

Imagine MRI

Making a
Real
Impact



...on the lives of your
family, friends
and community!

STRATFORD GENERAL HOSPITAL FOUNDATION ...committed to donors' HOPES & DREAMS

The Stratford General Hospital Foundation works with the community and donors throughout the region to raise funds for the Stratford General Hospital site of the Huron Perth Healthcare Alliance.

Governed by a volunteer board of directors, the Foundation is committed to the highest standards in philanthropy, accountability and donor relations. SGH Foundation was one of the first 100 Canadian Charities listed in Maclean's Magazine as a "code builder" – meeting a rigorous Ethical Fundraising and Financial Accountability code. Organizations meeting these standards are entitled to use the "trustmark" below, assuring donors of responsible fundraising and financial accountability.

Through partnership with our donors, the Foundation has helped raise millions of dollars towards our hospital's vital equipment and facilities needs, thereby enhancing its well-earned reputation for top-notch care. This includes the recent hospital redevelopment project – the largest single project to impact the healthcare of our community in 50 years.

But we're also committed to helping our donors fulfill their own hopes and dreams – turning the love and generosity they have in their hearts into something tangible – and to recognizing the indispensable role donors play in building a stronger, healthier future for us all.

**We invite you to Make a Real Impact
through your support of our MRI Campaign.**

STRATFORD GENERAL HOSPITAL
Foundation 
"People Caring for People"

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Imagine
Canada  Ethical Code

NOW WE NEED YOUR HELP TO Make a Real Impact

Stratford General has received the "green light" to purchase and operate an MRI, with the Provincial Government agreeing to pay for some 3,100 scans a year – a number that's bound to grow.

But when it comes to purchasing the MRI, there is no such funding. We must ask for your help to raise the \$3.5 million needed to purchase and install this life saving, state-of-the-art diagnostic technology.

Whether you're an individual donor, part of a community group or service club, small business or private corporation, you have a part to play in bringing an MRI to Stratford and in building a brighter future for healthcare throughout our region.

Please put yourself in the picture. Join us in **Making a Real Impact** on the healthcare of your family and community with your generous support.



Yes, I want to join your Monthly Giving Programme!

Yes, I authorize *Stratford General Hospital Foundation* to withdraw the following amount from my bank account monthly. I may change the amount or cancel my monthly contribution at any time by notifying *Stratford General Hospital Foundation*.

Once a month I will give: \$10 \$15 \$20 Other \$ _____

I authorize the *Stratford General Hospital Foundation* to draw on my bank account through my financial institution on the first of each month beginning _____ Date _____

I have enclosed a cheque with VOID written across it for *Stratford General Hospital Foundation* to arrange the monthly withdrawal from my bank account. _____ Date _____
At the end of the year, we will issue you an official receipt for the total amount of your donations. Monthly giving saves envelopes and postage while maximizing your generosity! Thank you.

Signature _____

Date _____

Yes, I care! I wish to support our Hospital. MRI

Please accept my gift of:

\$25 \$50 \$100 \$250 \$500 \$1000
 I prefer to contribute \$ _____

I prefer to make my gift by cheque (please make cheque payable to *Stratford General Hospital Foundation*)

I prefer to use my credit card:

VISA MC Expiry Date: ____/____/____

Credit card number ____/____/____/____/____

Signature _____

I'd like to pledge my support of \$ _____ each year over the next _____ years.

Name _____
Address _____
City _____ Postal Code _____ Tel.# _____
We count on you to help us provide quality care. Thank you!
Our donor records are confidential, we do not share our lists.
An official receipt will be issued for income tax purposes.
CHARITABLE NUMBER: 11920 0004 RR00 01

MRI – LIFE SAVING TECHNOLOGY “IF AND WHEN” YOU NEED IT
Just picture how an MRI
could make a real impact *on YOUR life...*



- If your child is injured in a car accident*
- If your father has a stroke*
- If your sister is diagnosed with breast cancer*
- If your mother falls and injures her spine*
- If your partner needs a hip or knee scan before surgery*
- When you really need it...*

Its impact on you and your family could be life changing – even life saving. That’s a bold statement, but it’s true. We nearly all know or love someone who will need an MRI in the months or years to come.

From detecting cancer in virtually any part of the body to diagnosing brain and nervous system problems, from imaging certain heart and blood vessel diseases to joint and muscle disorders, the Magnetic Resonance Imager (MRI) is quite simply the most effective tool we have to help diagnose and treat a multitude of diseases and conditions – and ensure the very best of care for those you love.

With your help we can bring this indispensable technology to Stratford General Hospital to serve you better, faster, and closer to home.

FROM PEDIATRIC TO BREAST CANCER PATIENTS;
FROM LARGER PATIENTS TO THOSE WITH MOBILITY PROBLEMS
...it’s an MRI designed to meet your needs



- Special Features:*
- * a “large bore” MRI will accommodate larger patients and provide a little extra room for those in pain, people with mobility problems, and those uncomfortable in confined spaces.
 - * SGH will have the capacity to perform pediatric MRIs, reducing travel, wait times and worry for our young patients and their parents.
 - * additional attachments focused on breast cancer diagnosis and biopsy further enhancing SGH’s top notch breast health facilities.
 - * a 10 year maintenance and upgrade package including software and hardware upgrades will ensure the MRI technology remains “leading edge” for years to come.

Crisp, clear images, shorter wait times, less travel and increased patient comfort. It’s the image of things to come...

How does an MRI in Stratford Impact You?

If you live in Huron, Perth, Oxford and beyond – Stratford is where you’ll receive an MRI. It’s expected the SGH site will provide access to MRI services to more than 150,000 people.

It has many benefits for patients throughout the region, including:

- Reduced wait times. Current provincial wait times are 122 days. An MRI in Stratford means improved wait times locally and throughout the region
- Reduced travelling. Having an MRI close to home will save patients more than 300,000 km of travel each year, expense and aggravation
- Ability to attract new physicians, technicians and other healthcare professionals to our region to the benefit of all patients.

Plus, with the recent \$65 million expansion and revitalization of Stratford General’s core services, an MRI further enhances the quality services we provide locally, through the Huron Perth Healthcare Alliance of hospitals, and as a Regional Referral Centre to patients far and wide.



MRI – an indispensable tool for diagnosis
...and for attracting health care professionals

Dr. Laurel Moore, HPHA Chief of Staff
 “It’s an essential tool for a fast, accurate diagnosis of various cancers, stroke, brain tumors, multiple sclerosis and other life-threatening conditions. Earlier detection makes these diseases and conditions easier to treat and means less reliance on invasive procedures.”



Andrew Williams, HPHA Chief Executive Officer
 “Having our own MRI will significantly strengthen the delivery of healthcare in this region and will very much assist in the ongoing recruitment and retention of healthcare professionals.”

Dr. Anisa Mnyusiwalla
 “MRI is excellent at imaging soft tissues so it is a very helpful tool for imaging cancer in virtually any part of the body, including the brain, liver, kidneys, cervix, bowel and breast. The ability to perform breast MRI will allow Stratford General Hospital to provide state-of-the-art care at our Breast Imaging Centre...I am thrilled to have this new tool to even better care for our patients.”



Jeff Kerk, Program Director of Medical Imaging
 “This state-of-the-art equipment will allow doctors to see inside the human body ensuring more accurate and timely diagnoses. An MRI at Stratford will provide access closer to home, reduce wait times and costs associated with patient transport. Its impact will be felt region-wide, decreasing the demand on MRI units in the southern and northern districts of the Southwest LHIN.”