

THE *White Coat* CAMPAIGN



LA CAMPAGNE *Blouses blanches*



GENERAL



CIVIC



RIVERSIDE

"The Ottawa Hospital workplace campaigns at Gallium remind me just how important The Ottawa Hospital is to my staff. Our campaigns provide us with an opportunity to bring our entire team together to make a significant impact on patient care in our community. Not only are we raising funds to purchase life-saving equipment, the Gallium campaigns also motivate and engage the team in an enriching experience each year. Employees are further motivated by our company's commitment to match their donations. We have all been touched by The Ottawa Hospital, and our employees are tremendously proud of their support."



Ranald McGillis
President and CEO
Gallium Visual
Systems Inc.

Corporate Social Responsibility: A Culture of Philanthropy

Studies have shown that one of the key factors contributing to engagement in the workplace is pride about the company's support for the community. Supporting a charity creates an opportunity to involve your employees in a significant cause and have an impact in their community.

Faced with so many charitable organizations to choose from, how do you decide?

The Ottawa Hospital is the one organization that touches everyone in our region: your clients, your suppliers, your employees. The Ottawa Hospital will touch the lives of one in two people in Eastern Ontario this year.

Good for Business...

As a business leader in today's highly competitive economy, you know it is imperative that your company "stands for something" beyond the bottom line.

- Investing in community-based projects offers employees the opportunity to develop or demonstrate skills that might not be apparent in their regular jobs.
- An employee initiative that emphasizes teamwork and furthers team spirit helps to increase morale and the retention of valued employees.
- Supporting community-based initiatives reinforces a sense of belonging and camaraderie among colleagues.
- Investing in a charity helps embed corporate values throughout the company and highlights the company's commitment to giving back to the community.
- This all translates into better business.

Good for the Community...

If you are looking for an easy and effective way to engage your employees in an initiative that will inspire them by making a tangible and positive impact on our community, a workplace campaign for The Ottawa Hospital is a great solution!

Health care is the Number 1 priority of Canadians. Support from your employees will build on government funding to provide our community with the latest life-saving equipment and state-of-the-art facilities.

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Our Partners



It's Easy to Make a Difference

Our workplace campaign specialists make employee workplace campaigns easy to implement! Whether your employees choose to support a particular department at the Hospital or purchase a piece of much-needed equipment, our Foundation team will work closely with your employees to ensure a successful campaign that brings employees together and instils a sense of accomplishment and pride.

Be Recognized as an Organization Making an Impact

The contributions of our donors and partners are recognized in many ways. We are delighted to celebrate the inspiring stories of our workplace-campaign supporters with our Hospital staff and suppliers, other donors and the community at large. Whether it is through one of our publications, a naming opportunity or via our website, we share the support and success of our partners.



Mitel employees have donated more than \$150,000 since 2004 and have purchased more than 14 pieces of life-saving equipment for our Hospital. In recognition of this incredible generosity, and on behalf of all the patients whose lives will be touched by their support, an ICU bed bay at the Civic Campus was named in honour of Mitel employees.

Get Involved

Foundation contact:
 Jessica Pancoe, Development Officer
 613-761-4295 or jpancoe@toh.on.ca

Volunteer contact:
 Ranald McGillis, President and CEO
 Gallium Visual Systems Inc.
 613-271-5500, ext. 202, or rmcgillis@gallium.com



Recently, *MoneySense* magazine graded the top 100 charities in Canada on a variety of criteria.

We are thrilled to report that The Ottawa Hospital Foundation received an A+ grade for overall charity efficiency and governance and transparency.

The Ottawa Hospital Foundation is proud that our average administrative and fundraising costs for the past seven years have been approximately 18 cents on the dollar and that we have granted \$174.9 million since 2001 to The Ottawa Hospital and its Research Institute.

You may view this report, our annual report and other financial information through our website: www.ohfoundation.ca

Since 2003, employees from various companies have generated more than \$2.8 million through workplace campaigns to help The Ottawa Hospital purchase life-saving equipment and improve patient care. We thank the employees and companies listed above for their support.