

new thinking



Women's College
Hospital Foundation

Why is your renewed gift to Women's College Hospital so vital?

Because your ongoing support will enable Women's College to be the driving force in meeting women's unique health care needs.

Ms Jane Sample
1234 Any St.
Anytown, PR POS COD

Dear Ms Sample,

January, 2009

Happy New Year, and thank you!

Your past support has helped make Women's College Hospital a Canadian centre of excellence in women's health and research. You have helped us provide exemplary care and education, invest in state-of-the-art technology, and fund critical research.

As 2009 begins, I hope you will take a moment to renew your support. As we assume our crucial role as a world leader in women's health, having you by our side with a gift of \$X, \$XX or any amount you can manage, is more important than ever.

The need for our focus on women's health has never been clearer than when we recently conducted the first annual *Women's College Hospital X-Effects Health Index*.

A national study aimed at understanding women's perceived and actual knowledge of the health issues specific to women, the Health Index showed that three out of every four Canadian women think they understand women's health issues. However, when asked about specific diseases and how they relate to women, we learned that most women don't know as much as they think they do – or as much as they should – about how heart disease, arthritis, depression, diabetes and other serious conditions affect them.

The facts are compelling: women and men experience different symptoms with the same diseases, and women get different diseases. But knowing about these differences – and discussing them with

over, please...

76 Grenville Street, Toronto ON M5S 1B2 Tel: (416) 323-6323 Web: www.womenscollegethospitalfoundation.ca

Yes! I want to help Women's College transform health care.

Donation
Reply Form

I've enclosed my 2009 renewal donation of: \$XX \$XX \$XXX I prefer to give \$_____.

XXXXXX XXXXXXXX X

Ms. Jane Smith
123 Any Street
Suite 456
Toronto, Ontario
MOM 0M0

Thank you for your support!

76 Grenville Street, Toronto ON M5S 1B2 Tel: (416) 323-6323

Web: www.womenscollegethospitalfoundation.ca

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

I have enclosed a cheque. (Payable to Women's College Hospital Foundation)

OR

I prefer to pay by credit card: VISA MasterCard AMERICAN EXPRESS

Card Number _____ Expiry Date _____

Signature _____ new thinking

Monthly Giving Option

I want to become a Sustaining Donor. (please see reverse)



Important Health Information Every Woman Should Know

Do you think men and women's health issues are the same across the board? Do you believe symptoms for the same conditions are always the same for men and women? Think again.

Here are some important facts about issues unique to women's health that all women should be aware of. Add the ones that are relevant to you to your personal list of discussion topics for your doctor for a broader conversation about your health.



Peel here ↗

• Heart Disease is a leading cause of death among women. Symptoms can differ greatly from those experienced by men: 43% of women report having no chest pain during any phase of a heart attack. Instead, they experience unusual fatigue, shortness of breath, nausea and vomiting.

• Arthritis: two-thirds of Canadians living with arthritis are women and nearly 60% are under age 65. In addition, women are twice as likely to be disabled by arthritis as men.

• High Blood Pressure: overall in Canada, women have higher rates of high blood pressure than men, and this gap widens as the population ages. For those 75 and older, 50% of women have high blood pressure compared to 37% of men.

• Depression: women are twice as likely as men to experience depression, and are more likely to be hospitalized because of mental disorders.

• Diabetes: in the past decade, rates of type 2 diabetes have soared and doctors are calling it an epidemic. Younger women between the ages of 20 and 50 are experiencing the biggest rise.

• Cancer: some types of cancer affect women very differently than men. For example, women are 1.5 times more likely than men to develop lung cancer. In addition, women under 40 are the fastest growing group affected by non-melanoma skin cancer.

For more information on the Women's College Hospital X-Effects Health Index, visit www.womenshealthmatters.ca

— 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 Number

Expiry Date _____ / _____ Signature _____

I understand that I may adjust this authorization at any time by calling WCHF at 416-323-6323.
A tax receipt for your contributions will be issued after the end of each calendar year.

- 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.

their doctor – can make an enormous impact on women's overall health. That's why we've enclosed *Important Health Information Every Woman Should Know*.

It's also why your generous support of Women's College Hospital continues to be so very important. Your donations help us to advance new thinking about health care for women and their families. Thank you.

As a modest expression of our thanks, it's my pleasure to enclose your **2009 Women's College Hospital Supporter Card**. Whenever you refer to the 2009 calendar printed on the back, I hope you will be reminded of the advancements in health care you have helped make possible, as well as the still-existing gaps in knowledge about women's health that we are committed to addressing.

Like Women's College, you have a special role to play in helping to ensure that women – not only our patients but also those across Canada and around the world – receive the best and most appropriate care possible.

With your continued help, we will transform health care for women and their families. Please renew your support of Women's College Hospital today with your most generous gift possible.

May your 2009 be happy and healthy, and thank you again for being part of our growing family of generous donors.

Sincerely,


Joanne Cole
President & CEO

P.S. Please detach and return the completed Donation Reply Form using the postage paid envelope provided. Also, make sure to peel off your 2009 Supporter Card and reference calendar and keep the *Important Health Information Every Woman Should Know*.

Contact Us!
Foundation and Hospital Reference Directory

Mailing Address:

Women's College Hospital Foundation
76 Grenville Street Toronto, ON M5S 1B2

Foundation Office:

790 Bay St. 4th floor
(SW corner of Bay Street and College Street)

Phone: 416-323-6323
Toll-free: 1-888-492-4677 (4WC-HOSP)
Fax: 416-813-4744
Web: www.womenscollegehospitalfoundation.ca
Email: foundation@wchospital.ca

Frequently Called Numbers:

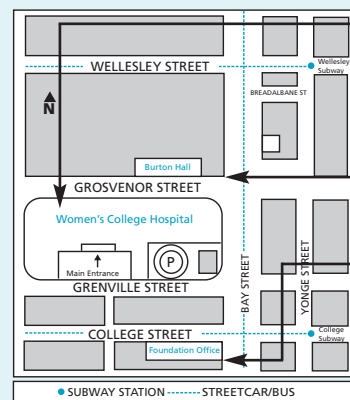
- | | |
|---|---------------------------|
| Main Number | (416) 323-6400 |
| Patient Inquiries | (416) 323-6100 |
| Urgent Care Centre
(also 23-hour Stabilization Unit) | (416) 323-6300 |
| | |
| Ankh Gift Shop | (416) 323-6181 |
| Bay Centre for Birth Control | (416) 351-3700 |
| Family Practice | (416) 323-6060 |
| Health Records | (416) 323-6095 |
| Patient Advocate | (416) 323-7702 |
| Pharmacy | (416) 323-6250 |
| Sexual Assault & Domestic
Violence Care Centre | (416) 323-6040 |
| Sport C.A.R.E. | (416) 323-6479 |
| Volunteer Resources | (416) 323-6400, ext. 4014 |

WCH Web Address:
www.womenscollegehospital.ca

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Women's College
Hospital Foundation



Women's College Hospital Main Building:
76 Grenville Street
Toronto, ON M5S 1B2

Burton Hall:
60 Grosvenor Street

Foundation Office:
790 Bay Street, 4th floor
(South West corner of Bay Street and College Street)

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.