



Women's College
Hospital Foundation

future

O F H E A L T H C A R E F O R W O M E N

ALSO FEATURED IN THIS ISSUE:

POWERFUL AND
COMMITTED VOLUNTEERS

NEW RESEARCHERS,
BRIGHT IDEAS

NEWS FROM THE FOUNDATION

BUILDING PLANS TAKE SHAPE



Vancouver Bound

Dr. Julia Alleyne and her colleagues in Sport CARE
lent their expertise at the 2010 Winter Olympics

Leading the Charge

Jodi Macpherson, Carol Cowan and Art Eggleton are chairing major committees in the Campaign for Women's College Hospital



“This campaign is about Women's College continuing its role as a pioneer and leader. It's an opportunity to deliver extraordinary care in a setting that supports our core values of empowerment, collaboration, quality and equality.”

— Jodi Macpherson

A leader at one of Canada's top consulting firms. A Senator in the Canadian Parliament. A social worker and therapist with a 20-year history at the Hospital. It's a diverse group, but they have two things in common: a passionate commitment to the cause of Women's College Hospital, and responsibility for a major committee of the Campaign for Women's College Hospital.

Art Eggleton takes the helm of the Leadership Gifts Committee, responsible for raising gifts of \$250,000 and more. An accountant by profession, Eggleton was first elected to Toronto City Council at the ripe old age of 26. He served the city for 22 years, including 11 as mayor. He retired from municipal politics in 1991 and was elected to the Parliament of Canada in 1993, serving as President of the Treasury Board, Minister for Infrastructure, Minister of International Trade and Minister of National Defence. In 2005 he was appointed to the Senate, where he continues to devote himself to issues such as urban poverty, housing, immigrant settlement, transportation and economic development.

Eggleton was drawn into the Women's College orbit by his mother, whose doctor practiced there, and his wife, Camille Bacchus, who played a role in the Hospital's struggle to achieve its independence again, which was achieved when it ended its affiliation with Sunnybrook Hospital in 2006. Bacchus was a counsellor at the Bay Centre for Birth Control and worked with Dr. Carolyn Bennett to establish the Marion Powell Award for women's health. For her 60th birthday, Bacchus asked people to make donations to Women's College in lieu of gifts and raised more than \$7,000.

“There hasn't been enough attention paid to women's health in the past,” Eggleton says. “There are differences between men and women—biological, psychological and sociological—and not enough research has been done to understand these differences. That's where Women's College will make a real difference.” Eggleton is also excited by the Hospital's focus on ambulatory care and its holistic, interdisciplinary approach.

Jodi Macpherson, Worldwide Partner and Canada/Latin America Workforce Communication and Change Business Leader at Mercer Consulting, is an experienced public relations professional. Before joining Mercer 12 years ago, she spent 10 years as head of public relations for Mount Sinai Hospital and its Foundation and Research Institute. “It was a phenomenal experience and I loved it, which is probably one reason I enjoy working with Women's College so much”, she says.



Art Eggleton

Macpherson will lead the Major Gifts Committee, charged with soliciting gifts of \$25,000 to \$249,000. “In this economy people are really looking closely at what they’re giving and many are choosing to be very focused,” she says. “A gift to Women’s College can be made over a five- to seven-year period—it’s an opportunity to make a larger gift than might otherwise be doable.”

The Major Gifts Committee sponsored a networking and cultivation event at the Spoke Club in November, attracting more than 75 participants from a wide variety of backgrounds. Macpherson says it’s part of an ongoing effort to reach out to the community. “There’s a large core of people who have a lot of history with Women’s College and are passionate about the place. What we’re trying to do is expand the network, to create some buzz with other women, who we hope will choose to get involved and ultimately support the Hospital.”

Carol Cowan is one member of that core group with a long history at Women’s College. Cowan trained as a social worker and has had a long career in children’s welfare and mental health. For the past 14 years she has operated a private practice in child and family therapy. In recognition of her expertise, she was recently appointed to Ontario’s Transitional Council for the Establishment of the College of Registered Psychotherapists. As Chair of the Special Initiatives Committee, she and her team will plan events and activities to educate, cultivate and generate campaign support. “Women’s College has been undernourished and diminished for many years. I’m passionate about the history of this place, and I want to be part of celebrating what it was, is and can be”, she says.

Cowan’s first contact with Women’s College came when she was giving birth to quadruplets at Toronto General Hospital 30 years ago. She went into labour in the middle of the night, and two doctors from Women’s College agreed to assist the high-risk birth. For the past 20 years, Cowan has been a senior volunteer and strong advocate for the Hospital, serving on and chairing both the Hospital and Foundation Boards. It was a pivotal time in the Hospital’s history, as it fought to maintain itself as a distinct entity committed to women’s health. Cowan was there every step of the way. That’s why she embraces the opportunity to be a part of the new era. “This campaign is about Women’s College expanding its role as a pioneer and leader,” she says. “It’s an opportunity to deliver extraordinary care in a setting that supports our core values of empowerment, collaboration, quality and equality.”

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Marilyn Emery, *President and CEO, Women’s College Hospital*
Kathryn Giffen, *Chair, Women’s College Hospital Board of Directors*
Dr. Elaine Todres, *Chair, Women’s College Hospital Foundation Board of Directors*

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Major Gifts Committee

Jodi Macpherson, *Chair, Major Gifts Committee; Worldwide Partner and Canada/Latin America Workforce Communication and Change Business Leader, Mercer Canada*
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Laura William, *Consultant, Disruptor*



Dr. John Philpott

Olympic-Sized Dream

Sport CARE and orthopaedic surgery are working together to create excellence in sports medicine

“Doing the Olympics in your own country is something that has a different feel to it. Not only are you proud of your own athletes, but you really want the rest of the world to understand the value Canadians place on cooperative physical activity in sport. It’s an experience we’ll never forget.”
— Dr. Julia Alleyne

It was very quiet around the Women’s College Hospital sports medicine program for two weeks in February, and that was a good thing.

Every physician and therapist associated with the program had been selected to work at the 2010 Winter Olympics. “It’s quite an impressive achievement,” says Dr. Julia Alleyne, who worked with Skate Canada athletes at the games. “It speaks to the strength of the group we have developed here and our commitment to Canadian athletes. We are seen as leaders, and that’s very rewarding.” In addition to Skate Canada, Alleyne is Team Physician for the Canadian Trampoline Team and Consultant Physician to the National Ballet of Canada. She also served Canada at the 2002, 2006 and 2008 Olympic games.

Dr. Alleyne founded Sport CARE at Women’s College in 1995. The innovative multidisciplinary program provides care for anyone who has had an injury or illness related to exercise, or needs help getting active. Sport CARE works closely with the Hospital’s outstanding orthopaedic surgery program, creating a locus of expertise unlike any other in the city.

Alleyne trained as a physiotherapist before going to medical school and qualifying as a family physician. While working at a sports medicine clinic at Sick Kids Hospital in 1995, she was asked to write a proposal for a clinic at Women’s College Hospital. The proposal was successful and she was recruited to make the vision a reality. “I had done a lot of work in the community,” she recalls, “and I felt there was a lack of evidence-based approaches to musculoskeletal care. This clinic was designed not to duplicate what had already been done in the community but to develop and evaluate new models for assessment and care.”

Three specialized programs are offered at the Sport CARE clinic. Athletes@Risk focuses on elite athletes at risk of “Female Athlete Triad,” a syndrome marked by disordered eating leading to “energy deficit”, lack of menstrual regularity, and diminished bone health. “If you wait until the full syndrome declares itself, the treatment is less successful,” says Alleyne. “By being aware and having an interdisciplinary approach, we can work effectively on prevention and improve overall outcomes.”

The Exercise and Pregnancy program started with a North America-wide 1-800 helpline for patient questions and provides education to healthcare professionals. The program recently launched a multidisciplinary clinic with physicians, athletic therapists and physiotherapists providing assessment and treatment for pre-pregnancy, pregnancy and post-partum exercise issues.

Fitness over Forty offers counselling and assessment to women who have had little exposure to exercise and need to get active, often to manage a chronic disease like diabetes.

Dr. John Philpott is one of Alleyne’s colleagues at Sport CARE. Trained as a paediatrician, Philpott’s own experience with athletic injury got him interested in sports medicine. While still a resident, he sprained his ankle badly playing street basketball. A senior orthopaedic surgeon took one look and operated on the ankle, but later a fellow resident questioned that decision. “I got curious about what the literature said, and that led me into more studies in sports medicine,” says Philpott. “I had to have rehab too, so physiotherapists have always played a prominent role in my learning about sports medicine.” Philpott got to know Alleyne when they were both working at Sick Kids, and a few years later she asked him to join the Women’s College Hospital team.

Like Alleyne, Philpott is well-regarded in the Canadian sports community. He works with Canada’s national basketball, soccer and skating teams. At the 2010 Winter Olympics, he was at the figure-skating venue. In addition to elite athletes, Philpott has a special interest in children who don’t get adequate exercise. He helps run a paediatric healthy lifestyle clinic at Toronto East General Hospital. “Working family by family, we try to make a difference, but the returns are limited,” he says. “The biggest improvements will be made at a societal level, by redesigning neighbourhoods and changing the way we live our lives. When I was a kid, I walked to school, I could ride my bike anywhere in our town, and the gym and pool were free of charge.” Philpott serves on the Healthy Active Living and Sport Medicine committee of the Canadian Paediatric Society and the Council on Sports Medicine and Fitness of the American Academy of Pediatrics.

Working in close partnership with Sport CARE are the Hospital’s orthopaedic surgeons. Surgeons from across Toronto specializing in arthroscopy and soft tissue procedures have been brought together at Women’s College. In addition to operating almost every day, the group participates in sports medicine rounds, educates residents, and collaborates on research. “Everyone was doing their own thing at their own hospitals,” says Dr. John Theodoropoulos, a member of the group. “Now we’re all working together as a cohesive unit.”

Theodoropoulos himself is doing research on cartilage tissue engineering, the leading edge in orthopaedic surgery. Arthritis is caused when cartilage—the shock absorber of the joints—is damaged. When arthritis becomes advanced enough, joints must be replaced by a synthetic prosthesis. Scientists and surgeons are now exploring the possibility of “growing” new cartilage from individual cells on a polymer scaffold and then introducing it into diseased joints. Says Theodoropoulos, “I’m working with scientists who have the basic science knowledge but don’t have much experience with the actual surgery of putting these implants in place, so we help each other.”

Theodoropoulos also has a celebrity sports connection. As orthopaedic surgeon to the Toronto Maple Leafs, he attends all 50 home games each season. He also works with several other hockey teams and with the Toronto Blue Jays, and was stationed at the hockey venue for the Olympics.

Theodoropoulos is excited about the future of sports medicine at Women’s College Hospital. “Ultimately our goal is to be a true centre of excellence,” he says. “It will bring together all the disciplines for both surgical and non-surgical care. Whether it’s a professional athlete or the average guy, we’ll treat everyone equally and provide the most up-to-date diagnosis, care and rehabilitation.” Alleyne shares his vision. “We have been identified as a flagship academic centre by the University of Toronto. In the new hospital we plan to build, we’ll have an opportunity to take that flagship status and combine it with a state-of-the-art physical environment.”



Dr. Julia Alleyne

Get Moving

Tips for Getting and Staying Active

We all know how important physical activity is for our health. But how much is enough? Dr. Alleyne suggests consulting Health Canada’s physical activity guide. For example, the *Guide for Older Adults* recommends: “Start slowly and build up—listen to your body. Accumulate from 30 to 60 minutes of moderate physical activity most days. Minutes count—add them up 10 minutes at a time.”

Other advice from Dr. Alleyne:

- Exercise in small amounts frequently rather than saving it all up for the weekend
- Combine physical activity with other activities. For example, walk to the bank and the dry cleaners
- Keep a diary, a training log or some other way of tracking your progress
- Start low, go slow
- Find a walking buddy or join an exercise class; recent studies show that with social support you’ll feel less discomfort and feel more motivated
- Invest in a good pair of shoes

The Chairs Speak

Kathryn Giffen, a lawyer and corporate leader with special expertise in governance, recently became Chair of Women's College Hospital. In this conversation, she joins Dr. Elaine Todres, a management consultant and Chair of Women's College Hospital Foundation, in reflecting on the Hospital's vision and the capital campaign



Dr. Elaine Todres

"We've got a solid foundation to build on—two strong sister Boards and a wonderful Campaign team, all working together to serve the needs of the Hospital. We've got a great story. We just have to get out there and talk to people." — Dr. Elaine Todres

Why did you get involved with Women's College?

Kathryn: I joined the Board in 2006. It was just when Women's College had been given its new mandate, and it seemed to me to be a very exciting and dynamic place.

Elaine: I got involved many years ago as a member of the Board of the Centre for Research in Women's Health, the precursor of the Women's College Research Institute. At the time, I felt it was the only place asking the right questions about women's health in all its dimensions. And I knew from experience that you only get the right answers when you ask the right questions.

What inspires you about the Hospital's mandate?

Kathryn: The focus on ambulatory care in the context of women's health. A lot of places say they do ambulatory care, but Women's College is looking at it in a different way—not as a transaction model of in-and-out care, but through interdisciplinary teams working in collaboration with patients to manage their health.

Elaine: I'm inspired by the powerful symbolism of having a place that is known as a centre of excellence in women's health. A place that provides excellence in clinical care, knowledge transfer and education in women's health, and is a beacon of best practices. The reality is, over the next several decades we're going to be working with fewer resources, not more. It's critical that we work in more integrative and collaborative ways. Women's College is leading the charge.

What's special about the new building?

Elaine: Everything! We are turning our architects and engineers on their heads to ensure that this building takes the power of our vision and translates it into architecture.

Kathryn: In the design process we are completely rethinking how people interact with an ambulatory hospital. It's absolutely critical that the design be completely accessible, not just in the physical sense but emotionally as well, because people will be coming here on an ongoing basis. Research and education will no longer be physically set apart in the new building: they will be located very close to the clinical programs, so that there is ongoing communication and collaboration.

Elaine: We're actually creating a building that changes the behaviour of the people who work in it—it's profound.

Can the goal of the fundraising campaign be achieved?

Elaine: We are very fortunate to be of the generation that has been given this opportunity. I am reminded that the current building was built at the time of the Great Depression. The fundraising goal of \$750,000 was considered unattainable. Yet a group of women felt that the Hospital must be built because patients were being turned away. My feeling is, if they can do it, so can we!

Kathryn: It's really the uniqueness of Women's College that gives me confidence. We're not just refurbishing or updating an existing building. We're creating something completely new.

Elaine: We've got a solid foundation to build on—two strong sister Boards and a wonderful Campaign team, all working together to serve the needs of the Hospital. We're creating all sorts of innovative campaign events and activities. We've got a great story. We just have to get out there and talk to people.

What's your vision for Women's College 20 years from now?

Kathryn: It will be the international centre of excellence for women's health. It will be a leader in patient care. It will be a place where people are asking the right questions to get the right answers and disseminating them through education.

Elaine: We're going to have lineups of young scientists who want to work with us and students who want to learn with us. We're going to have pots of endowed funds and lots of community partners. We're going to have people from around the world coming to us and saying, "Yes, this is what we need in our city."



Kathryn Giffen



“The thing I appreciate most is the quick translation of research into clinical practice that happens here. It’s very satisfying to see new knowledge making a difference to patients.”

Dr. Joanne Kotsopoulos

Star Magnet

The Women’s College Research Institute is attracting outstanding young researchers with bright ideas

For Dr. Andrea Gruneir, it’s all about the Women’s College focus on under-served populations. For Dr. An-Wen Chan, the appeal is a world-class dermatology program and exceptional colleagues in epidemiology. For Dr. Joanne Kotsopoulos, it’s the Hospital’s strength in the study of breast and ovarian cancers.

Gruneir, Chan and Kotsopoulos are brilliant young researchers, all returning Canadians, who recently joined Women’s College Research Institute. Each has his or her own reason for choosing Women’s College, but all three agree it’s an exciting and energizing place to be. And all three are poised to make significant research contributions.

Kotsopoulos grew up in St. Catharines, Ontario and completed her BSc, Master’s and PhD at the University of Toronto. Dr. Steven Narod, one of the world’s most cited cancer researchers, was her supervisor. After post-doctoral training at the Channing Laboratory at Brigham and Women’s Hospital / Harvard Medical School, she was delighted to receive a Cancer Care Ontario Research Chair and return to Women’s College as an independent scientist.

Her research focuses on the role of modifiable factors, such as nutrition and body weight in the development of breast and ovarian cancers. Her Master’s project looked at the connection between breast cancer and dietary folate. With Narod, she studied women with the BRCA1 or BRCA2 gene mutations, which predispose them to developing breast and ovarian cancers. “When I started, the prevention for mutation carriers was mostly surgical, and obviously not all women want to take that route,” she says. “We found that weight loss during a certain age period and caffeine consumption were protective.” Now she is about to begin a clinical intervention trial in BRCA carriers, to see if a nutrient found in broccoli and other cruciferous vegetables is protective. In another project, she will be studying women who have a strong family history of breast cancer but don’t have a BRCA mutation, with the goal of developing targeted prevention, surveillance and treatment options for them.

Gruneir grew up in Toronto and attended McMaster and the University of Waterloo before completing her PhD in epidemiology at Brown University. She recently received a five-year Career Scientist Award from the Ontario Ministry of Health and Long-Term Care to support her work in the health and support needs of vulnerable older adults. “We have a large and growing population of older people with very high-level needs,” says Gruneir. “We are not doing a great job of meeting all those needs.”

One study revealed that residents in long-term care homes often arrive at Emergency Rooms already seriously ill, resulting in high admission rates, rates of return, and death rates. Gruneir plans to extend her work to look at groups of older adults in the community, such as those who have been recently discharged from hospital and those with chronic conditions, to understand what their pattern of ER visits says about gaps in their care.

When An-Wen Chan was completing his MD at the University of Calgary, he started a clinical trial looking at infection rates after prostate biopsies. The study was unsuccessful for logistical reasons, and that prompted him to seek further training in research methodology and epidemiology. Today Chan is an internationally renowned world leader in clinical trial methodology, a dermatologist and Mohs surgeon, and holds a PhD in epidemiology completed as a Rhodes Scholar at the University of Oxford. He worked with the Canadian Institutes of Health Research, the World Health Organization and the Mayo Clinic before joining Women’s College Hospital.



Dr. An-Wen Chan

Chan plans to combine his two interests—research integrity and dermatology—in his work at Women’s College. He will be evaluating various treatments for skin cancer in organ transplant patients, who are at high risk for skin cancer because of the immuno-suppressive drugs they take. “There are a lot of unknowns in terms of what optimal interventions can be implemented to prevent and ultimately treat the aggressive skin cancers that these patients develop,” says Chan.



Dr. Andrea Gruneir

Joanne Kotsopoulos speaks for all three researchers when she reflects on another reason for choosing Women’s College Hospital. “The thing I appreciate most is the quick translation of research into clinical practice that happens here,” she says. “It’s very satisfying to see new knowledge making a difference to patients.”

News from the Foundation

Over 200 Guests join WCHF for *Kilimanjaro: The Meaning of the Mountain*

On October 26, Women's College Hospital Foundation welcomed over 200 guests to the auditorium at the MaRS Collaboration Centre for a special screening of Valerie Pringle's *Kilimanjaro: The Meaning of the Mountain*.



Dr. Elaine Todres and Valerie Pringle

This beautifully filmed documentary, produced and written by WCHF Board member Valerie Pringle, follows the experiences of four breast cancer survivors as they attempt to climb almost 20,000 feet to the top of Mount Kilimanjaro. Through Valerie's interviews with each of these courageous women on their trek to "The Roof of Africa", we come to understand why these seemingly ordinary people, who have already been through the trauma of a life threatening disease, would take on the extraordinary challenge of climbing the highest mountain in Africa.

Following the film, Valerie moderated a question and answer period with an outstanding panel that included Akky Mansikka and Yasmin Alladin, two of the breast cancer survivors profiled in *The Meaning of the Mountain*, along with Dr. Paula Rochon, Vice President of Research at WCH, and Dr. John Semple, WCH Chief of Surgery. The engaging discussion continued at a coffee and dessert reception.

"Women's College Hospital has long been a leader in the diagnosis, treatment and prevention of breast cancer," says WCHF President and CEO Joanne Cole. "There couldn't have been a more appropriate time than October—Breast Cancer Awareness Month—to screen this documentary. It provided a meaningful way to thank our donors for their ongoing support, and to recognize the incredible advances that have been made in preventing, diagnosing, treating and surviving the disease."



Women's College at the Scotiabank Toronto Waterfront Marathon: a Great Partnership is born!

On September 27, 2009, close to 30 supporters, staff and volunteers donned their "greens" and joined Team Women's College to participate in the Scotiabank Toronto Waterfront Marathon, Half-Marathon, or 5K Run/Walk.



This was the first year that Women's College Hospital was an official charity at the event. Each member of the Team raised funds directed to the Hospital. The response was very positive, and the Team exceeded its fundraising goal.

"Our first race day was truly an outstanding experience—a great start to our involvement in the event and something we look forward to building on in years to come," says Joanne Cole, President and CEO of the Women's College Hospital Foundation. "It was also a great way to generate interest and publicity for the Hospital."

The Team has set an ambitious new goal for this year's event: 100 team members and more than \$50,000 in donations. "After an excellent start in 2009, we're already counting down to September 28, 2010," says Cole.

For more information about getting involved with Team Women's College for the 2010 Scotiabank Toronto Waterfront Marathon, check our web site often, or email us at foundation@wchospital.ca.

Presented by



Save the Date

06.17.2010

Join us for the 2010 Women's College Hospital Foundation Golf Classic

Location	King Valley Golf Club
10:30 am	Driving Range Open
11:30 am	Lunch
12:30 pm	Shotgun tee-off
6:00 pm	Reception, Dinner, Silent Auction and Prizes

For additional information on sponsorships opportunities, golf packages and Silent Auction items, please contact Susan Wellington, Director of Special Events and Sponsorship at 416-813-4711 or email: susan.wellington@wchospital.ca

Register now: www.golfwomenscollege.ca



Eve of a New Future

Volunteers supporting the Campaign for Women's College Hospital hosted a reception with more than 70 guests at The Spoke Club on November 3, 2009.

"At Women's College Hospital we've always been ahead of the curve," said Women's College Hospital Foundation Chair Dr. Elaine Todres in her remarks at the event. "We still are! We're developing new ways to deliver care that are better for patients and better for the system. We are expanding our knowledge of the differences between women and men, and shaping innovative programs around the needs of women. We are building the hospital of the future."

The energy in the room was very positive and many attendees expressed their interest in supporting the new building for Women's College Hospital. We thank Boehringer Ingelheim Canada for generously sponsoring the event.

Women's College Hospital's F.M. Hill Speaker Series presents:

the new **HEALTHY YOU** speaker series

Homemakers Magazine and Women's College Hospital Foundation are delighted to present the Healthy You series of **public information seminars**.



Bone Up!

FIND OUT how to foil "the silent thief."

WITH Gillian Hawker, MD, FRCPC

THE FACTS

- As many as two million Canadians suffer from osteoporosis.
- One in four women over the age of 50 has osteoporosis.
- Osteoporosis is often known as "the silent thief" because bone loss occurs without symptoms.
- A total of 80 percent of fractures are osteoporosis-related.



About Gillian Hawker, MD, FRCPC

Gillian Hawker is Physician-in-Chief of the Department of Medicine at Women's College Hospital in Toronto, where she holds the F.M. Hill Chair in Academic Women's Medicine. Dr. Hawker is a rheumatologist at the Hospital, and she directs both the Osteoporosis Research Program and the Canadian Osteoarthritis Research Program.

SEMINAR Bone Up!

DATE Tuesday, May 18, 2010

TIME 7:30 p.m. to 9 p.m.
(Doors open at 7:15 p.m.)

TICKETS \$15 each

LOCATION Elmwood Spa, 18 Elm St.
4th floor, Terrace Restaurant,
Toronto (east of Bay Street,
south of Gerrard Street)
Light refreshments provided.

Purchase tickets online at womenscollegehospitalfoundation.ca or call (416) 813-4709.
Proceeds are directed to Women's College Hospital Foundation.

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Hope for the Future

David Hope has his eye on every detail of the Women's College Hospital construction project

David Hope, Director of Capital Planning for Women's College Hospital, is talking about the Hospital's redevelopment project. Hope holds a degree in architecture from Ryerson University and has been a project management professional for more than 20 years, most recently directing the multi-phased redevelopment of Credit Valley Hospital. He was drawn to Women's College Hospital by a vision he found personally compelling. "Women's College is doing something quite unique, not only in Ontario or Canada but in North America. This project has a global reach to it. I thought it was a fantastic idea and I wanted to be part of it."

Hope's job is to oversee all aspects of the construction project—everything from developing the design and coordinating the Request for Proposal process to negotiating the sale of Burton Hall and getting the Kenson Apartments site re-zoned. An important part of his mandate is to maintain good communication with the Hospital's two partners in redevelopment, Infrastructure Ontario and the Ministry of Health and Long-Term Care.

The design process began in 2006 with the development of a business case, master plan and functional plan for the Ministry of Health and Long-Term Care. Once these documents were accepted by the Ministry, the Hospital recruited a Planning, Design and Compliance Consultant—an architectural consortium that began outlining specifications for the building. Three teams were then chosen to receive the detailed Request for Proposal. "Essentially, we asked them to take the design package and develop it into a building," says Hope.

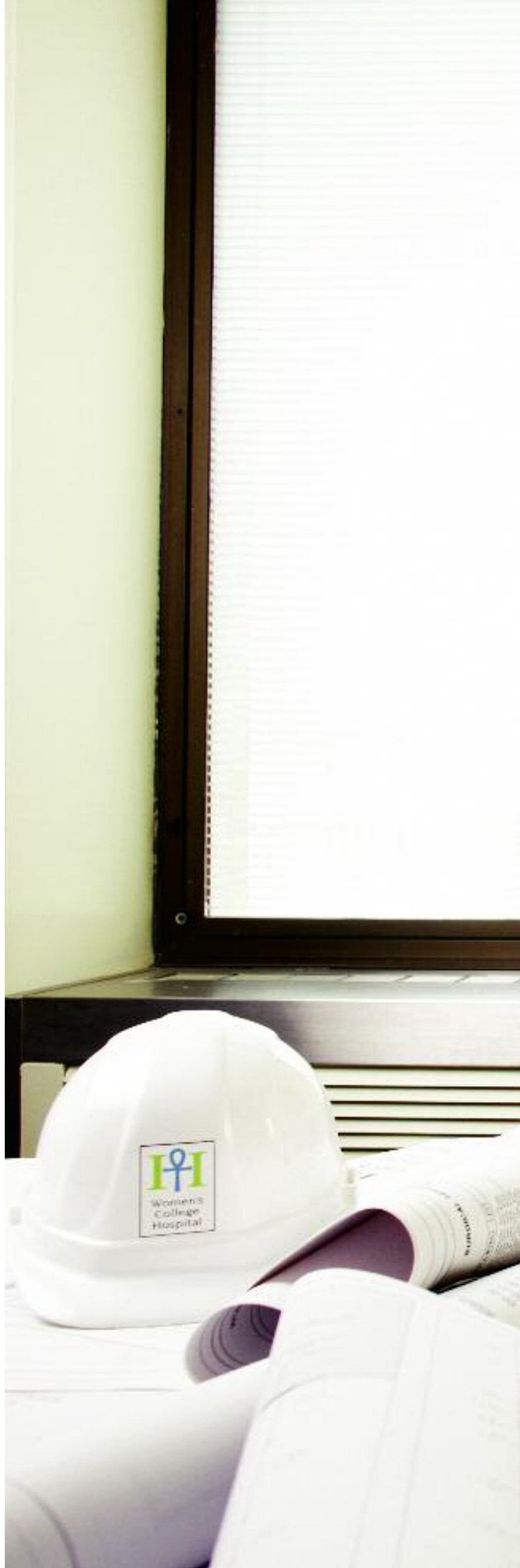
Hope and his team are working with each of the three proponent teams, that submitted their proposals in February. "There are an incredible number of meetings with the teams to give them the opportunity to test their ideas," says Hope. "Ultimately we're trying to ensure that all three submissions comply with our requirements."

Once the final proposals are received, they will be evaluated by Hope's team for price and compliance. A decision on the successful team is expected in the early summer, and construction will begin by the end of 2010.

Hope says the biggest challenge in this project is the phasing. "We're building on the same site where we live," he points out. "We'll be knocking down our parking lot and building a new tower within inches of the existing building. And the existing building has to be running the whole time!" To add complexity, there is construction on an adjacent lot. There will be no on-site parking for several years, another challenge Hope and his team are planning for.

One of the most exciting opportunities, he says, is to design a truly green hospital. Women's College is committed to achieving certification under the Leadership in Environmental and Energy Design (LEED) program. That could mean everything from efficient air handling systems and water reduction plans, to low-emitting building materials and the use of deep lake cooling. Hope is looking to the proponent teams to come up with more innovative ways to meet the LEED requirements.

Hope understands that some people may be sorry to see the beloved old Women's College building disappear, but he points out that the Hospital is much more than bricks and mortar. "My wife had our first two children here in the early 90s," he says. "It wasn't a magnificent environment physically, but all the staff and physicians were amazing—so engaged, supportive, and completely there. It's always been about the care."



David Hope, Director of Capital Planning



“You have to have a reason to construct a building. While my team and I are looking after all the details of this project, we always keep in mind the Hospital’s mission to be a world leader in women’s health. That’s why we’re creating a new building.”

Ready, Steady, Go!

A message from Sylvia Chrominska,
Chair, Campaign for Women's College Hospital
and Joanne Cole, President and CEO,
Women's College Hospital Foundation



Sylvia Chrominska



Joanne Cole

You don't get a second chance to make a first impression.

That's why we have spent the past six months preparing our army of 50 enthusiastic Campaign volunteers to take our vision for Women's College Hospital into the community. We crafted key messages, tested them, and then created our campaign materials. We also held training sessions for volunteers, ensuring that they feel confident and knowledgeable about Women's College.

To be successful, we know we have to reach out beyond our group of faithful supporters. We have held a series of special events, ranging from "salons" in private homes to large public events. A recent event at the Spoke Club attracted more than 75 women to hear about our plans for the Hospital. Our physicians have been involved in a speaker series, *The New Healthy You*, offered in partnership with *Homemakers* magazine, and another, *A Votre Santé*, with the Verity Club, an exclusive women's club in downtown Toronto. For the first time ever, we had a WCH team in the Scotiabank Toronto Marathon.

Our Special Initiatives Committee is hard at work on a range of other events for 2010, including dinners focusing on women's health research, and a wine event hosted by neWCHapter, a dynamic group of up-and-coming Foundation volunteers. We are also building strong relationships with several professional women's groups.

Meanwhile, we have continued to actively raise funds for the Campaign. To date, we have raised more than \$23 million of the \$70 million fundraising goal.

Perhaps the best news is that the vision for Women's College Hospital—the hospital of the future with a focus on women's health—is resonating. At events and individual meetings, people are interested and engaged. The excitement is building.

The next few months will be pivotal in the success of our Campaign. Our volunteers are beginning to contact potential donors to share their passion for Women's College Hospital. Now it's our community's turn to step up and support this compelling vision. We are building the hospital of the future—and we invite you to join us!

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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



Women's College
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