



## Donor Lists Policy

### 1.0 Purpose:


Lakeridge Health Foundation (the “**Foundation**”) is committed to preserving donor trust and to safeguard the information provided to us in a responsible manner. We do not rent, trade, or sell our donor lists. The personal information provided to us, is collected and used for the purposes of:

- Processing donations
- Keeping donors informed of our activities, and
- Seeking donor support to improve healthcare in Durham Region

### APPENDIX: Sample Donor Appeal Letter

This is a public document in the ‘Accountable to You’ section of the website.

**APPENDIX: Sample Donor Appeal Letter**



**Lakeridge  
Health  
Foundation**

[Name]  
[Address]  
[City], [Province]  
[Postal Code]

[Date]

Dear [Salutation],

*The surgical department is buzzing! And I might just be the most excited one.*

You see, when it comes to helping my patients – especially those with cancer – I want to do the most I possibly can for them.

My colleague Dr. Elena Igwe wrote to you a few weeks ago with the news that a robotic surgical system is coming to our community.

**Believe me when I say this – robotic surgery is a game changer.**

The upgrades happening in our surgical department are life-changing. The da Vinci Surgical System will allow my team and I to be one of the first community hospitals to perform thoracic surgery with this technology.

As a thoracic surgeon, I support patients with disorders of the airway, lungs, chest wall, and esophagus, many of whom are diagnosed with cancer. For these individuals, surgery plays an important role in their care plan.


Robotic surgery is just part of why I'm thrilled. Did you hear that the **Bob and Sue Verwey Family Foundation** is matching all of your donations up to \$1 million?

*If you were inspired to give already, thank you so much! On behalf of my surgical colleagues, our patients and their families - we are so grateful.*

**Please, if you haven't already, take advantage of this unique pledge from the Verweys and have your donation to robotic surgery DOUBLED thanks to their generosity. Give today and your donation of \$XX, \$XX, or \$XX will be matched.**

My colleagues and I are very good at what we do. When you have your cancer treatment and surgery at Lakeridge Health, you're getting the best of the best. But we're only as good as the tools in our toolbox.

Prefer to donate online? Visit [www.OurCancer.ca](http://www.OurCancer.ca)



Dr. Dan Sisson, Thoracic Surgeon

**\$1 million match!**

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**YES! I want to support cancer care in Durham Region:**

\$-DH1-     \$-DH3-  
 \$-DH2-     Other \$ \_\_\_\_\_

I have enclosed my cheque payable to: Lakeridge Health Foundation  
 I prefer to use my credit card.  
 VISA    MasterCard    Amex

E-mail \_\_\_\_\_

Yes, I wish to receive e-news about the impact of my gift  
 I wish to remain anonymous to the public

[Name] \_\_\_\_\_ [City], [Province] \_\_\_\_\_  
 [Address] \_\_\_\_\_ [Postal Code] \_\_\_\_\_  
 [FE#][Appal][Package] \_\_\_\_\_


Name on Card \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Telephone \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

**Privacy Policy:** [www.lhfoundation.ca](http://www.lhfoundation.ca)  
 All donations received by Lakeridge Health Foundation support Oshawa and Whitby Hospitals and are greatly appreciated. If you prefer not to be publicly recognized please check here.



**Lakeridge  
Health  
Foundation**

Oshawa Site: 1 Hospital Crt, Oshawa, ON L1G 2B9  
 Whitby Site: 200 Gordon St, Whitby, ON L9N 5T2  
 T: 905.433.4239 F: 905.743.5266

All donations received by Lakeridge Health Foundation support Oshawa and Whitby Hospitals and are greatly appreciated. If you prefer not to be publicly recognized please check here.



In thoracic surgery, we sometimes have patients with cancer in areas of the chest that are difficult to access with traditional minimally-invasive techniques. In these cases, we need to perform open surgery, which requires up to five days in the Hospital to recover. With the robot on hand, we can remove the tumours quickly and safely resulting in a single overnight stay!

By making the robot's arms as dexterous as the very best surgeons, we can do more with the robot's arms and faster recovery times for patients.

The da Vinci Robot gives me more control and precision when operating than ever before. Using the in-room console, I can see 3D imaging of my patient and use the hand tools to make tiny 1/8-degree movements with the robot's arms - movements beyond my human capabilities.

Cancer cases are rising in Durham Region and with more people being diagnosed with this disease in our lifetime we need to ensure together, that the best cancer care is available close to home.

In 2015, donors like you helped fund an endorectal ultrasound (ERS) that transformed the way we do thoracic surgery. With this innovation, our team could finally get real-time images from in and around the lungs. This helped us identify difficult to reach tumours and avoid invasive surgery! We're grateful to you again!

Lung cancer is the leading cause of death for women and men in Canada. The technology like the da Vinci Robotic System will save lives.

Please let us know how you can help us advance cancer care in Durham Region. Many others in your community and help us advance cancer care in Durham Region.

Your support is greatly appreciated.

Dr. David G. St. Jacques  
The Chief Surgeon

P.S. For a quick and easy way to make your donation and have it matched, visit [www.OurCancer.ca](http://www.OurCancer.ca).



The Lakeridge Health Foundation is a registered charity in Canada. Our tax ID number is 131800439. For more information, visit [www.lakeridgehealth.ca](http://www.lakeridgehealth.ca).

Prefer to donate online? Visit [www.OurCancer.ca](http://www.OurCancer.ca)

### Monthly Giving Program

The monthly giving program is an easy way for you to make an automatic monthly donation to Lakeridge Health Foundation throughout the year. A fixed amount of money authorized by you is automatically deducted from your bank account or credit card.

You will receive a tax receipt for the total of your monthly donation, in arrears, every year. You wish to change your donation or cancel it you call us at any time by contacting us.

E-mail

Yes, I wish to receive e-news about the impact of my gift.

For more information, visit [www.lakeridgehealth.ca](http://www.lakeridgehealth.ca) or call 905-882-2200. For more information, visit [www.lakeridgehealth.ca](http://www.lakeridgehealth.ca) or call 905-882-2200.

How much would you like to donate?

- \$10 (32¢ a day)
- \$15 (48¢ a day) *this amount will really help!*
- \$20 (65¢ a day)
- Other \$ \_\_\_\_\_

- Please deduct my monthly gift on or around the 1<sup>st</sup> day of each month.
- Enclosed is a cheque marked "VOID" for automatic bank withdrawals.
- Charge the above amount to:  VISA  MasterCard  Amex

Name on Card

Credit Card Number

Expiration Date

Telephone

Cardholder's Signature