

WOMEN FOR WOMEN'S 2024 MAKING HISTORY

Presented by:  **KPMG**

IMPACT REPORT

Event Overview

THANK YOU!

We are grateful for the success of this year's Women for Women's, presented by KPMG, which was a remarkable afternoon, gathering over 900 people in support of women's health.

We made history by raising over \$900,000 for Women's College Hospital. With the leadership, generosity and support of our sponsors and guests, we have helped move the dial forward on clinical care, education, research and innovation.

In celebration of our event, we are pleased to provide this report which highlights the impact of Women for Women's. Thank you to everyone who helped us make history.

[Visit our online photo album to see the full event experience](#)



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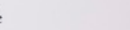
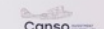
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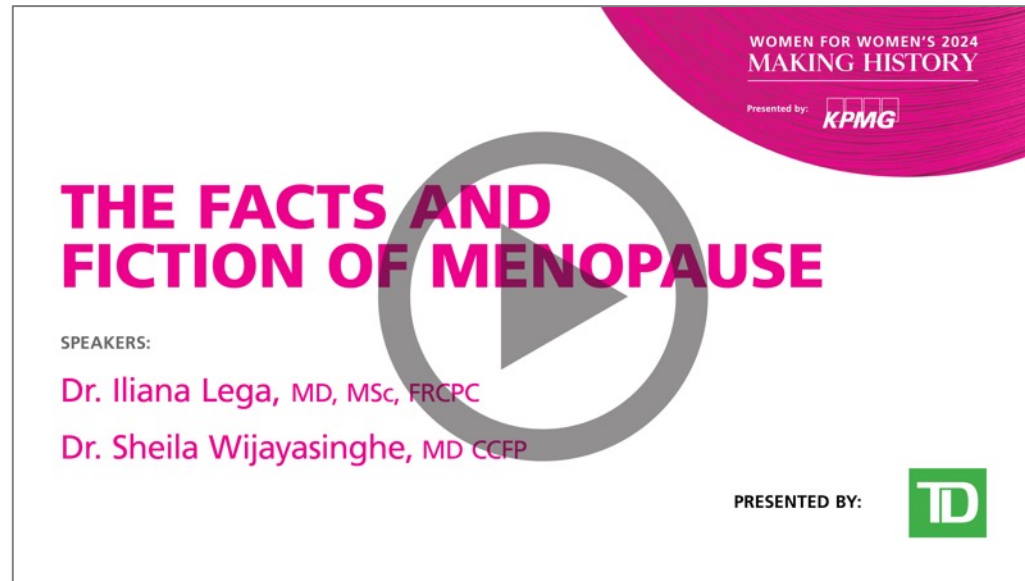


EVENT OVERVIEW: DOCTALK 1

The first DocTalk of the event, [The Facts and Fiction of Menopause](#), was presented by Drs. Iliana Lega and Sheila Wijayasinghe, sponsored by TD Securities.

Dr. Lega and Dr. Wijayasinghe dove into “The Facts and Fiction of Menopause,” explaining how the silence and stigma around this natural life stage has caused myths and misunderstandings about what’s “normal” and what’s not during menopause.

WATCH: Full DocTalk presentation on our YouTube channel.

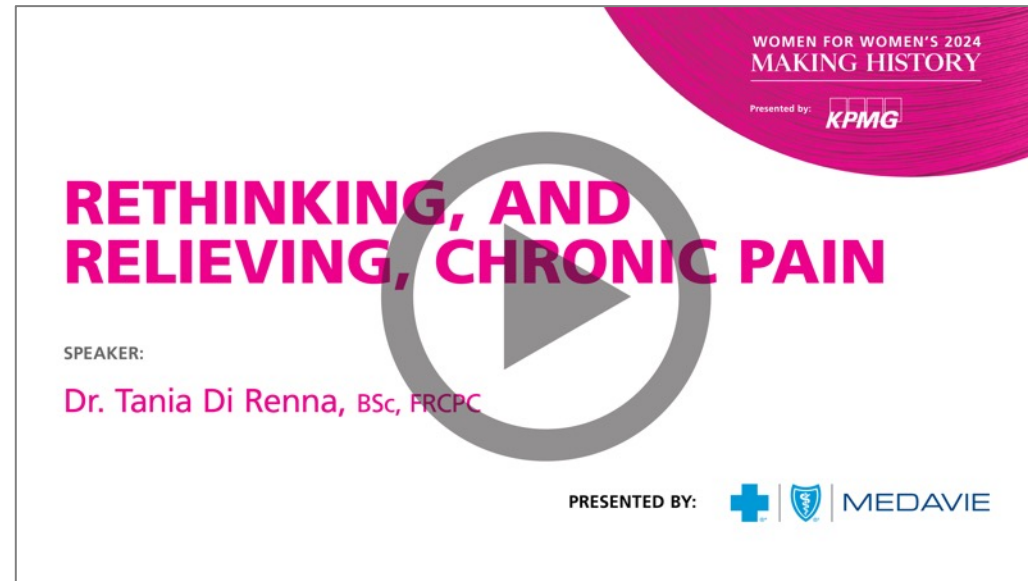


EVENT OVERVIEW: DOCTALK 2

The second DocTalk of the afternoon, [Rethinking, and Relieving, Chronic Pain](#), was presented by Dr. Tania Di Renna, sponsored by Medavie Foundation.

Dr. Di Renna's talk explored the healthcare system's historical disposition towards women and their pain, provided critical information on how to understand pain, dispel myths around the idea of "gendered issues," and provide advice on how we might put out the fire that is pain.

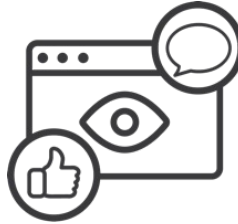
WATCH: Full DocTalk presentation on our YouTube channel.



BY THE NUMBERS



Over **900 guests** –
sold out!



A **6.4% engagement rate** on Women for Women's social media content (November 2023 to March 2024) – a **19.4% increase** year-over-year



Over **17.5K views** on
the Women for
Women's event website



Over **\$450,000 raised** for the
Catalyst Fund at Women's College
Hospital Foundation



Two \$140,000 pledges
received in honour of
our 140th Anniversary



21 Future Leaders who were
hosted by generous donors
and sponsors


BY THE NUMBERS

Event survey respondents were **82%** likely to recommend the event to a friend.

They were also **90%** likely to recommend the Menopause DocTalk, and **96%** likely to recommend the Chronic Pain DocTalk indicating that the content that only Women's can deliver resonates loud and clear with the audience.






 Women's College Hospital...
 Fri 3/8/2024 12:06 pm EST

Happy International Women's Day! As Canada's first and only standalone hospital focused on women's health, we...

| | |
|--------------------------|--------------|
| Total Engagements | 1,306 |
| Reactions | 108 |
| Comments | 8 |
| Shares | 6 |

 Women's College Hospital...
 Wed 1/10/2024 1:40 pm EST

This year, on the eve of International Women's Day, surround yourself with a vibrant and committed community...

Women for Women's 2024 - Hom...

| | |
|--------------------------|--------------|
| Total Engagements | 1,280 |
| Reactions | 30 |
| Comments | 0 |
| Shares | 5 |



PATIENT STORY

Attendees heard from cancer-survivor, Joan Walker, who shared her story of being diagnosed and treated for breast cancer. After becoming frustrated navigating a system of broken machines, long wait times and endless referrals, Joan found refuge at Women's College Hospital.

Joan's story is living proof of the transformative impact in one's healthcare journey and alleviate the pressure on our stressed healthcare system in Canada — an area where Women's College Hospital has tremendous expertise.

“The beauty of me being at Women's College Hospital was the rapid access I had to the system. This system minimizes the stress of waiting for days for results. I was in the care of healthcare practitioners who were showering me with care and empathy.” – Joan Walker



WOMEN'S TRAILBLAZER AWARD

This year, The Honourable Margaret Norrie McCain, C.C., O.N.B. was presented with the 2024 **Women's Trailblazer Award**, in recognition of her tremendous work for Women's College Hospital Foundation and our hospital.

Mrs. McCain is a generous supporter and a former Foundation Board member, as well as a member of the WCHF Advisory Council. She has served as a member of the Foundation's 100 Women initiative, convening philanthropists committed to driving bold change for the future of healthcare.

The award was presented by Carol Cowan-Levine, recipient of the 2022 Women's Trailblazer Award.

During her speech, Mrs. McCain highlighted the lasting impact of Dr. Emily Stowe, as well as the leaders she found inspirational at Women's and within her own family who have motivated her to be the reflection of philanthropy in her community. She then graciously announced a pledge of \$4 million to Women's College Hospital Foundation.



FUND-A-NEED MOMENT

During our live fundraising moment with Layne the Auctionista, and in support of the Catalyst Fund, **over \$450,000** was raised as guests watched their pledges register in real time on screens.

The crowd was further delighted by two surprise announcements from KPMG and Women's College Health Research, each pledging \$140,000 in honour of Women's 140th anniversary.

The energy in the room was palpable as our community of supporters demonstrated their compassion and generosity in support of women's health!



ABOUT THE CATALYST FUND

The Catalyst Fund ensures the hospital has the critical resources needed to continue to advance the greatest priorities in care, research, and innovation.

The hospital has used past funds to:

- 1. Lead high-impact, equitable health research that changes lives, practice, and policy:** Less than 7% of national funding is directed to women's health research. The Catalyst Fund is fueling necessary women's health research, helping to close the gap in national funding.
- 2. Continue to innovate solutions that improve patient care and the healthcare system for all:** Our department of surgery is revolutionizing existing surgical techniques to create innovations that will dramatically and safely improve surgical wait times. The Catalyst Fund is powering work that will lessen the pressure on the healthcare system as a whole.
- 3. Advocate for evidence-informed change to improve health equity and access:** Our Crossroads Clinic, Toronto's first and only hospital-based clinic for refugees, is filling critical gaps and addressing barriers to care for refugees through providing and advocating for informed, accessible, and equitable care.

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UPCOMING ENGAGEMENT OPPORTUNITIES

Shoppers Drug Mart® Run for Women – June 8, 2024

Thousands of participants and supporters gather at Women's College Hospital every June for a 5K or 10K walk/run, or a fun 1K walk for kids.

Proceeds from this event support Mental Health Programs at Women's College Hospital—the largest clinical and research program of its kind in Canada.

Make your impact—captain a team and fundraise for women's mental health. You and your team can save \$5 when you register for the in-person Run with coupon code **WCHF2024**.



BRA Day – October 2024

The Peter Gilgan Centre for Women's Cancers at Women's College Hospital (WCH) is once again proud to present this free event for those considering if reconstruction post-mastectomy is right for them.

BRA Day is intended to EDUCATE women on their breast reconstruction options, EMPOWER women to make the choice that's right for them and CONNECT women with others who have been through it.

Breakthrough Challenge – November 2024

The WCH Healthcare Breakthrough Challenge is a hospital-wide funding competition for clinical care, research, quality improvement and education.

**BREAKTHROUGH
CHALLENGE**

THANK YOU!



WOMEN'S COLLEGE HOSPITAL FOUNDATION

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The Foundation's Charitable Registration Number is: 119302628 RR0001



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WCHF is fully accredited under Imagine Canada's Standards Program. The Standards Program awards accreditation to charities and nonprofits that demonstrate excellence in five areas of operations: board, governance, financial accountability, fundraising, staff management and volunteer involvement.