

20 | 20 REPORT



The Ottawa
Hospital
Foundation | La Fondation
de l'Hôpital
d'Ottawa

An update on The Ottawa Hospital Foundation's 20-20 Campaign

Two Community Leaders Pledge \$1 Million Each to Improve Cancer Care in Ottawa and Region

On January 23, 2009, The Ottawa Hospital and the Queensway Carleton Hospital jointly announced two \$1-million gifts from Roger Greenberg and the Minto Foundation, and Dan Greenberg.



The two cousins are volunteer leaders in separate fundraising initiatives for critical cancer care projects now underway at The Ottawa Hospital and at the Queensway Carleton Hospital. Dan Greenberg, Chair of the Queensway Carleton Foundation's *Building on Our Strengths Campaign*, pledged \$1 million towards The Ottawa Hospital Foundation's 20-20 Campaign to expand The Ottawa Hospital Cancer Centre. In turn, the Minto Foundation headed by Roger Greenberg, who is also Honorary Co-Chair of the 20-20 Campaign, pledged \$1 million to the Queensway Carleton's Campaign. The Minto pledge will help build the Irving Greenberg Family Cancer Centre.



Dan Greenberg, Rabbi Bulka, MPP Jim Watson and Roger Greenberg lifting the last beam for the construction of the Irving Greenberg Family Cancer Centre. The beam was hoisted following the fundraising announcement on January 23, 2009.

The Ottawa Hospital Cancer Centre at the General Campus is undergoing the largest expansion in its history. The Ottawa Hospital Foundation's 20-20 Campaign aims to raise \$20 million in 20 months for the project, which will double the current size of the Centre.

"My cousin and I have both witnessed first hand the devastating effects of cancer on our family and friends", said Roger Greenberg. "I know that our contributions to these two critical institutions will go a long way toward improving cancer care for everyone in our community."

The Irving Greenberg Family Cancer Centre is a new treatment centre which will provide radiation and systemic cancer treatment, specializing in breast, prostate and colorectal cancers. Located and linked with Queensway Carleton Hospital, the centre will be operated by The Ottawa Hospital as a satellite of the Ottawa Hospital Regional Cancer Program.

Both facilities are part of this regional cancer program. The Ottawa Hospital Regional Cancer Program is an integrated cancer program that aims to improve cancer treatment by expanding outpatient services including radiation and systemic therapy at The Ottawa Hospital Cancer Centre at the General Campus (TOHCC), and the Queensway Carleton Hospital (QCH).

RECENT FUNDRAISING HIGHLIGHTS

- The “Cut for Cure” event raised just over \$3,500 at the start of the month. Clients at **Hair Tech Salon** got their hair cut and nails done all in support of the 20-20 Campaign.
- Through a “Cupcakes for Cancer” event on February 4, **MDS Nordion** raised \$350 for the 20-20 Campaign. MDS Nordion has been a longtime supporter of The Ottawa Hospital and the staff has raised hundreds of thousands of dollars for cancer care to date.
- **Music to the Ears**, a concert featuring local talent, raised an impressive \$60,000 for cancer research. The event took place at Centrepointe theatre and was organized by Dr. Ben Tsang of the Ottawa Health Research Institute.

ABOUT THE 20-20 CAMPAIGN

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The expansion of The Ottawa Hospital Cancer Centre is critical. The Ottawa Hospital is the hub of cancer care in our region and this year alone, more than 21,000 patients will rely on its fully integrated outpatient centre for treatment. This represents more than 190,000 patient visits.

For more information or to donate, visit our 20-20 Campaign Web site or call 613-761-4295.

Help us get ready for someone you know

www.ohfoundation.ca

