



Women's College
Hospital Foundation

Heart & Soul

Celebrating Philanthropy at Women's College...
Supporting New Thinking about Health Care.

Issue 2

Fall 2007

At the forefront of New Thinking, with you by our side

A Message from our Foundation President & CEO



October marks the first anniversary of my arrival at the New Women's College Hospital Foundation. Over the past year I've had the pleasure of meeting many of you and hearing stories about how Women's College has touched your lives. This is a wonderful institution, and I am proud to be part of it.

The recent months have been exciting for Women's College. In late August, the Minister of Health and Long-Term Care gave us the green light for redevelopment of the Grenville Street site. With help from committed donors like you, we were able to acquire an MRI for our leading-edge Medical Imaging Centre. It will be operational later this month. In October, we will be launching a major public awareness campaign, to let the world know about the new thinking behind the New Women's College.

Each of these successes and many others have been made possible by *you*, our wonderful supporters. I take this opportunity to thank you for the part you've played in our achievements.

Although we are still enjoying beautiful fall weather, thoughts will soon be turning to the holiday season. I hope you will choose to participate in our annual Star Campaign by

recognizing someone who shines brightly for you. Your special message will be displayed in the Hospital lobby during the holiday season.

During last year's Star Campaign, I found it heartwarming to see so many people – staff, patients and visitors – reading the "stars" in our lobby. The messages clearly made an impression, as symbols of gratitude, hope and inspiration.

In this issue of *Heart & Soul*, we turn the spotlight on a common and potentially devastating condition: osteoporosis. Osteoporosis affects more than 1 in 4 women and 1 in 8 men over the age of 50. Preventing, diagnosing and treating conditions like osteoporosis are part of our mission. No matter what your age, please take a moment to learn more about osteoporosis and what you can do to keep your bones strong and healthy.

Your support has sustained Women's College Hospital in the past, and will fuel our future. We are beginning down the road to a beautiful new hospital facility – a place where women and their families will feel comfortable and supported while receiving exceptional care. Again, thank you for all you have done. I look forward to walking side by side with you as we move forward.

Joanne Cole
President & CEO

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Living Well is the Best Revenge

A Breast Cancer Patient Fights Back

From the first inkling that something is wrong, through diagnosis, treatment and recovery, the journey of a breast cancer patient is harrowing. For many it's a private journey shared only with family and close friends. For people normally in the public eye, privacy is not always an option or a choice.

Veteran journalist Libby Znaimer was diagnosed with breast cancer at the New Women's College Hospital in July 2006. As she underwent treatment, she shared her personal experience with National Post readers and with a large online community on her blog, "The Lump."

This October, Ms. Znaimer will publish a book, [In Cancerland, Living Well Is The Best Revenge](#), chronicling her journey through the medical system for 12 months after discovering a lump in her breast.

Eager to show her gratitude for the wonderful care she received at Women's College, Libby agreed to be the featured



speaker at a WCH Foundation breakfast event to benefit the Henrietta Banting Breast Centre. "Women's College took me in and took care of me at the most frightening time in my life," says Znaimer. "I want to do something for the Hospital."

**Please join us on
Tuesday October 30 for
Libby Znaimer: The Best Revenge
MaRS Discovery District Auditorium
101 College Street, Toronto
7:15 am to 9:00 am**

Tickets are \$100 and include a signed copy of Libby's book.

To reserve your seat or find out about sponsorship opportunities, please contact Susan Wellington, Director Special Events & Sponsorship at 416-813-4711 or visit the event website at www.womenscollegetherospitalfoundation.ca

New Thinking Supported!

Important Ministry Announcement

The New Women's College Hospital received a significant nod of support on August 24th, 2007. That's when George Smitherman, Minister of Health and Long-Term Care, gave the go-ahead for the redevelopment of Women's College Hospital. "This is a clear sign of the government's commitment to upgrade and modernize health care," said Smitherman. "It's a positive step in moving forward to redevelop this hospital."

The approval allowed the Hospital to release a Request for Proposals to select an architectural firm to lead the planning and design of the project.

The current plan allows for site activity in early 2009. "We are thrilled and delighted that Infrastructure Ontario has advanced our redevelopment project to this next phase so quickly," said Hospital President & CEO Marilyn Emery. "Our new building will enable us to fulfill our mandate as Ontario's first stand-alone academic ambulatory hospital,

while continuing to champion state-of-the-art health care for women and their families."

To support the Hospital's redevelopment, Women's College Hospital Foundation has embarked on a \$70 million capital campaign. "This is a challenge for our fledgling organization," says Joanne Cole, Foundation President & CEO. "It will take all of us – staff, volunteers and donors – working together to achieve success. I look forward to speaking to our many supporters about how they can play a role in shaping the future of Women's College."

To read the Ministry press release, visit the latest news section of our web site at www.womenscollegetherospitalfoundation.ca. For questions or information about our capital campaign, contact Linda Pearson, Vice President, Development & Campaign Director, at 416-813-4737 or linda.pearson@wchospital.ca.

Arlene Fox:

A Milestone Birthday Supports the New Women's College Hospital



In February 2001 Arlene Fox got the news no woman wants to hear: a diagnosis of breast cancer.

The tumour was large and required aggressive treatment. Dr. Lavina Lickley at Women's College Hospital took charge, and within a few weeks, Arlene started an aggressive regime of surgery, chemotherapy and radiation.

It was a long journey for Arlene and her family. Because her tumour was advanced, she faced further tests and

surgeries to improve her chance of survival. There were many agonizing moments.

So when Arlene turned 50 this summer it was particularly meaningful for the Fox family. They had lots to celebrate. Husband Don Fox and their children Tess and Joel swung into action, planning a surprise party for Arlene in June.

To honour Arlene's journey, Don suggested that in lieu of gifts guests make donations to Women's College Hospital Foundation in support of the Henrietta Banting Breast Centre. "We're not rich," says Don, "but we don't need anything. Supporting

Women's College was the best way we could acknowledge Arlene's special day and the great care she received."

"I have no complaint about reaching fifty," says Arlene of the milestone some people dread. "I'm very happy to be here!"

Thank you to the Fox family and friends, for honouring Arlene and supporting Women's College.

Victims of Violence Remembered

The statistics are staggering: at least half of women in Canada are victims of sexual or physical assault. Their attackers are often people they know intimately – boyfriends, husbands, or family members.

Violence against women shatters the peace of many homes and families. Sometimes it shatters the peace of a nation.

On December 6, 1989, a lone gunman shot 27 women at Montreal's Ecole Polytechnique. Fourteen women, most in their 20s, died. This tragic event has become etched into our hearts and minds as the "Montreal Massacre." For many, the anniversary has become a day of remembrance for all women who are victims of violence.

The victims of the Montreal Massacre – and the countless others who have suffered – will be remembered at Women's College Hospital on December 6. Our annual commemorative service will be held from 12 noon to 1pm in the Cummings Auditorium at Women's College Hospital.

For information about attending the event, please contact Lisa Wong at 416-323-6400 ext. 4582. Please note that seating is limited.

Watch For Us...

There are many exciting changes happening at the New Women's College Hospital, changes that will positively affect the health of women in our community and around the world. In the coming weeks we will unveil these initiatives to the public and get people thinking – and talking – about the New Women's College Hospital.

Stay tuned for more news!

Osteoporosis: the “Silent Thief”

Aches and pains related to arthritis and other musculoskeletal conditions are common with aging. But if you have osteoporosis, a disease in which bones become fragile and more likely to break, you may not feel a thing. Known as the “silent thief,” osteoporosis can progress painlessly until a bone breaks. Over 1.4 million Canadians suffer from the disease, and 80% of sufferers are women. There is no single cause of osteoporosis and it can strike at any age.

Prevention of osteoporosis should begin at a young age by building healthy bones. By the time girls reach the age of 16 (20 for males) they have achieved over 90% of their peak bone mass. As early as the mid 30s, both women and men begin to lose bone mass.

While we can't turn back the clock, we can take steps to protect our bones and prevent osteoporosis. Diet, exercise and other lifestyle choices help. Bone density testing – recommended for women at increased risk and all women by the age of 65 – can identify loss of bone mass before osteoporosis occurs. There are therapies to prevent

further bone loss and improve bone mass before fractures happen.

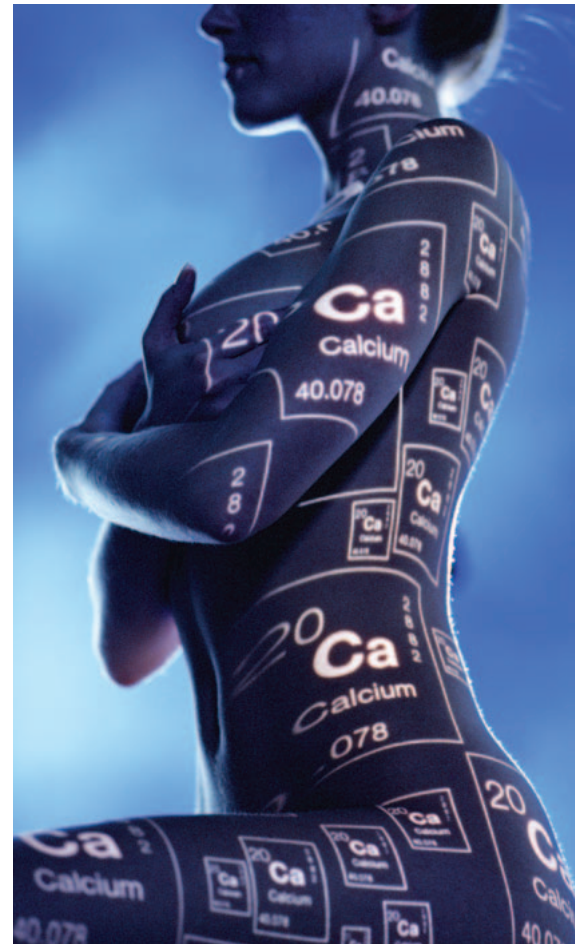
Risk Factors for Osteoporosis

Osteoporosis is often idiopathic, meaning there is no clear cause, but there are several risk factors. Among those at increased risk for osteoporosis:

- Postmenopausal women
- Women who had early or surgically-induced menopause
- Men and women who have been treated with oral glucocorticoids for at least three months or have received chemotherapy to treat cancer
- People with a history of an overactive thyroid

Family history, a diet low in dairy products and other sources of calcium, and physical inactivity are also key osteoporosis risk factors.

If you are at risk, a bone mineral density (BMD) test can be ordered by your doctor. It's painless and safe.



Proper Nutrition

Calcium is Key

Proper nutrition is an excellent defence against bone loss. If your body does not receive enough calcium from the foods you eat, it will take it from your bones. To use dietary calcium properly, your body also requires adequate amounts of vitamin D, which helps your body absorb calcium. The amount of calcium and vitamin D needed on a daily basis depends on your age:

Age	Calcium	Vitamin D
1 through 3 years	500 mg daily	200 IUs daily*
4 through 8 years	800 mg daily	200 IUs daily*
9 through 18 years	1300 mg daily	200 IUs daily*
19 through 50	1000 mg daily	400 IUs daily
50 years and over	1500 mg daily	800 IUs daily
Pregnant or nursing women	1000 mg/day	400 IUs daily

Source: Osteoporosis Canada

*Source: Health Canada - Dietary Reference Intake Tables

For a high-calcium, bone-healthy Gouda & Vegetable Chowder recipe, visit our website at www.womenscollegehospitalfoundation.ca and select Publications from the News & Media menu.

Calcium in Your Diet

As you can see in the following chart, there are many sources of calcium in everyday foods.

MILK AND MILK PRODUCTS	PORTION	CALCIUM*
Milk – 2%, 1%, skim, chocolate	1 cup / 250 ml	300 mg
Yogurt – plain	3/4 cup / 185 ml	295 mg
Cheese – Cheddar, Edam, Gouda	1 1/4" / 3 cm cube	245 mg
Ice cream	1/2 cup / 125 ml	80 mg
Cottage cheese – 2%, 1%	1/2 cup / 125 ml	75 mg
FISH	PORTION	CALCIUM*
Salmon, with bones – canned	1/2 can / 105 g	240 mg
Sardines, with bones	1/2 can / 55 g	200 mg
BREADS AND CEREALS	PORTION	CALCIUM*
Instant oatmeal, calcium added	1 pouch / 32 g	150 mg
Bread – whole wheat	2 slices	40 mg
FRUITS AND VEGETABLES	PORTION	CALCIUM*
Figs, dried	6	150 mg
Bok choy	1/2 cup / 125 ml	75 mg
Broccoli, cooked	3/4 cup / 185 ml	50 mg
Orange	1 medium	50 mg
OTHER SOURCES	PORTION	CALCIUM*
Fortified orange juice	1 cup / 250 ml	300 mg
Fortified rice or soy beverage	1 cup / 250 ml	300 mg
Molasses, blackstrap	1 tbsp / 15 ml	180 mg
Soybeans, cooked	1 cup / 250 ml	170 mg
Sesame seeds	1/2 cup / 125 ml	95 mg
Beans, baked	1/2 cup / 125 ml	75 mg

*Approximate values. For calcium-enriched milk - add 100 mg per serving.
Source: Osteoporosis Canada

Physical Activity

A Vital Part of Prevention and Self Management

In addition to proper nutrition, regular physical activity can help prevent osteoporosis and manage it if you've already been diagnosed. Typically, two types of exercises are helpful – weight-bearing impact (such as brisk walking, running, step aerobics and racquet sports) and muscle strengthening exercises with weights. Thirty minutes of daily activity is recommended. Your health care provider can help you to develop a program that best suits your needs.

In general, the management of osteoporosis requires a combination of strategies, including adequate intake of calcium and vitamin D, physical activity, quitting smoking, other lifestyle interventions and medications.

New Thinking, New Care, New Research for Osteoporosis Patients

The New Women's College Hospital is at the forefront of osteoporosis research and care in Canada. Our Osteoporosis Research Program focuses on improving the delivery of health care to patients who are at risk for or have already been diagnosed with osteoporosis. The close integration of the research program with our Multidisciplinary Clinical Osteoporosis Program allows new knowledge to be applied in a clinical setting, and the experiences of patients in the clinic to inform the research. Both programs are led by Dr. Gillian Hawker, Chief of Medicine at Women's College and a world renowned researcher in the fields of osteoporosis and osteoarthritis research.

The Osteoporosis Program sees almost 4,000 patients per year, half of them new referrals. Another 4,000 patients come for bone density testing. Once in the program, patients see a variety of specialists including an endocrinologist or rheumatologist, dietician, pharmacist, clinical nurse specialist, physiotherapist, and occupational therapist – all of whom can play a role in helping them manage their disease.

"Women have a lot of questions", says Heather McPherson, Chief of Health Disciplines and Administrative Director for the Multidisciplinary Clinical Osteoporosis Program. "Our Program was designed to meet the needs of patients through education and consultation. There are different options available to treat osteoporosis, but the theme of the Program is empowerment and partnership. We want our patients to feel comfortable and confident about self management, knowing they can receive support if they need it."

Currently the Program is testing an e-health portal where patients have password-protected access to customized information about their condition, such as bone density results and how much calcium and vitamin D they need. Through the portal, patients also have direct access to any member of the team and can even have their prescriptions approved online.

Astute Investor Makes a Solid Investment in the New Women's College Hospital

Margaret Chambers learned the value of a good investment from her father at a very young age.



They followed the stock market together and he encouraged her to invest as much as she could. As a teenager, she made enough money on the market to buy a bicycle.

Margaret's lifelong passion for investing led to a 28-year career with The Co-Operators, managing investments for the company and the pension fund. She has also been a

member of the Soroptomist Club, a service organization for professional and executive women, for 52 years.

Along with her other commitments, Margaret has been a strong supporter of Women's College Hospital for many years. "I like to support organizations where I know the people involved," she explains. "There's great support and great talent at Women's College Hospital." She adds: "I think we women should support women's organizations."

In addition to annual donations for almost three decades, Margaret has made generous gifts of securities to the Foundation, sharing her investment returns with a very worthy cause.

Giving securities can be an attractive option for any donor. Normally, when an investor sells shares that have grown in value, she has to pay tax on the increased value (capital gain) of the shares. If she donates the shares to a registered charity, she receives a tax receipt for the full market value of the shares and doesn't have to pay the capital gains tax.

"We were waiting for this tax change for over 10 years," says Margaret. "It's a wonderful incentive for people like me to donate".

Thank you, Margaret, for choosing to support the New Women's College Hospital.

What Will You Do With Your BCE Shares?

If you hold BCE shares, you've probably heard that a buy-out has been proposed. This is a perfect time to donate your BCE shares to Women's College Hospital Foundation. If your donation is completed before the buy-out, you'll receive a tax receipt for the full market value of the shares, and you won't have to pay tax on the increase in value (capital gain). That's because there is no capital gains tax on securities when they are donated to a registered charity. Your gift will help build a bright future for the New Women's College Hospital, and for women everywhere.

Please contact Linda Pearson at 416-813-4737 to discuss this opportunity.

GM
Canada
Proudly Presents

The New Women's College Hospital's
women's health matters
forum & expo 2008

Linking environmental impacts and women's health issues

Save the Date!
January 18 & 19
Metro Toronto Convention Centre
South Building

womenshealthmatters.ca
416.323.6000

The New Women's College Hospital

Giving Back by Giving Monthly

Sustaining Donor Supports Women's College 24/7

Rosa Cordiano has a vested interest in osteoporosis research: she lives with the condition every day. Diagnosed in her mid 30s, she couldn't find the help she needed until she came to Women's College Hospital in 1997. "Finally, I was listened to," she says. "The approach at Women's College Hospital was totally different, more humane. They treat me as an individual, not as a number."

Rosa knows first hand the importance of the osteoporosis research being conducted at the Women's College Research Institute. She is participating in trials of various drugs being used to treat the condition – and it's working. Through nutritional support and an exercise regime, in addition to the drug therapy, her bone density has almost returned to normal levels.

Rosa is happy to support Osteoporosis Research at Women's College Hospital through regular monthly donations. In addition to benefiting directly, she feels she is helping future

generations. "Women's College helped my future," says Rosa. "It's important to support research that is being done about women, for women. And for me, monthly donations are easier."

Rosa's monthly contributions reflect her gratitude for her personal experiences as a patient: "At Women's College Hospital, women feel welcome and well looked after."

For more information about monthly giving, contact Fiona Bedlington, Community Giving Officer, at 416-323-6400 ext. 2319.



Thank you, Rosa, for making a difference to the lives of others, every month.

Upcoming Events:

Maj 4 Mammaries

Sunday October 28

12:00 pm – 4:00 pm

Beth Tzedec Synagogue

An afternoon of mahjong, bridge and board games along with a silent/live auction and catered lunch. Money raised will support breast cancer research at the Women's College Research Institute. For information on table sales or sponsorships, please call event Co-Chairs Rickey Fitzerman at (416) 787- 2039 or Sharon Pearlstein at (416) 923-1523.

Libby Znaimer Breakfast Event

Tuesday October 30

7:15 am – 9:00 am

MaRS Collaboration Centre

A breakfast event in support of the Henrietta Banting Breast Centre. Tickets are \$100 and include a signed copy of Libby's new book, In Cancerland, Living Well Is The Best Revenge. To reserve your seat or find out about sponsorship opportunities, please contact Susan Wellington, Director, Special Events & Sponsorship at 416-813-4711 or visit the event website at: www.womenscollegehospitalfoundation.ca



Celebrate Your Stars this Holiday Season!

This edition of *Heart & Soul* launches our annual Star Campaign. Over the years, our Hospital has shone with many stars – leaders and innovators who have inspired others, been at the forefront of medical breakthroughs, and made a dramatic impact on the lives of many.

Our Star Campaign is a wonderful way to honour someone you love or admire, and help the New Women's College Hospital at the same time. The Campaign provides the opportunity to recognize someone important to you – a "Star" who has significantly influenced your life. Your Star may be a family member or friend, a teacher or mentor, or a Women's College staff member to whom you would like to express your gratitude.

Celebrating your Star is easy! Very soon, you will be receiving a special letter containing a 2007 celebratory star. All you have to do is let us know the name of your honouree, add your message to the Star, and send it back with your donation. Your Star will be displayed in our lobby throughout the holiday season.

You can also go to www.celebrateastar.ca and make a safe and secure online donation. (To donate online, please take note of this access code: WSNL0207.) You can include the message you wish to be displayed on a star in our Hospital lobby.

In our eyes, *you* and all our supporters are stars. Your support reflects the brightest future for the New Women's College Hospital.

Watch for our special Star Campaign mailing that will be arriving soon – and help make the stars come out to shine for us all!

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416-323-6323
foundation@wchospital.ca

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Women's College
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Thank You for your Support!