



**Lakeridge  
Health  
Foundation**

## **BENEFICIARIES**

The Foundation will not exploit its beneficiaries. It will be sensitive in describing those it serves (whether using graphics, images or text) and fairly represent their needs and how these needs will be addressed.

Patients, hospital staff, volunteers and donor stories are told through a variety of print and electronic media, such as publications, proposals, newsletters, brochures, websites, television and radio broadcasts. Patients and families are also called upon to act as spokespeople for media event or public events that require a personal story. Communications are sensitive to the changing circumstances and will pull their story from circulation in order to respect family wishes and privacy. When a family is selected for an event, Communications will ensure that the family is fully briefed about the nature of the event or project. Consent and accuracy are key.

A consent form must be completed for all patients, hospital staff, volunteers and donors who have agreed to share their story. The consent forms are filed with the Privacy Officer.