

Inspiring the Difference

The Ottawa Hospital Foundation
2010-2011 ANNUAL REPORT



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

Inspiring the difference

As I look back over the last 12 months, I see a year brimming with celebration and achievement. We welcomed the CyberKnife, which was purchased solely as a result of community support, and filled the Cancer Centre with plaques honouring our leadership donors. Ride the Rideau cyclists rode 100 km for cancer research, and the President's Breakfast raised a record amount for The Ottawa Hospital. Everywhere I look in these pages of the annual report, I see donors and volunteers inspired to make a difference.

As exciting as the last year has been, it was also a year of decisions for me.

Earlier in 2011, I decided that the time had come for me to take a bow and exit the Foundation. It was difficult to choose to step down after 10 years as President and CEO of The Ottawa Hospital Foundation because the role has been an integral part of my journey and passion for health care in our community. However, it is time for me to ponder new challenges—and maybe even write that book I have been threatening to tackle for some time!

While it isn't easy to leave, I do so knowing that my successor will inherit the ideal world for a fundraising leader: the community of hearts, hands and minds that propel this organization.

My sincere thanks to our generous donors and committed volunteers, who joined with us to help Dr. Kitts realize his vision of world-class care for every patient. Dr. Kitts and his leadership team are dedicated to working in concert with the Foundation, and we accomplished so much during the past decade as a result. My colleagues from every corner of this Hospital, including the Research Institute and the Cancer Centre, gave so willingly of their time and talent to further our campaigns and goals.

And I offer my special appreciation to the truly remarkable staff at the Foundation. Each and every member of the team is committed to doing their best every day to ensure our donors receive outstanding service and support.

Fundraising is about helping people yearn for more, and fundraising for the Hospital is about inspiring people to want more for themselves and their community. It is about inspiring the difference. And I believe it is because of the genuine collaboration of all these individuals that the Foundation will continue to inspire the difference in all of you.

Thank you for your support and friendship. We can feel proud that we have done our part to shape and improve health care and research in Ottawa. You have made such a difference.

I plan to continue to support Dr. Kitts and his vision, from wherever my journey takes me next. I hope you will, too.

With deep appreciation,



Susan M. Doyle, President and CEO, The Ottawa Hospital Foundation



Heroes ride for research

In September, our inaugural Ride the Rideau event brought together cyclists passionate about supporting cancer research. This one-day road-cycling adventure spanned 100 km and raised \$940,000 for cancer research.

As we like to say, our heroes fly on two wheels.

By way of scenic country roads and through revitalizing pit stops, Ride the Rideau cyclists followed the Rideau River from Lansdowne Park in Ottawa to tranquil Merrickville-Wolford. At the end of their journey, a barbecue and live entertainment awaited the cyclists

and their supporters. Their victory in completing this event is leading to significant victories in cancer research.

Having a dedicated cancer research centre at The Ottawa Hospital Cancer Centre means the time it takes for discoveries to reach the bedside and benefit patients is reduced by half. Patients now have greater access to groundbreaking cancer therapies and clinical trials. Thanks to the support of our Ride the Rideau heroes, the new therapies being developed today in our community could save the life of a friend, a family member or a colleague tomorrow.

Right: Riders cycle toward the finish line in Merrickville-Wolford. Far right: (from left) Ride the Rideau champions Robert Merkley, President and CEO of Merkley Supply Ltd., and Claude Des Rosiers, Vice-President and General Manager, Boone Plumbing and Heating Supply Inc. Below: The Ottawa Hospital Riders for Research team.



“The event is phenomenal, and it was great to be a part of it.”

– Robert Merkley,
Ride the Rideau
champion



STUDENTS SHARE THE LOVE

Thousands of Ottawa-area students from the Ottawa Catholic School Board hugged along the Rideau Canal (pictured at left) in May to secure a Guinness World Record while raising money for cancer research. The Foundation was one of four charities to receive a donation from Bear Hug III.

The students were successful on all fronts. They now hold the world record for the longest bear hug, which spanned about seven kilometres and lasted a full 10 seconds. They also gave \$72,091 to support cancer research at The Ottawa Hospital.

[Photo credit: Robert Patterson/CTV Ottawa]



Left: Thermo Fisher Scientific employees and their families and friends participate in The Amazing Race to Cure Cancer in support of the Centre for Innovative Cancer Research. **Below:** Representatives from workplaces, such as GasTOPS, Iogen and CGI, tour the Centre for Innovative Cancer Research to witness their fundraising efforts at work.



Employees rally, run and raise funds

In January, we launched our annual workplace campaign. The White Coat Campaign gives employees across our city the opportunity to support the caring individuals who wear the white coat every day—individuals such as physicians, nurses and researchers.

The Foundation is grateful to the employees and leaders of the many workplaces who raised more than \$615,000 for various areas of the Hospital. Some workplaces supported the expansion of the Emergency Department at the General Campus, and others funded research projects, such as Dr. John Bell's research into cancer-fighting viruses.

The combined efforts of these workplaces helped purchase life-saving equipment for patients undergoing treatment in our Hospital. Workplaces raise funds through payroll deductions and team-building events, such as car rallies, auctions and even The Amazing Race to Cure Cancer (pictured above).

Workplace campaigns create awareness, help inspire employees and generate support for The Ottawa Hospital Cancer Centre, the Centre for Innovative Cancer Research and Critical Care needs.



HE SHOOTS! WE SCORE!

Each time Ottawa 67's forward Cody Lindsay (pictured above) scored a goal in the 2010–2011 regular season of the Ontario Hockey League, DataKinetics made a donation to The Ottawa Hospital Foundation. DataKinetics

has been supporting cancer care and research at The Ottawa Hospital since 2009 through workplace campaigns and matching employee donations. Allan Zander, Chief Executive Officer of DataKinetics, joined



Ronald McGillis (Chair)
President and CEO,
Gallium Visual Systems Inc.

THE WHITE COAT CAMPAIGN COMMITTEE

Dave Allum
Senior Vice-President,
Growth and Strategy,
Innovapost

Tyler Burns
Director, Investor Relations
& Communications,
Wi-LAN Inc.

Rudy Kellar
Vice-President, Operations,
NAV CANADA

Carol Laidlaw
Owner, Laidlaw Financial

Chris Loney
Business Consultant

Heather McLean
Vice-President, Annual
Giving Programs, TOHF

Chris Pogue
Vice-President, General
Dynamics Canada

Bruce Wolfgram
Vice-President, Office
Leasing/Broker, Primecorp
Commercial Realty Inc.

Heather McLean, Vice-President of Annual Giving Programs for the Foundation, at centre ice to present a cheque for \$8,000 in support of the Centre for Innovative Cancer Research (pictured at left).

“

I'm just ecstatic about the whole thing. The radiation was nothing. I just walked out with no burns, no side-effects, nothing. Now, I feel great.

”

– Peter Martin,
CyberKnife patient



CyberKnife arrives, thanks to community support

In September, just a few months after its arrival, the CyberKnife (pictured above) was already improving treatment for cancer patients in our community, the same community that donated the \$3.5 million needed to purchase this state-of-the-art and life-changing piece of equipment.

The Greely Lions Club charity gala and auction in April was one of many community events held to raise funds for the CyberKnife. Further support came from entrepreneur Brian Karam as well as Albert Monsour and Eli Njaim, who invited friends and colleagues from the Lebanese community to a fundraising dinner in November.

Contrary to its name, the CyberKnife does not use scalpels; it is the world's only robotic radiosurgery system. It offers hope to patients previously diagnosed with inoperable tumours and provides significantly reduced treatment times. Having the CyberKnife allows The Ottawa Hospital, which is one of only three hospitals in Canada to offer this technology, to treat more patients dealing with all types of cancers more efficiently.

“This specialized radiation treatment often allows patients to bypass the operating room,” says Paula Doering (pictured above), Regional Vice-President, Cancer Services. “This is making a significant difference in the lives of our patients and families.”

Above: Julie Gratton, Lead Radiation Therapist, CyberKnife Unit, explains how the CyberKnife works. Far left: (from left) Paula Doering, Regional Vice-President, Cancer Services, Dr. Jason Pantarotto, Medical Director of the CyberKnife Radiotherapy Program, Dr. John Sinclair, Neurosurgeon, and Dr. Jack Kitts, President and CEO of The Ottawa Hospital, mark the arrival of the CyberKnife.



PRESIDENT'S BREAKFAST BREAKS RECORD

The 2010 President's Breakfast raised \$950,000, the most of any President's Breakfast to date. At the core of the success of the President's Breakfast are the volunteer table captains. These community and business leaders invite friends and colleagues from their own network to come to this one-hour event and be inspired

by personal stories, such as that of Stephanie Spooner and her father, Steve (pictured at left). More than 500 people attended the event. “It's a chance for people like myself to show that, yes, this Hospital is an important part of our future,” says Co-Chair Jim Durrell, owner of Capital Dodge Chrysler Jeep Fiat Ltd.

Running for a reason



In May, hundreds of inspired individuals joined forces during Ottawa Race Weekend to contribute to the Run for a Reason Challenge. Whether they participated in the 2K or full marathon or collected pledges, they all shared in raising \$904,521 to make a tangible difference in patient care and research at The Ottawa Hospital.

Lacing up means more than just crossing the finish line; it means making a difference. Participants join the Run for a Reason Challenge because someone matters to them and that someone has needed, or will one day need, medical care. For that reason, each team in the Challenge raises funds for the area of the Hospital that means the most to them.

Teams are formed from within the Hospital walls, such as Strong Women (pictured below), who walked in support of women's health. Teams also hail from the four corners of our community. Students from Turnbull School (pictured below), for example, supported CFRA Radio morning host Steve Madely's Run for Research team, which raised funds for cancer research.

And all of their hard work is making a difference. Thanks to the fundraising efforts of the Partners Investing in Parkinson's Research team (pictured below), for example, the Ottawa Hospital Research Institute was able to recruit Dr. Tohru Kitada, who is furthering his groundbreaking research into Parkinson's disease.



Left: Daniel Roohi of Turnbull School celebrates his school's contribution to Steve Madely's Run for Research team. **Middle:** The Partners Investing in Parkinson's Research team (in red t-shirts) walk alongside the Strong Women team (in blue t-shirts). **Right:** (from left) CFRA Radio morning host Steve Madely at Ottawa Race Weekend with Dr. Jack Kitts, President and CEO of The Ottawa Hospital.



CELEBRATING 50!

As a present to herself for her 50th birthday in October, Charlene Massia (pictured at left with her sister, Pauline (far left), and her brother, Bernard) launched her 50-50 Campaign to recruit 50 new monthly donors for The Ottawa Hospital Foundation. Impressively, this determined

volunteer recruited 53! Charlene was diagnosed with an aggressive form of breast cancer in 2006. "I'm living proof that research helps," says Charlene. "When I was diagnosed, my doctor told me I was lucky—the drug they put me on had not been available in Canada two years earlier. Without

research and clinical trials to approve that drug, I wouldn't be here." Charlene also sold tickets to her 50th birthday bash, which included dinner and dancing. The party raised \$10,000 for cancer research at The Ottawa Hospital and was attended by 218 supporters.

Research chair awarded

Canada's first Chair in Men's Health Research was awarded to Dr. Anthony Bella in August. Dr. Bella is a world-renowned urologic surgeon and men's health investigator at The Ottawa Hospital.

The \$2 million needed to secure this research chair was donated by the community. Two special members of our community were particularly supportive of this initiative. In recognition of Greta and John Hansen's significant contribution to this project, we were delighted to name the chair the Greta and John Hansen Chair in Men's Health Research.

Patients will benefit directly from Dr. Bella's research; he is investigating various approaches to reduce the side-effects of treatment for male cancers, such as prostate cancer.

"I get to tell patients every day that there is a good chance we can treat their cancer with a high probability of success. Unfortunately I also have to tell them that they may never get their full quality of life back," says Dr. Bella, Associate Scientist at the Ottawa Hospital Research Institute. "I think we can do better, and this research chair will greatly accelerate our progress."

Below: Dr. Anthony Bella celebrates being awarded the Greta and John Hansen Chair in Men's Health Research. [Photo credit: Wayne Cuddington/The Ottawa Citizen] Left: (from left) Dr. Anthony Bella with Greta and John Hansen, Dr. Ron Gerridzen, Head of the Division of Urology at The Ottawa Hospital, and Dr. Jack Kitts, President and CEO of the Hospital.

“

Fortunately, we are able to help with recovery for almost all our men. In many cases, both the patient and the partner are in tears because they are so thankful.”

– Dr. Anthony Bella,
Associate Scientist,
Ottawa Hospital
Research Institute



FOUNDATION TICKLED PINK



At the March President's Dinner hosted by The Ottawa Hospital Foundation, Shannon Gorman, National Director of TELUS Community Affairs, presented Dr. Jack Kitts, President and CEO of The Ottawa Hospital (pictured at left), with a virtual cheque in support of women's breast health. In May 2010, TELUS launched the national Go Pink campaign,

during which \$25 from every pink BlackBerry sold was donated to women's breast health across Canada. TELUS also made a donation to the campaign for every person who turned their Facebook page pink. In Ottawa, the campaign raised \$103,000 for digital mammography equipment at the Riverside Campus of The Ottawa Hospital.



Foundation honours leadership

In April, we celebrated the generosity and leadership of our community with an evening of awards and recognition for donors and volunteers. As Dr. Jack Kitts, President and CEO of The Ottawa Hospital, often says, great hospitals require great community support.

During the April event, NAV CANADA (pictured above) received the Philanthropic Group Award for their support of cancer care and research at the Hospital. The Inspiration Award was given to the staff of The Ottawa Hospital Cancer Centre, and Sandy Goldberg and Jim Durrell were awarded Volunteer of the Year.



Left: Susan Doyle (third from left) of the Foundation with (from left) Kim Boulet, Rudy Kellar, Richard Dixon, Eileen McKeever and John Morris of NAV CANADA and Yves Tremblay (third from right), Co-Chair of the 20-20 Campaign. **Above top:** (from left) Jennifer Van Noort and Beth Monaco of the Foundation with Cindy McLennan of the Cancer Centre and Sarita, Subhash and Somesh Agrawal. **Above bottom:** (from left) Heather McLean of the Foundation with Dave Muir, Bob Kind, Sunil Kurichh and Ryan Millar of GasTOPS and Jessica Pancoe of the Foundation.

A few months later, we launched a series of celebrations recognizing several leadership donors of the 20-20 Campaign for the expansion of The Ottawa Hospital Cancer Centre. Even though the campaign wrapped up in January 2010, we spent much of last year honouring the generosity and support of these donors by installing plaques bearing their names throughout the Cancer Centre.

We know these plaques are a valuable reminder to patients and their families that the community really cares about them and the quality of care they are receiving—and it's a special way to say thank you for their enduring gifts. Five chemotherapy rooms, for example, were named in honour of donors, such as the Agrawal family (pictured above) and GasTOPS (pictured above).



LEGACY OF CARE

In February, the Foundation gratefully accepted a gift from the Estate of Arthur M. and Ethel W. Cushing (pictured above). Under the careful stewardship of Jeffrey Beedell and Jennifer Ward, Estate Trustees, the Ethel

Ward Cushing Legacy Endowment Fund was established to further research, education and cancer care. Through the endowment, the generosity of the Cushings will live on, and their legacy will have a lasting effect on patient care and

research in their community. Every year, several permanently endowed funds are created by donors in honour of a loved one or special occasion in their lives, and these funds reflect their special relationship with a particular area of the Hospital.

Right: Employees of the departments of National Defence and Foreign Affairs and International Trade participate in DFAIT Moves. Middle: Dennis Jackson, Vice-President, Ottawa and West Quebec District, Scotiabank, and Susan Doyle of the Foundation at the 2011 Hope and Heroes. Below: The Rehabilitation Virtual Reality Laboratory and CAREN system. Insert: Minister of National Defence Peter MacKay (right) speaks with Master Cpl. Mike Trauner at the official launch of CAREN in March.



“We are so fortunate to have this incredible piece of equipment. Now, individuals like me can learn to walk again in a safe and controlled environment.”

– Master Cpl. Mike Trauner, injured in Afghanistan

Virtual reality lab offers hope

An early holiday gift arrived at The Ottawa Hospital Rehabilitation Centre in December. The Rehabilitation Virtual Reality Laboratory opened featuring the CAREN system, which provides a safe and controlled environment for patients learning to cope with balance and coordination issues as a result of injury or disease.

The arrival of the CAREN system is the result of a partnership between The Ottawa Hospital and the Canadian Forces Health Services Group. The Foundation reached out to the community to raise the \$500,000 needed to house the technology—and the community responded!

In particular, employees of the Department of Foreign Affairs and International Trade (DFAIT) answered this call by holding two fundraising events—the DFAIT Moves 5K run/walk (pictured above) and an international online auction for DFAIT employees—which together raised \$100,000.

Further community support came from the annual Hope and Heroes event, which raised almost \$47,000 and was presented by the Ottawa Senators Alumni, Scotiabank Group and the Foundation.



GALA CELEBRATES RESEARCH

Researchers are shaping the future of health care, and marking their achievements is the raison d'être of The Ottawa Hospital Gala. Co-Chairs Gregory Kane, Q.C., Partner, Stikeman Elliott LLP, and Steve West, Chief Executive Officer, Nordion Inc., and Hicham Adra, Chair of the Foundation Board of Directors (pictured at left, from left),

welcomed more than 500 community and business leaders. The December event celebrated research, and awards were bestowed upon Melissa Bowerman for her work in developing new treatments for spinal muscular atrophy, Dr. Lynn Megeney for his research into stem cell development, and Dr. John Bell for his work on oncolytic viruses for cancer therapy.

[Photo credit: Caroline Phillips/The Ottawa Citizen]

Financial report

REPORT OF THE INDEPENDENT AUDITORS ON THE SUMMARY FINANCIAL STATEMENTS

To the Members of The Ottawa Hospital Foundation /
La Fondation de l'Hôpital d'Ottawa

The accompanying summary financial statements of The Ottawa Hospital Foundation / La Fondation de l'Hôpital d'Ottawa, which comprise the summary statement of financial position as at March 31, 2011 and the summary statement of operations and fund balances for the year then ended, and related notes, are derived from the audited financial statements prepared in accordance with Canadian generally accepted accounting principles of The Ottawa Hospital Foundation / La Fondation de l'Hôpital d'Ottawa as at and for the year ended March 31, 2011.

We expressed an unmodified audit opinion on those financial statements in our report dated June 7, 2011.

The summary financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles applied in the preparation of the audited financial statements of The Ottawa Hospital Foundation / La Fondation de l'hôpital d'Ottawa. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of The Ottawa Hospital Foundation / La Fondation de l'Hôpital d'Ottawa.

Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation of a summary of the audited financial statements on the basis described in Note 1.

Auditors' Responsibility

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, "Engagements to Report on Summary Financial Statements".

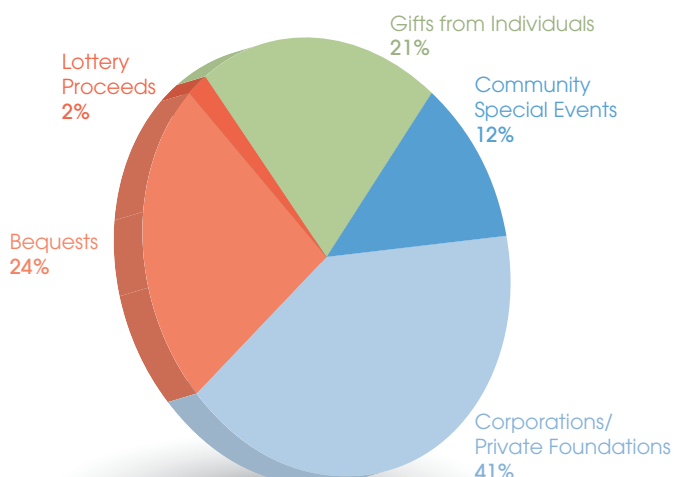
Opinion

In our opinion, the summary financial statements derived from the audited financial statements of The Ottawa Hospital Foundation / La Fondation de l'Hôpital d'Ottawa as at and for the year ended March 31, 2011 are a fair summary of those financial statements, in accordance with the basis described in Note 1.

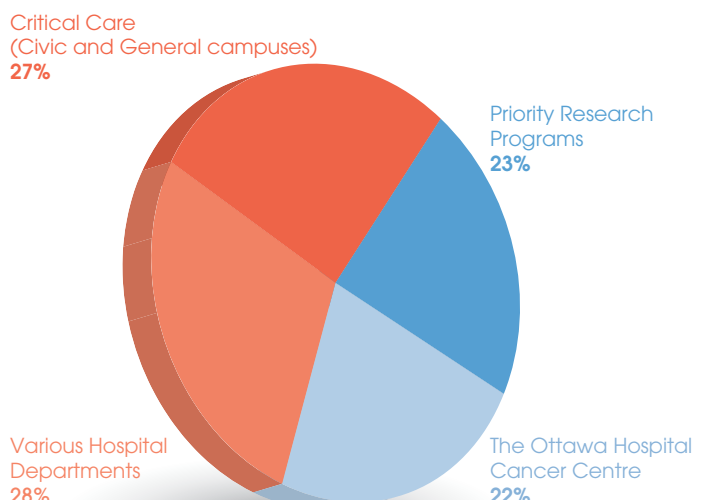
KPMG LLP

Chartered Accountants, Licensed Public Accountants
June 7, 2011
Ottawa, Canada

Our donor community:



Thanks to your generosity, we have funded the following projects:



SUMMARY STATEMENT OF OPERATIONS AND FUND BALANCES

Year ended March 31, 2011, with comparative figures for 2010

	2011	2010
Revenue:		
Donations	\$ 23,895,181	\$ 20,859,132
Lottery	1,910,813	1,860,969
Investment income	10,372,264	7,634,914
	36,178,258	30,355,015
Expenses:		
Direct fundraising	1,262,969	933,280
Other fundraising	2,729,845	2,449,938
Lottery	1,428,088	1,443,672
Administrative	1,097,996	1,043,042
	6,518,898	5,869,932
Excess of revenue over expenses, before grants	29,659,360	24,485,083
Grants to The Ottawa Hospital and the Ottawa Hospital Research Institute	23,168,553	17,544,288
Increase in fund balances	6,490,807	6,940,795
Fund balances, beginning of year	71,057,522	64,116,727
Fund balances, end of year	\$ 77,548,329	\$ 71,057,522

SUMMARY STATEMENT OF FINANCIAL POSITION

March 31, 2011, with comparative figures for 2010

	2011	2010
Assets:		
Cash	\$ 5,140,265	\$ 1,497,761
Amounts receivable	512,786	247,343
Prepaid expenses	—	15,033
Investments	84,106,181	79,536,606
Capital assets	339,612	325,899
Total Assets	\$ 90,098,844	\$ 81,622,642
Liabilities:		
Accounts payable	\$ 455,851	\$ 364,050
Grants payable to The Ottawa Hospital	9,365,964	8,324,877
Grants payable to the Ottawa Hospital Research Institute	2,728,700	1,876,193
	12,550,515	10,565,120
Fund balances:		
Invested in capital assets	339,612	325,899
Restricted	6,876,219	6,962,678
Endowment	68,547,950	57,457,732
Unrestricted	1,784,548	6,311,213
	77,548,329	71,057,522
Total Liabilities and Fund Balances	\$ 90,098,844	\$ 81,622,642

See accompanying notes to summary financial statements.

NOTES TO SUMMARY FINANCIAL STATEMENTS

Year ended March 31, 2011

The Ottawa Hospital Foundation / La Fondation de l'Hôpital d'Ottawa ("the Foundation") is a public foundation incorporated under the Canada Corporations Act. The mission of the Foundation is to inspire, enable and recognize community support for patient care and enable research at The Ottawa Hospital and the Ottawa Hospital Research Institute. The Foundation is a registered charity under the Income Tax Act (Business Number 869042747RR0001) and as such is exempt from income taxes and may issue charitable donation receipts.

1. Summary financial statements:

The summary financial statements are derived from the complete audited financial statements, prepared

in accordance with Canadian generally accepted accounting principles, as at and for the year ended March 31, 2011.

The preparation of these summary financial statements requires management to determine the information that needs to be reflected in the summary financial statements so that they are consistent, in all material respects, with or represent a fair summary of the audited financial statements.

These summarized financial statements have been prepared by management using the following criteria:

(a) whether information in the summary financial statements is in agreement with the related information in the complete audited financial statements; and

(b) whether, in all material respects, the summary financial statements contain the information necessary to avoid distorting or obscuring matters disclosed in the related complete audited financial statements, including the notes thereto.

Management determined that the statement of changes in net assets and the statement of cash flows do not provide additional useful information and as such has not included them as part of the summary financial statements.

The complete audited financial statements of The Ottawa Hospital Foundation / La Fondation de l'Hôpital d'Ottawa are available upon request by contacting the Foundation.