



Women's College
Hospital Foundation

2009 Celebrate a Star Campaign

Ms Jane Smith
123 Any Street
Toronto, ON
A1A 1A1

October 29, 2009

Dear Ms Smith,

It's been said that there are many more stars in the sky than there are grains of sand in the whole world...

I've only enclosed one star with this package.

But it's a very special star indeed. And I'm presenting it to you on behalf of a very special place – Women's College Hospital.

At Women's College, each patient is unique: a human being seen in the context of his or her life, family and community. We touch thousands of lives each year, but just like the stars in the sky, we view every one of them as distinct and different.

With Women's College Hospital Foundation's 2009 *Celebrate a Star Campaign*, you can use this star to celebrate an important person in your life. A special 'Star' who has made a difference to you.

You can complete the enclosed star with the name of your honouree and a personal message. When you return it with your donation of \$x, \$xx, or \$xxx, it will be displayed in the hospital throughout the holiday season for everyone to see!

By making your *Celebrate a Star* gift, you will pay tribute to someone special in your life, and you will make a very important contribution as well. Your donation will support the cornerstones of Women's College: leading-edge research, high-quality medical education, and most importantly, the delivery of first-rate patient-centered care.

Thanks to supporters like you, we've already had lots to celebrate this year. We've invested in new technologies, advanced patient care, and generated important knowledge about women's health through innovative research.

And there's something else we're celebrating as well...

Women's College Hospital Foundation
76 Grenville Street Toronto, Ontario M5S 1B2 • www.womenscollegehospitalfoundation.ca



Here's my 'Celebrate a Star' gift of:

\$X \$XX \$XXX Other \$ _____

Ms Jane Smith
123 Any Street
Toronto, ON A1A 1A1

Cheque (Payable to *Women's College Hospital Foundation*)

Credit Card:

Card No. _____ Exp. Date _____

Name on Card (please print): _____

Signature: _____

Phone No.: _____

E-mail: _____

Charitable Registration Number 119302628RR0001. All donations over \$10 will automatically receive a tax receipt.

Women's College is planning a new state-of-the-art hospital that will accommodate nearly 30 per cent more visits each year, and will be dedicated to helping people prevent and manage their chronic conditions without being hospitalized.

In our new facility we'll provide treatment that will allow the majority of patients to go home within 24 hours. Teams of physicians, nurses, social workers, pharmacists and therapists will work together in dedicated areas to treat each patient as needed. It will help us make health care easily accessible to people when they need it most.

Having the option of treating chronic conditions without being hospitalized will minimize disruption to patients' lives, reduce the chances of infection, and allow for rapid recovery in the comfort of home. **It will mean getting the care they need, and still being there for their families.**

As we move towards this exciting new era of leadership in women's health, compassion, partnership and mutual respect – which have always been at the heart of Women's College -- will continue to be our foundation.

Your gift this holiday season is an important investment in these values and in the future of health care for our community.

As a way of saying thank you for your commitment and generosity, we've also enclosed a holiday card for you. I hope you'll keep it as a reminder of the important difference you're making for our community.

Please don't forget to celebrate an outstanding person in your life by filling out our special star. Then, please send it in along with your donation so that we can continue to grow our research efforts, purchase important equipment, and further expand our programs and services.

Thank you for your consideration. I wish you and your loved ones a very happy and healthy holiday season!

Sincerely,



Joanne Cole
President & CEO

P.S. Our Star website, www.celebrateastar.ca also offers you the chance to invite your family and friends to join you in celebrating women's health, while paying tribute to the Stars in their lives. Visit us today for more information!

P.P.S. Send in your Star with a gift today, and we'll display it at the hospital throughout the holiday season so that everyone who visits us can read and be inspired by your special message.



SUSTAINING DONOR MONTHLY GIVING OPTION

I will become a Sustaining Donor with a monthly gift of: \$ _____

Pre-Authorized Monthly Payment By Cheque

I have enclosed a VOID cheque, and hereby authorize Women's College Hospital Foundation to make automatic withdrawals from my bank account on the: 15th day of the month or 30th day of the month

Signature _____

Date _____

Pre-Authorized Monthly Payment by Credit Card

I hereby authorize Women's College Hospital Foundation to make automatic monthly withdrawals from my credit card on the: 15th day of the month or 30th day of the month

Card No.

Exp. Date

Signature _____

Date _____

- I have included Women's College Hospital Foundation in my will.
- I would like to receive information on how I can help Women's College through estate planning.
- I would like to know how I could play a meaningful role in the \$70 million New Thinking Campaign.

All information regarding supporters of Women's College Hospital Foundation is kept in the strictest confidence. It will not be sold or traded, and will not be disclosed to anyone except employees, authorized agents, officers and directors of WCHF. The information will only be used to further enhance the mission of the Foundation in our development efforts.

Information regarding your privacy rights and WCHF's obligation to protect your rights is available at: www.womenscollegehospitalfoundation.ca or via our Chief Privacy Officer at 416-323-6323. If you would prefer not to be contacted by WCHF in the future, please contact us at 416-323-6323 or via email at foundation@wchospital.ca.