

Third Party events continued from page 3...

recruiting of volunteers and overseeing income and expenses.

Foundation directors may be involved if organizers choose to include them, either in a limited way or at various stages. Otherwise, organizers are completely in charge. At the completion of the activity, it is expected the event will yield funds.

Organizers who seek permission from the Foundation in advance may use the Foundation or Louise Marshall Hospital name and logo. Using brands like names or logos without permission is illegal. (Every year scams mislead people and the Foundation wants to protect its supporters.) As

The new Ultrasound Machine has arrived!

Thanks so much for helping LMHF reach its goal for the CKNX Health Care Heroes Radiothon 2014. Next Radiothon is Oct 17.

well, major sponsors, who are frequently asked to support fundraising events, check with the Founda-



Photo by Chris Clarke

The Mary Lynne Forrest Golf Tournament, a long-running third party event at Pike Lake Golf Centre, is sponsored by the Forrest family and friends.

tion before participating. When an event is not registered with the Foundation, it casts a doubt on what may be someone's very good intentions.

To promote events without contacting the Foundation is also missing a

great opportunity. When supporters contact the Foundation office asking for details, our staff want to provide answers and engage them. When the Foundation is connected, events are promoted within the hospital (*hospital policy only allows fundraisers supporting the hospital to be promoted within its walls*). Events appear on the "Coming Events" page of the Foundation website. If a conflicting event potentially could affect success, our staff can help. Best of all public recognition for hard work will give a boost to the next event.

Registering an event is easy and only needs to be done once in writing. Subsequent notifications can be phoned in.

Interested in supporting LMH this way? The Foundation cannot meet its goals without you. Please contact us soon with your ideas.

The Mount Forest Louise Marshall Hospital Foundation

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Breathing Easier

at North Wellington Health Care

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Photos by Sarah Bowers-Peter

A surgical team of RPN Laurel Jaunzemis, Dr Benjamin Ayanbadejo and RN Jeannie Warmington stop long enough from their duties in the OR for a quick pose at Louise Marshall Hospital. Dr Ben has been coming to Mount Forest for over 20 years.

Surgery and other areas at Louise Marshall Hospital will soon have a new standard in patient care

Breathing can be taken for granted. But at Louise Marshall Hospital (LMH), it never is.

In 2014-15, Operating Room (OR) staff decided to investigate new technology to aid patients with breathing during surgery.

Called "intubation" a physician inserts a tube to manage breathing during certain procedures or conditions. While the way this currently is done has been successful for many years, a new device is available that includes a small camera to guide physicians to see a full view of the throat. This amazing technology means much faster intubation and results in less time spent in surgery for patients.

Approval to fund the purchase of this new equipment was given by The Mount Forest Louise Marshall Hospital Foundation (LMHF) last year.

In the process of attaining quotes, staff learned that one model called a "McGrath - MAC" (MAC) was so well-priced that three devices could be purchased for the same value.

Breathing should be easier at LMH. Here is a gift of \$ _____

Please apply it to 3 new McGrath-MAC Wherever needed

Please provide your personal information below

Name _____

Address _____

Town _____ Prov _____

Postal Code _____ Ph _____

Email _____

Make cheques to The Mount Forest Louise Marshall Hospital Foundation or complete credit card information below
Credit card number _____

Name on card _____

Expiry date _____ 3-digits on back _____

No acknowledgement of this gift in the media please

An income tax receipt will be issued for this gift. Spending of funds is confined to projects approved by The Mount Forest Louise Marshall Hospital Foundation. Gifts for approved projects are used as designated. When the project is fully funded, surplus funds will be applied to other projects.

Thank you so much!

NWL-GF

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Why purchase three MACs when only one is required?

Throughout the hospital, three departments perform intubation. If the procedure was standardized in all three areas, staff could use the same procedure consistently. Purchasing three MACs was prudent and would represent a new standard of care throughout the hospital. Since this is great news for patients, it is a pleasure to share this information with everyone who depends on LMH!

To learn more about the MACs, see page three. If you value new technology for surgery and all departments at LMH, thanks for your financial support. See page four to make a gift.

Insights from Louise Marshall Hospital Foundation for 2015

Brian Plume, President & Chair LMHF



One of my goals for the Foundation is to develop planned giving. This is where donors consider future gifts to support our hospital. This is a priority for a new committee later in 2015 and may include seasoned members from our Campaign Committee - after the goal for the Redevelopment has been met, of course.

As far as up-coming events, I am very excited to announce that our new fire chief, David Guilbault, with his colleagues are planning a new fundraiser for the spring. More information to come on this very soon.

Also, I believe that thanking our supporters should always remain a priority. The Foundation wants every person giving a gift to feel appreciated and we plan to do as much as we can to ensure this.

Jerome Quenneville, President and CEO NWHC



With every wish to help complete the current fundraising campaign, I plan to do my part to keep the Redevelopment project moving forward as smoothly as possible.

My resolution is to catch at least 5 volunteers doing great things for our patients by March 31.

I plan to keep the Foundation and Campaign teams as up to date as possible, so they can be great ambassadors to our community and provide good information to potential donors. This enables more of the great care for which we are known.

Lynn Lamont, LMHF Director and Campaign Committee member

My hope is that the Always Here for You Campaign goal is met.

I encourage members of the community to recognize the need for all of us to provide whatever financial support we can to the Redevelopment of the Emergency and Ambulatory Care Departments. Thanks so much in advance!



Verna Batenchuk, Auxiliary Liaison to Louise Marshall Hospital Foundation

As Auxiliary Liaison to the Foundation, I appreciate the volunteer work of our Auxiliary to help with clinics at the hospital. We work as a team!

The Auxiliary has just completed its second gift to the Always Here for You Campaign and we are 100% behind the Redevelopment of the Emergency and Ambulatory Care departments. I would like to thank the community for supporting Auxiliary events and for shopping at the Gift Shop inside the hospital's main doors. Louise Marshall Hospital is a

great asset to all of us in Mount Forest and the surrounding area.

Kristin Mullin, Administration Assistant to LMHF



Whenever the Foundation receives a memorial gift it is truly special. I am always amazed at how often, and how generously, provisions are made by family members to remember the hospital at such a difficult, transitional time.

Listing the hospital as a recipient of memorial gifts is a meaningful and forward-thinking choice. In 2015, I look forward to continuing to help families blend remembrance with giving. Personally, I will honour a loved one lost early last year by marking the date of his passing with a gift to our campaign in his memory.

Jane Ford, LMHF Development Officer



The Foundation's greatest advocates are our supporters and volunteers. Thanks so much for helping our hospital.

Completing the Campaign and fulfilling the current equipment list are my main goals here at the Foundation. I will continue my personal family pledge to the Campaign. Regarding future giving, I will review my will - yes, Louise Marshall Hospital is in it already. I will explore estate planning ideas in 2015.

Three are Better than One!

McGrath - MAC in 3 areas at our Hospital



With best patient care in mind, the staff at North Wellington Health Care - Louise Marshall Hospital (LMH) requested that the Foundation seek funding for three new McGrath-MACs (MAC).

This allows one to be placed in each of the following areas: surgery, emergency and in the wards. This new standard of care is significant at LMH.

So what exactly is this

equipment? A MAC video laryngoscope is used to manage a patient's airway. A small camera and powerful light source located at the end of a device is inserted and "takes a look around" the curves of the larynx (throat). It transmits a colour video display onto a monitor, guiding the physician during this "intubation" process. Placing three devices throughout the hospital means this process will be easily performed wherever

it needs to be done. Enhancing the view in special circumstances like a child's small mouth or in adults with breathing difficulties, the device can be easily manoeuvred and reduces time to manage the airway.

Not every patient requires the use of a MAC but for those needing this special equipment, it greatly increases patient care and comfort.

What is a Third Party Event?

Every year Louise Marshall Hospital Foundation gratefully receives financial support from individuals and organizations dedicated to buying equipment for our hospital. They often have held an event to raise the funding.

Identified as "third party events" in the Policies and Procedures Manual of the Foundation, organizers man-

age the events and engage selected participants or the entire community to support their chosen project.

Since these events are legally separate from the Foundation's managed activities, organizers are responsible for all aspects of promoting, ... (continued on page 4)



Proceeds from third party events generate funding for the hospital equipment. Clubs (left Mount Forest Kin Club) and businesses (right M & M Meats) hold annual events that are wholeheartedly supported by our community.

