jane Bisset

For more info contact Fiona Bedlington, Community Giving Officer at 416-323-6343 ext. 2319 or email fiona.bedlington@wchospital.ca

Couple says THANKS for outstanding care

Durion and Ruth Hyman's gift honours Osteoporosis Care Team



Durion and Ruth Hyman

"Dr. Jamal's reputation and experience are second-to-none," says Ruth. "We feel very privileged to be in her care."

The Hymans wanted to make sure the entire care team, especially Dr. Jamal and occupational therapist Azeena Ratansi, know how much of a difference they are making. The couple made a donation to support Dr. Jamal's research into novel treatments for osteoporosis.

"This research and its discoveries can benefit so many people," says Ruth.

Women's College Hospital Foundation launched the THANKS program in response to patient inquiries about ways of recognizing caring staff members who go above and beyond. Honoured staff members receive a lapel pin, along with a card and personal message from the donor.

"Nothing matters more to me than providing a positive care experience," said Dr. Jamal upon hearing of the Hyman's gift. "What an extraordinary acknowledgement of my efforts from two extraordinary people!"

For more information on Women's College Hospital Foundation's THANKS program, contact Fiona Bedlington, Community Giving Officer at 416-323-6343 ext. 2319 or email fiona.bedlington@wchospital.ca.

They potentially saved my Life



Donor Sandra Rouhi

Sandra Rouhi's family and friends donate in lieu of birthday gifts

Sandra Rouhi was just 38 when she learned that she had a 70% chance of developing breast cancer and a 40% likelihood of having ovarian cancer.

The mother of three who also practices dentistry had participated in a Women's College Research Institute study testing 2,000 Ontario Jewish women for two breast cancer genes. Despite having no family history of either cancer, Sandra learned she was part of the one per cent of Jewish women in Ontario with the genetic mutation. She opted for prophylactic surgery.

"Women's is amazing and what they do is amazing. They potentially saved my life."

Sandra and her husband, Mike, were grateful and when they celebrated their 40th birthdays a few months later, they invited family and friends to donate to Women's College Hospital Foundation in lieu of gifts.

"I'm grateful for the additional research funding," says genetic researcher Dr. Steven Narod, "but it is also gratifying to hear that we have made a difference in someone's life. This is our ultimate goal."

KPMG gets talking about women's health

Firm uses \$500K gift to inspire others to action



Marlene Cepparo and Mary Lou Maher

Ann Davis tries to find any opportunity to turn a conversation to the topic of Women's College Hospital. The partner at national audit, tax and advisory firm KPMG LLP is co-chair, along with fellow partner Marlene Cepparo, of a company-wide campaign to raise half a million dollars for the hospital.

"My passion comes from believing in the story," explains Davis. "It's a project so unique that your emotions get involved."

Davis and Cepparo are so committed that they spent the better part of last year talking up the hospital and its vision to anyone who will listen. And listen they have. In August, KPMG Foundation offered to match contributions up to \$250,000 in support of the Campaign for Women's College Hospital. KPMG's Greater Toronto Area partners responded with pledges topping \$206,000.

"We had a groundswell of partners who were supportive. The extent of the response was overwhelming," says Davis. KPMG's partners found particular inspiration in Women's College Hospital's international leadership in research and plans to keep patients out of hospital and get them home and back to their regular lives as quickly as possible.

"This vision impacts entire families and communities, in Toronto, nationally, even internationally," says Mary Lou Maher, Chief Financial Officer and Chief Administration Officer for KPMG Canada. A member of Women's College Hospital's Board of Directors, Maher says she "jumped at the chance to get involved" in the hospital.

With support from KPMG leadership, including Maher and KPMG CEO Bill Thomas and GTA Managing Partner Beth Wilson, Davis and Cepparo are now embarking on the next phase of their campaign. They hope to hit \$500,000 in donations this fall, including the matching contributions from KPMG Foundation, and they are actively engaged in taking the Women's College Hospital story on the road to encourage other professional service firms to match KPMG's generosity.

"What we're doing isn't a secret," says Davis. "If we can turn KPMG's half a million into \$3 or \$4 million that would help Women's College Hospital make a huge difference in our community and beyond."

Thank you for your support!

Women's College Hospital Foundation is a member of Imagine Canada's Ethical Code Program. The Ethical Fundraising and Financial Accountability Code can be read at www.imaginecanada.ca



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at www.wchf.ca



Health care for women | REVOLUTIONIZED

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