



# LAKESHORE LINK

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## A word from the Executive Director

I assumed the position of Executive Director of the Lakeshore General Hospital Foundation in May of this year. Since that time I have been privileged to experience the incredible warmth and cooperative spirit of this hospital community. The support of the Foundation staff and board members, as well as hospital employees and volunteers, has made my first few months a remarkable journey.

The Lakeshore General Hospital is an amazing health care facility in the heart of the West Island that surprisingly, not everyone knows about. One of my goals as Executive Director is to raise the profile of our hospital through community awareness programs and fundraising events. This first edition of the *Lakeshore Link* is a step in that direction. I invite you to read the newsletter to learn more about what is happening in our hospital community, and to share it with your family, friends, and colleagues.

The coming months promise to be a very exciting time at the Foundation with the planning of our 2008 events. I look forward to the challenging time ahead and to meeting more community members. Our doors are always open for visitors and we encourage you to drop by the office to meet our dynamic team.

**Silvana Orrino**  
Executive Director

## Students get together to make a difference

The students at École Secondaire Félix-Leclerc were proud and excited to participate in a school project that benefited the Lakeshore General Hospital's Oncology department. What started off as a class project in Mrs. McLeod's English class, grew to include many other students in the school. The "Loonie Line" project raised over \$2,500 for the Oncology Department, a special interest of many of the young fundraisers.

On June 18th, the students took a morning off from their studies to tape loonies and other coins along the sidewalks between the school and the hospital. They ended their line at the front door of the hospital where they presented their "loonie loot" to Mr. Nick Di Tomaso of the LGH Foundation Board of Directors and Mr. Louis-Pascal Cyr of the West Island HSSC.



*Congratulations to Mrs. McLeod and her students for their commitment to their hospital and their creative way of showing it!*

# Planned Giving

Planned giving simply means planning a donation now that will reap benefits for your community in the future.

Planned gifts come in as many shapes and sizes as people do. There are several types of planned gifts including bequests, charitable gift annuities, retirement plans and life insurance policies. Many donors find these arrangements very attractive because they offer a tax-smart way to reach their philanthropic goals.

Some people want to give an outright gift and some, like Mr. Jean Marcel D'Aoust, want to include the Lakeshore General Hospital Foundation in their last will and testament. Mr. D'Aoust is one of the founding members of the Lakeshore General Hospital. He has recently decided to remember the LGH Foundation in his will.

Mr. D'Aoust was one of the concerned West Island businessmen who knew that the West Island was becoming increasingly populated and deserved to have its own hospital. In 1959, he responded to the call of Mr. Alasdair Fraser, a Beaconsfield alderman, to attend a social function where the idea was born. From the moment the idea was born, the initial working group met weekly for a period of six months.

Armed with building permits from Beaconsfield and from Pointe-Claire, the group hired an Ottawa survey company to perform an aerial search of the region. The current site was chosen for its proximity to Highways 20 and 40, and to the train tracks. The J.W. McConnell Family Foundation donated the land for the project and with much effort on the part of Mr. D'Aoust and the team the project was begun.

Mr. D'Aoust recalls being the only French Canadian on the team and one of the youngest. "They used to call me Kid," recalls the 88-year-old Mr. D'Aoust. He remembers how nervous he was standing at the fence of the Beaconsfield Golf Course with other committee members waiting for "the NHL God", Mr. Clarence Campbell, to walk by on the 5th green.



Mr. D'Aoust with Silvana Orrino, Executive Director LGHF

He recalls calling Mr. Campbell over and telling him about the project and asking for his support. Mr. Campbell, then-President of the NHL, was enthusiastic and joined the team as their leader.

In a letter that Mr. D'Aoust recently wrote to the LGH Foundation, he stated, "I am Jean Marcel D'Aoust of Ste-Anne-de-Bellevue, who was one of the first gentlemen to join the Board of Directors of the Lakeshore General Hospital. I served many years on the Board and my heart is still with it. I have decided to leave some of my estate to the Foundation for the continuity of medical services to the Lakeshore community. Hoping that some of you will do the same."

Thank you Mr. D'Aoust for your generosity and for your excellent examples of leadership for the past 42 years.

## PLANNED GIVING OPTIONS

### Options

- Outright gift
- Name the LGH Foundation in your will
- Purchase life insurance with the LGH Foundation as beneficiary
- Leave the value of your RRSP or RRIF to the LGH Foundation
- Donate property to the LGH Foundation
- Create a charitable gift annuity contract with the LGH Foundation
- Create a charitable remainder trust

### Benefits

- Tax receipt
- Tax credit against tax due at time of death
- Tax credit for premiums paid
- Tax credit to offset deregistration of plan
- Tax credit and reduction of capital gains
- Current and future tax savings with fixed payments for life
- Tax credit with fixed payments for life

Planned gifts offer the donor many possibilities to reach their philanthropic objectives. Dedicating a portion of your wealth to charity is one of the noblest gestures you can make. Giving back to your own community offers an intensely personal reward. For more information on planned giving, please call the LGH Foundation at 514-630-2081 or send an email to [info@fondationlakeshore.ca](mailto:info@fondationlakeshore.ca)

# SPECIAL EVENTS CALENDAR

Special events are one of the ways the community shows support for the need of the hospital. From our annual Duck Race that is supported by thousands of West Islanders at the Ste-Anne-de-Bellevue Street Festival to the annual Gala held at the lovely Château Vaudreuil, there is a Foundation event to please everyone.

In addition to the Foundation events, the LGH Foundation is proud to participate in and benefit from outside community events held by corporations, performing art groups, service clubs, sports groups and local media groups.

In the past year the Foundation has been proud to partner with and benefit from the following community events: Avon Canada Tulip Festival, Oldtimers Hockey (Dollard-des-Ormeaux, Dorval, Kirkland, and Pointe-Claire), 94.7 Hits FM Annual Montréal Media Celebrity Hockey Marathon, The Becket Players, The Lakeshore Light Opera, École Felix-Leclerc Loonie Line and the Musical Chairs Holiday Concert.

## Upcoming Events:

### November 28th - December 24th, 2007

Holiday Gift Wrapping at Fairview Pointe-Claire

### May 17th, 2008

94.7 Hits FM's Annual Montréal Media Celebrity Hockey Marathon at Excellent Ice in Kirkland

### May 26th, 2008

11th Annual Golf Tournament at Beaconsfield Golf Course

### June 7th, 2008

12th Annual Lakeshore Duck Race in Ste-Anne-de-Bellevue

### October 18th, 2008

8th Annual Gala in Le Pavillion sur-le-lac at Château Vaudreuil

*For more information on these events, or to share your ideas about holding your own event, please call the Foundation office at 514-630-2081.*



Lakeshore Louis watches the race



An elegant evening at the Gala



94.7 Hits FM's Team at the Marathon

## The Merchant Corner

The LGH Foundation hosts an array of local merchants in the hospital's main hall kiosk. Merchants bring the outside world into the hospital with their colourful displays of jewellery, handbags, skin care products and a variety of gift items. Prices are reasonable, the service is great and a portion of their proceeds go to the Foundation.

We invite you to consult the kiosk schedule and come to the hospital to browse the merchandise. This is another way that our community supports our patients.

For more information on booking the kiosk, please contact:  
Martha Allman – Community Relations Officer  
at 514-630-2081 or via email at:  
mallman@fondationlakeshore.ca

18 Oct	Bijoux Marlene - fashion	29 Nov	A.T. Distribution - fashion
23 Oct	Fashion Accessories	30 Nov	A.T. Distribution - fashion
30 Oct	Socks, belts, novelties	03 Dec	Socks, belts, novelties
31 Oct	Socks, belts, novelties	04 Dec	Socks, belts, novelties
01 Nov	A.T. Distribution - fashion	05 Dec	Jewellery for the Family
07 Nov	Bijoux Marlene - fashion	10 Dec	Imaginarius - Gemstones
08 Nov	Scrubs & Lab Coats	11 Dec	Fashion Accessories
09 Nov	Slippers for the family	12 Dec	Slippers for the family
15 Nov	A.T. Distribution - fashion	13 Dec	Wolf Arts & Crafts
16 Nov	Les Foires du Livre - Books	14 Dec	Les Foires du Livre - Books
19 Nov	Bijoux Lapid - silver	17 Dec	Bijoux Marlene - fashion
20 Nov	Fashion Accessories	18 Dec	A.T. Distribution - fashion
21 Nov	Jewellery for the Family	19 Dec	A.T. Distribution - fashion
23 Nov	Wolf Arts & Crafts	20 Dec	Bijoux Lapid - silver

## Donor SpotLIGHT



Ginette Lefebvre

The LGH Foundation is proud of its donors. From the regular donors to the one-time donors, from the largest gift to the smallest; all of our donors are important to us. Ginette Lefebvre is one of these people.

Mme Lefebvre, a Vaudreuil resident, has been an enthusiastic supporter of the Lakeshore General Hospital Foundation for over 15 years. Her first gift, made in 1991 was to benefit the Building Fund Capital Campaign. Her

history, however, began long before that. Mme Lefebvre was a young child when she came to the Lakeshore General Hospital for minor surgery in 1972. She remembers the kindness of the staff and the great care she received. "From that moment on

I was a real fan of the Lakeshore General Hospital. I still measure other institutions by LGH standards." In 1996, she spent a week at the LGH and despite her illness, enjoyed the professionalism of the staff. She was impressed by it all – from the meals to the cleanliness of her room. She even came back one week later to bring a card of thanks to the nurses.

Mme Lefebvre has been to the LGH with her mother, her grandmother and her grandfather. Each time she was impressed by her experience. She continues to generously support the LGH so it can be there for her, her family and anyone else in the community that may need it.

On behalf of the patients, their families and the staff – thank you Mme Lefebvre for your encouragement.

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## Volunteer SpotLIGHT



Mrs. Memess  
with her beloved dog, Brindy

Modern day hospitals rely on the kindness and dedication of volunteers. Volunteering can be a fulfilling way to learn new experiences and give back to the community. For you, it may be a way of saying thank you to the hospital that has so often been there for you and your family.

The Foundation relies on hundreds of volunteers to make special events a success and to help out in the office. They play a key role in every facet of the Founda-

tion's operations. From Board members to envelope stuffers, committee members to Christmas wrappers, the Foundation is grateful for all the contributions made by its volunteers.

One of our long-time volunteers is Mrs. Mary Memess. In 1994, Mary initiated and organized the LGH Foundation Holiday Wrapping Project – a joint venture with the Fairview Pointe-Claire. The project has raised thousands of dollars for the LGH to purchase greatly needed medical equipment.

Mary has been in charge of recruiting, training and scheduling the 200 to 250 volunteers needed each year for the project which runs from the last week of November to December 24th. She has worked many Christmas Eves, sometimes past 7:30 pm to close the project. Mary has a competent group of project leaders that are her ears and eyes at the project, and she keeps in very close contact with them.

Mary recalls the time she and a colleague were locked inside Fairview. "We walked through the shopping centre and found only locked doors. We had to find a security guard to let us out." One of her warmest memories is the happy outcome when one of her volunteers lost a beautiful engagement ring. It had been lost during wrapping, but with the help of mall security personnel and another volunteer, it was found amongst the wrapping paper.

When Mary was asked what she wanted for Christmas this year, she said, "My Christmas wish is that people offer to help as a volunteer to enable our hospital to provide the best treatment possible in a secure and comfortable environment. Let's face it – we all need, or will need the hospital." If you have a few hours to spare, like to wrap and enjoy working with people, please contact the Foundation office to join the Christmas Wrapping Project.

Mary Memess is truly a "volunteer extraordinaire". Our hats go off to you, Mary. On behalf of the West Island Community – thank you.