

TOGETHER, WE WILL



THE NEWSLETTER OF STRATHROY MIDDLESEX GENERAL HOSPITAL FOUNDATION



TOGETHER, WE PLAY WE MAY ALL WANT GOOD HEALTHCARE, BUT WE WON'T SUCCEED ALONE. TOGETHER, WE WILL.

INTRODUCING Together, We Play
An exciting community-wide contest launched in support of the need to raise funds for anaesthesia equipment for Strathroy Middlesex General Hospital and colonoscopy equipment at Four Counties Health Services.

www.togetherweplay.com

Someone will win \$10,000 cash! Strathroy Middlesex General Hospital (SMGH) Foundation is pleased to announce an exciting new contest offering the chance to win \$10,000 cash and other prizes. Plus it's free to play!

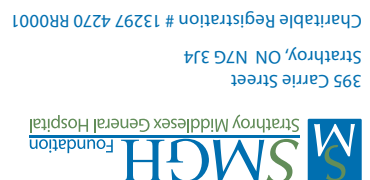
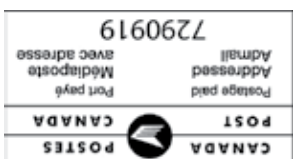
Simply put, Together, We Play is an online contest where clues are revealed and participants must find each one to complete an entry form for the chance to win.

Contest players search the online game-board at togetherweplay.com to find all the clues hidden among sponsors' logos to spell 'LOCAL HEROES'.

Clues will be revealed monthly until September 2010 with the draw following in October.

'LOCAL HEROES' highlights historical healthcare leaders Dorothy Doan and Grace Anderson.

Together, We Play continues inside





“My work with the Plunkett Foundation allows me to ‘give back’ to the community that has been so good to my family.”

-Steve Plunkett
Founder and President
The Plunkett Foundation

DONOR STORY STEVE PLUNKETT

Ownership of a vintage car has many rewards. Anyone who has one can tell you about the gasps of delight from people at the sight and sound or the simple admiration from a child when they say “cool car!” It’s a great hobby and pure enjoyment.

Steve Plunkett is one such classic car lover who built a 1930’s inspired auto salon as an homage to his vintage Cadillac collection. He has managed to combine his love and enthusiasm for cool cars into a weekend extravaganza that brings celebrities and classic car lovers together to benefit many charitable causes.

The Fleetwood Country Cruize-In is one of Canada’s largest vintage car shows. Now in its 7th year, it continues to draw legions of car aficionados to enjoy a weekend of entertainment, raising more funds every year.

In 2009, an outstanding \$305,000 was raised in just one day for 26 charities. Proceeds from this signature event allow the Plunkett Foundation to fund a wide variety

of community projects.

Steve began The Plunkett Foundation in 1997 as a tribute to his parents Corinne and Dr. Earl Plunkett.

Dr. Plunkett was an internationally respected physician whose research helped pave the way for in vitro fertility treatment and hormone replacement therapy.

For Strathroy Hospital, the Plunkett Foundation has provided \$225,000 to fund medical equipment including cardiac monitoring stations, a sensara microscope, and most recently a sentinel node neoprobe used in the detection of breast cancer.

South-western Ontario has a long heritage of significant medical break-throughs and excellent patient care.

“It’s very satisfying to be able to contribute to this heritage. My work with the Plunkett Foundation allows me to ‘give back’ to the community that has been so good to my family,” says Steve Plunkett.



Fleetwood Country Cruize-In 2010:
An automotive extravaganza.

On Friday June 4th it begins with drive-in movie favourite American Graffiti plus under the big top dance featuring Brad Rose & Spirit and The Jim Chapman Band. The car show runs all day Saturday.

For tickets or more information:

www.fleetwoodcountrycruizein.com



Dorothy Doan was the first woman in Canada to join the Association of Hospital Administrators, leading SMGH for twenty-five years. She was honoured nationally as an outstanding nurse and Canadian citizen when awarded the 125th Anniversary of the Confederation of Canada Medal.

The contest also features Grace Anderson, former Director of Nursing and acting Assistant Administrator of Four Counties Health Services (FCHS).

Major sponsors for Together, We Play include Town & Country Mutual Insurance and McNaughton's in Newbury who believe the game will help increase awareness and funds for local healthcare.

Overall, it is expected that the game will raise at least \$50,000 in its first year but could raise as much as \$150,000 or more annually to support the purchase of new equipment.

Entry forms will be available only at participating sponsors' locations listed on the game board. All contest rules available at www.togetherweplay.com.

Businesses can become a sponsor for as little as \$150. Call 519-246-5906 for more information.

WE GOT MAIL - YOUR MAIL THANKS FOR YOUR SUPPORT!

Every year, you receive an appeal letter from Strathroy Middlesex General Hospital Foundation requesting your financial support to help purchase needed hospital equipment.

A total of 531 donations were received during our most recent mailing raising \$82,820.

These funds will be directed toward the purchase of new anaesthetic equipment for the operating rooms at Strathroy Hospital. The machines cost approximately \$300,000 and continue to be one of the highest priority items for which the Foundation raises funds.

Each person receiving this newsletter has contributed in some way to this fund-raising success. Please know that your action is genuinely appreciated. With your donations to the Foundation, you've helped to improve patient care.

Thank you for your support!



Anaesthesia machines provide an essential medical pipeline of air supply and pain management during surgery, ensuring safe anaesthesia for patients.

UPCOMING EVENTS

YOU'RE INVITED: DR. BRIAN GOLDMAN PRESENTS WAKE ME UP FOR THE TSUNAMI: A MEDIA DOCTOR'S LOOK AT AGING AND AGEISM IN HEALTH CARE.

June 8, 2010

At Trillium Village

400 Dominion Street in Strathroy

Within the next 20 years, one in five Canadians will be age 65 and older. With baby boomers getting ready for retirement plus the current economic recession, experts predict a 'silver' tsunami could put healthcare in jeopardy. Brian Goldman, an ER physician and host of *White Coat, Black Art* on CBC Radio One, explores the fine line between age-related medical care and ageism, and goes inside the health care system to reveal how medical professionals really feel about caring for seniors.

Dr. Brian Goldman has had success in two high adrenaline fields: medicine and broadcasting. He's a well-respected ER physician at Mount Sinai Hospital in Toronto, and is an expert in pain management and prescription drug abuse.

For the past 10 years, he's been the house doctor on CBC Radio One. Since 2007, Brian has hosted *White Coat, Black Art*, an award-winning show on CBC Radio One that pulls back the curtain to reveal the health care system - warts and all. He is the author of *'The Night Shift: Real Life in the Heart of the ER'*, a memoir of his career in emergency medicine, to be published this fall by Harper Collins Canada Ltd.



As the host of *White Coat, Black Art* on CBC Radio One, Dr. Brian Goldman takes listeners through the swinging doors of hospitals, behind the curtain where the gurney lies, demystifying the world of medicine. We hope you will join us when he speaks in Strathroy on June 8th at Trillium Village.

NEW TV RENTALS INCREASE FINANCIAL SUPPORT FOR SMGH

Since the beginning of 2010, SMGH Foundation has managed hospital TV rentals.

The availability of on-site rentals has dramatically improved customer satisfaction; resulting in a 75% increase in the number of TVs rented!

Having familiar comforts of home like TV, can help patients get their mind off illness or disease, and being able to watch a favourite show can lift spirits.

New flat-panel TVs also use less energy and have improved quality.

PRIVACY POLICY

At Strathroy Middlesex General Hospital Foundation, we appreciate your support and are dedicated to treating your personal information with respect. We do not rent, sell, or trade any personal information. The information you provide will be used to keep you informed of events and fundraising opportunities in support of the Middlesex Hospital Alliance. Please contact us for more information or to be removed from the mailing list by phoning 519-246-5906.