



REGIONAL HOSPITAL FOUNDATION Newsletter

FALL 2020
In this Issue:

Newlywed Has A Fighting Chance
Run Because U Care
Cape Breton Auction Week
New Radiation Therapy Available
Home Away From Home
RadioDay 2020

NEWLYWED HAS A FIGHTING CHANCE – THANKS TO YOU

Cayla is Battling her Brain Tumor – Close To Home

Cayla Toomey doesn't remember her wedding day. It's not because she was caught up in the moment, or because it was such a whirlwind. She doesn't remember because she was barely conscious and **her family thought she was breathing some of her last breaths.**

Cayla was married on May 27th 2020. Her wedding was earlier than expected because a tumor, the size of a peach, was pressing on her brain and she wasn't expected to survive. Cayla is here today, thanks to you, but she's not out of the woods yet.

Although her tumor was manageable in April and early May, things went downhill quickly on May 27th. Her husband Tim and daughter Haley were told she didn't have long, so their September 5th wedding was fast-tracked and they were married in the Cape Breton Regional Hospital's An Cala Unit on May 27th. The Cape Breton Regional Hospital **literally saved her life.** It's because people, like you, give that they have the tools and training to treat and save patients every single day.

"Cancer scared me, but the thought of needing treatment outside of Cape Breton was too much to bear. Thankfully, I was told I'm able to receive treatment at the Cape Breton Cancer Centre."

Your giving impacts how mothers, fathers and daughters are cared for in our Cancer Centre. Cayla is worried about her future health and that of her family and friends. Her future is in the hands of incredible and capable medical professionals, and **they rely on you to give them all the tools** they need to ensure she can have every chance to beat this disease.

Cancer is merciless and attempts to destroy any harmony in a life. It re-arranges any plans you may have made and offers no excuses or apologies. The only way it can be beat is by sheer determination, grit and fighting. **A lot of fighting.**

Cayla's family is working so hard to make sure they can see more birthdays and Christmases together. This cancer centre will quite literally be **saving lives.** It saved Cayla's.

RadioDay is October 8th, please tune in to hear more of Cayla's story and the stories of other Cape Bretoners, who you are helping with your generosity.



Cayla Toomey, joined by her new husband Tim and their daughter Haley, is alive today because of the incredible care she has right here at home – **thank you**

WE **ALL** HAVE
REASONS TO GIVE

RUN BECAUSE U CARE

Running in honour of loved ones who fought and continue to fight cancer in Cape Breton

The first ever Run Because U Care was held in Cape Breton, and beyond, between June 26th and 28th with more than 40 people registered to run or walk. The event **raised \$5,905 for Cape Breton's new Cancer Centre**, nearly tripling the goal of raising \$2,000. It was also successful in helping donors **honour loved ones who have battled** or continue to battle cancer.

Runners and walkers registered, fundraised and wore a running bib with the name of loved ones who've endured a dreadful cancer diagnosis. Some ran for their mothers, grandparents, fathers and aunts while others chose to run for friends. **Emily and Alisha MacDonald ran in honour of a special friend.** The sisters grew up in Glace Bay, next door to the grandparents of **Leigh-Anne Cox** who valiantly battled cancer and passed away in early June 2020 just a week shy of her 15th birthday. They knew Leigh-Anne well and wanted to give back to ensure others will have access to the cancer care they need here in Cape Breton. After **raising \$1,385 collectively** and winning the first place prize of a \$100 gift certificate donated by Membertou Chicken and Deli, the girls didn't hesitate **in giving their winning prize to Leigh-Anne's family to enjoy.**



Emily and Alisha MacDonald, who jointly won the Run Because U Care, raised more than \$1,400 for Cape Breton's Cancer Centre ran in honour of Leigh-Anne Cox

To learn more about upcoming events, follow us online at www.becauseyoucare.ca, on all social media channels and call us at 902-567-7752 to talk to us about how you can help.

CAPE BRETON AUCTION WEEK

Even in a pandemic, we give because we care

With more than 50 items donated and more than 530 auction bids, Cape Breton Auction Week raised **\$6,737 for Cape Breton's new Cancer Centre.**

The auction, which was held on Facebook, invited participants to bid by commenting on the picture of the item. From groceries, to hand-crafted paintings, high-quality dresses and even Cape Breton lobster, the donated items ranged in values and **100% of winning bids went directly** to help build Cape Breton's new Cancer Centre.

Thanks to **matching bid partners, Cape Breton Credit Union and S & M Trucking**, all bids were matched up to \$1,000 from each business, meaning that a \$50 winning bid turned into \$150 donation. **Donors and bidders both helped** make a new Cape Breton Cancer Centre a reality. This centre will transform the way cancer care is delivered, improving access and creating more reliable, sustainable services.

"I know the importance of giving back whenever I can," said Tanya Jessome, who donated two items. She fought cancer in 2014 and is once again undergoing treatment in the Cape Breton Cancer Centre. "I am standing here today because of our cancer centre, so I can't thank everyone who donated and bid, enough for their generosity."



Businesses and individuals in Cape Breton, including Tanya Jessome who is currently battling cancer, donated items to be auctioned off raising funds for Cape Breton's new Cancer Centre. Tanya, pictured above with her family, gives back because she knows how crucial it is in offering important cancer care in Cape Breton.

THANK YOU



For more information on how you can give back to help patients like Tanya, visit www.becauseyoucare.ca today.

NEW RADIATION THERAPY AVAILABLE THANKS TO YOU

Brenda McCarthy inspired a community to bring Stereotactic Body Radiation Therapy to Cape Breton and now her legacy is saving lives.

Cancer patients, who never met Brenda McCarthy, have a lot to thank her for. **Her dream, now fulfilled, is changing lives.**

Before Brenda McCarthy was diagnosed with **pancreatic cancer**, Stereotactic Body Radiation Therapy (SBRT) was only a dream for the Cape Breton Cancer Centre. This newly offered therapy is an accelerated and ultra-precise form of radiation that is recommended for certain cancers – Instead of several weeks the treatment is delivered in only one to five days. The specialized equipment, immobilizes the body and enables pinpoint accuracy for treating tumors. This precision spares healthy tissue surrounding the tumor. Because it is delivered faster with fewer side effects, the **treatment offers cancer patients a much greater quality of life.** Brenda was told her best chance to beat her cancer was Stereotactic Body Radiation Therapy, however it wasn't offered in Cape Breton, therefore she'd need to travel. Unfortunately, she wasn't well enough to travel for care, so that option was off the table.

Brenda, with a team of friends and family, **inspired a community to fully fund the equipment needed for SBRT.** With **more than \$300,000** raised, an immobilization device, which is critical to ensure ultra-high precision of the treatment, was purchased and commissioned as well as highly specialized physics measurement tools --**all thanks to the dream Brenda had for others.**

On June 1, 2020 Brenda passed away after a long and challenging journey with pancreatic cancer. From fundraising to sharing her story publicly and even receiving a call from Jeopardy's Alex Trebek, also diagnosed with pancreatic cancer, Brenda continued giving back to her community throughout her cancer journey. **Brenda enhanced her community throughout her fight,** inspiring **more than 1,100 donors** to collectively fund this equipment. She took on cancer and created an opportunity to make cancer care better for others living in and close to Cape Breton.

Dr. Kwamena Beecham, the radiation oncologist lead at the Cape Breton Cancer Centre and a member of the provincial Department of Radiation Oncology, Dalhousie University, is excited to have this treatment available to his patients close to where they live. *"With this new technology, we are able to put the patient first, reduce side effects and improve quality of life. It is wonderful that thanks to this very generous donation, we are able to make such a difference for patients, effectively keeping them home to take care of their normal life."* Thanks to all the donors who gave, fulfilling Brenda's dream, so many patients will have access to this incredible treatment option in Cape Breton.

Although Brenda passed away, she left us knowing how much her community cares. Her legacy will quite literally change lives. If you have questions about Cape Breton's new Cancer Centre, please feel free to reach out to us. Your questions and opinions are important and valued.



Brenda McCarthy's dream of offering Stereotactic Body Radiation Therapy has become a reality thanks to her persistence and willingness to help others

HOME AWAY FROM HOME

RE/MAX Park Place provides funds for families of children who need travel support by selling homes

Even when times are tough and our economy has been tested by a global pandemic, **RE/MAX Park Place has remained committed to healthcare in our community.** In June, the local realtors presented the Cape Breton Regional Hospital Foundation with a cheque for \$5,761 to the RE/MAX Travel Fund for Pediatrics.

"Our commitment is to support those who need it the most, especially when times are tough," said Valarie Sampson, owner and operator of RE/MAX Park Place. "When children need to travel for care, we want to ensure their families can focus on wellness, not their expenses." More than **\$10,000** went back to families in need from this fund in 2019.

RE/MAX Park Place has been giving a portion of all home sales and has led other fundraising initiatives for the Foundation to support this important fund. **They have donated more than \$84,000** to various initiatives and projects at the Cape Breton Regional Hospital over the last decade.



Rick McCarthy is joined by RE/MAX Park Place staff Jesslyn Chisholm, Stephen MacSween, Jenessa MacInnis, Valarie Sampson, Ryan O'Donnell and Leijsa Wilton who all donated a portion of their home sales to the RE/Max Travel Fun for pediatric patients.

To learn more about this fund and how you can support sick kids in Cape Breton, call us: 902-567-7752

RADIO DAY 2020

This year's RadioDay, on **101.9 The Giant** and **New Country 103.5** will be supporting Cape Breton's new cancer centre that will **treat more than 150 patients every single day.**

Tune in October 8th to hear the stories of Cayla Toomey, Tayna Jessome and so many more...

If you wish to receive newsletters and Foundation updates by email, please send an email to Foundation.CB@nshealth.ca to let us know.



REGIONAL
HOSPITAL FOUNDATION

Stay connected with the Foundation

Phone: (902) 567-7752 • Fax: (902) 567-7916

45 Weatherbee Rd, Suite 209, Sydney, NS, B1M 0A1



@BecauseUCare  www.becauseyoucare.ca



Make a gift TODAY.

First Name: _____

Last Name: _____

Email: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____

Gift Amount:

☐ \$25 ☐ \$50 ☐ \$75 ☐ Other \$ _____

I am pleased to join the Monthly Giving Club* with a monthly gift of

☐ \$25 ☐ \$50 ☐ \$75 ☐ Other \$ _____

You can make your cheque or money order payable to the Cape Breton Regional Hospital Foundation. Thank you for your generous support.

** You can change or cancel your donation at any time by calling (902) 567-7752*

Payment Method:

☐ Cheque (Cape Breton Regional Hospital Foundation)

Please include a void cheque if you wish to become a member of our Monthly Giving Club.

☐ I prefer to use my:

☐ Visa ☐ MasterCard ☐ AMEX

Cardholders Name: _____

Card Number: _____ CVV: _____

Expiry: _____ Signature: _____

Designated to:

☐ Cape Breton's New Cancer Centre

☐ Other: _____

Visit www.BecauseYouCare.ca to make your gift online.

Please advise the Foundation if you wish to keep your gift confidential or wish to be removed from our mailing list by calling (902) 567-7752. We do not sell, trade, lease or share our donor lists with anyone.

Cape Breton Regional Hospital Foundation
45 Weatherbee Road, Suite 209, Sydney NS B1M 0A1
(902) 567-7752
foundation.cb@nshealth.ca

