



**The Ottawa  
Hospital** | **L'Hôpital  
d'Ottawa**

# **PRESIDENT'S BREAKFAST**

for the Public Service

**APRIL 25, 2017**



## WHAT IS THE PRESIDENT'S BREAKFAST?

The President's Breakfast is a fundraising event in support of The Ottawa Hospital.

In just one hour, the President's Breakfast provides the opportunity for your colleagues to hear incredible stories from The Ottawa Hospital and be inspired to make a donation.

These donations support patient care, research and the purchase of special, state-of-the-art equipment at The Ottawa Hospital. For instance, the CyberKnife robot administers pinpoint radiation to disperse cancer tumours in previously inoperable places, such as the brain and spine. As well, with the da Vinci Surgical

System, surgeons use tiny robotic arms to access hard-to-reach areas of the body with greater precision in operations on a prostate, head and neck and gynecological surgeries. The Ottawa Hospital is one of only a few in Canada that has this advanced technology. Funds raised at the Breakfast also helped build the Centre for Innovative Cancer Research.

These are just a few examples of world-class care made possible through donor generosity.

## WHAT IS THE OTTAWA HOSPITAL?

The Ottawa Hospital is one of the largest learning and research hospitals in Canada. It specializes in acute care for adults, and innovative, practice-changing research. The Hospital provides the best care to the sickest patients, and to those with the most complex health-care issues. As the Hospital is the site of the region's only trauma centre, acute mental health facility, and rehabilitation centre, the most serious medical cases are treated here.

At The Ottawa Hospital, we care for patients from communities throughout Eastern Ontario. The Hospital also provides satellite regional programs for cancer, heart, kidney and vision, and that's not all. Every year, 30 to 40 physicians, residents and technicians from about a dozen hospital services travel to Nunavut for a week at a time to see patients. When back in Ottawa, our physicians also provide advice to Iqaluit family doctors when needed.

Patients are our priority. Generous community support helps us advance improvements in all aspects of patient care.

## YOUR PRESIDENT'S BREAKFAST TEAM

**Heather McLean**

613-798-5555, ext. 13034  
hmclean@toh.ca

**Margot Lefebvre**

613-798-5555, ext. 19819  
marlefebvre@toh.ca

**Ashley Vekeman**

613-798-5555, ext. 19499  
avekeman@toh.ca

## **WHAT IS A PRESIDENT'S BREAKFAST VOLUNTEER?**

A President's Breakfast Volunteer is a leader who agrees to help inspire community support for The Ottawa Hospital by inviting their colleagues to join them at a table at the President's Breakfast.

The President's Breakfast for the Public Service continues to be an overwhelming success thanks to the commitment of volunteers who agree to host a table. Each year, these dedicated individuals attract 600 guests and help raise approximately \$300,000 for health care and research at The Ottawa Hospital.

## **WHAT ARE MY SPECIFIC RESPONSIBILITIES?**

- We ask that you host nine guests at your table.
- Ensure your guests know the President's Breakfast is a fundraising event and they will be asked to make a donation. We never want anyone to be surprised about being asked to donate.
- Once a guest has accepted your invitation to attend, update the online portal with their name and coordinates or let us know via email.

## **WHO SHOULD I INVITE?**

Consider recruiting guests that you believe have an interest in hearing The Ottawa Hospital story and who may have the capacity to make a leadership gift of \$1,000 or more annually. Guests will be asked to consider making a donation at this level on April 25, 2017.

## **DO MY GUESTS HAVE TO GIVE AT THE \$1,000 LEVEL?**

Each guest's decision to donate will remain confidential, but it is most important that guests know in advance that they will be asked to make a gift - preferably at the leadership level if their circumstances permit. Donations of any amount are appreciated and will be recognized with thanks.

## **AM I RESPONSIBLE FOR ASKING FOR DONATIONS?**

No, President's Breakfast Volunteers are not asked to solicit funds from guests and they have no assigned fundraising target. However, this is a fundraising event and your role is to recruit guests who have an interest and potential capacity to support the Hospital. We provide an inspirational program and your co-chairs will be the ones to invite your guests to support the Hospital at the end of the program.

## **WHAT IF I CAN'T FILL MY TABLE?**

If you are having trouble finding nine (9) colleagues to join you, let us know early. We will be pleased to combine your table with that of another volunteer's.

### **YOUR PRESIDENT'S BREAKFAST TEAM**

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## WHO ARE THE SPEAKERS?

- Co-Chairs Marty Muldoon and Rennie Marcoux emcee the program.
- Special Guest Michael Wernick, Clerk of the Privy Council and Secretary to the Cabinet, welcomes attendees.
- Keynote speaker, Dr. Jack Kitts, CEO of The Ottawa Hospital, shares his insight into the exciting research being done right here in Ottawa and his vision for providing unsurpassed patient care.
- Former patients share their powerfully inspiring stories of how their lives have been touched by the Hospital.

## WHAT SUPPORT IS AVAILABLE TO ME?

Our goal is to ensure this is the most enjoyable and rewarding volunteer experience you have ever had! You have our guarantee that we will provide everything you need to be successful as one of our valued President's Breakfast Volunteers, such as:

- One-on-one personal support to guide you – in person, by phone or by email – whatever works best for you!
- A portal/online tool to help you invite guests, track your invitations and fill your table.
- Access to exclusive tours and behind the scenes events at The Ottawa Hospital to thank you for your valued leadership and enhance your personal awareness of the great work The Ottawa Hospital is doing in our community.
- Opportunities to engage with the leaders of our Hospital – the ideal occasion to network with other leaders.
- All the latest news and information about how community support is transforming The Ottawa Hospital.



## EVENT AT-A-GLANCE

7:00 a.m.	President's Breakfast Volunteers arrive to greet their guests
7:30 a.m.	Welcome remarks from the Clerk
7:35 a.m.	Breakfast
7:45 a.m.	Testimonial Speakers
8:00 a.m.	Dr. Jack Kitts, President and CEO of The Ottawa Hospital
8:15 a.m.	Testimonial Speakers
8:25 a.m.	Request for support – donations remain confidential
8:30 a.m.	Event concludes (believe it or not, it ends on time!)



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