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REGIONAL HOSPITAL FOUNDATION Newsletter



COMING FULL CIRCLE

Danielle's Able to Give Because Her Cancer Care was at Home

In February 2017, Danielle Boutilier was in the middle of her treatment for breast cancer. With a shaved head, recent double mastectomy and more questions than answers, she was sick, exhausted and scared. Breast cancer was a shock at only 37 years old, but even though she was in her own battle, she knew she wanted to support others. Danielle visited the Cape Breton Regional Hospital Foundation with a hope to help, but didn't know how. She met with the staff and told her story. "I have breast cancer, 4 young daughters and a husband at home," she said. "I can't afford to donate right now, but I want to share my story. Hopefully it will help someone else."

After sharing her story, she helped the Foundation raise tens of thousands of dollars directly related to her story of perseverance and bravery. All of Danielle's cancer care was right here in Cape Breton, close to her daughters, husband, parents, friends, job and more. Cape Breton realized that it's because of giving back that she could be at home during her cancer journey.

Over the next two years, because she was able to stay home for her care, she was able to work hard, earned a new position with more responsibility and was able to attain a Master of Education degree. Her life did not crash because of cancer, it was simply re-routed.

On RadioDay 2019, Danielle called in and asked for the same Foundation staff she visited when her hair was gone and her surgery was still fresh. She told him, "I'd like to make a \$100 monthly donation." With shock and emotional gratitude, he thanked her. Danielle responded, "I was able to stay at home with my girls, get the job, go back to school and now I'm ready to give back." Her resilience and determination, paired with a Cancer Centre right here in Cape Breton allowed Danielle to give where she lives and help the next person who unfortunately follows in her footsteps.



Danielle made a monthly donation of \$100 on RadioDay 2019

WE **ALL** HAVE
REASONS TO GIVE



Because You Care

Holiday Catalogue

The Because You Care Holiday Catalogue, an exciting and unique way of giving to patients in Cape Breton, is back. Last year, this new concept raised an amazing \$56,311 for the Cape Breton Regional Hospital. With 230 donors funding more than 420 gifts, we saw people from all across the country and beyond helping patients in need.

This year, Colbourne Auto has come on to sponsor the catalogue, and will be matching every single donation, up to \$10,000. So when you fund an 'Treatment Milestone Party' for a pediatric patient facing a critical illness, or any other meaningful gift, the Colbourne Auto will match that generous gift.

"The gift of healthcare is important to every one of us," Rodney Colbourne, owner of Colbourne Auto told us. "We're humbled to give back to our community in support of this meaningful cause." This holiday season, Colbourne Auto hopes you'll join them by making a gift to strengthen healthcare in Cape Breton. "We want to help and we're encouraging everybody else to do the same."

The concept of the catalogue is simple, you can help strengthen healthcare in Cape Breton by getting your copy and making a gift to the Foundation and a gift to a loved, one all at once. If you can't decide what to put under the tree, what to get a co-worker for Secret Santa, or how to do something good this holiday... this catalogue is exactly what you need.

In just a few steps you can make a meaningful gift that will directly impact patients at the Cape Breton Regional Hospital.

1. Browse through the catalogue (or visit www.cbgivewhereyoulive.ca) and discover important areas of need
2. Use the order form on the back page to select the item(s) you wish to fund
3. Mail your order form in and receive a tax receipt for your generous donation

A card will be sent to the person you have made the gift to, AND both of you will have strengthened healthcare in Cape Breton.

Thank you to Colbourne Auto for making this unique gift giving experience a reality and for truly caring about the patients of the Cape Breton Regional Hospital.

Thousands of patients, including 14-year-old Leigh-Anne, battling cancer and 8-year-old Molly, who has spent many days in the hospital will benefit from gifts to this catalogue.

Learn more by visiting www.cbgivewhereyoulive.ca to browse this catalogue and make your donation online today.

NEW TYPE OF RADIATION – BETTER QUALITY OF LIFE

Cape Breton Fully Funds Stereotactic Body Radiation Therapy

When Brenda McCarthy was in the **battling pancreatic cancer**, she was told her best option was Stereotactic Body Radiation Therapy. This concentrated radiation style immobilizes the body allowing for pinpoint accuracy treating tumors. The benefits of this state-of-the-art equipment include: reduced treatments (1-5 instead of 20-40+), reduced impact on the tissue surrounding the tumor, high rates of success and most importantly - **greater quality of life for cancer patients**. Imagine, less days in hospital, more time with family with fewer treatments – Brenda was thrilled. Unfortunately, the equipment was not here in Cape Breton and based on the status of her cancer, she was unable to travel.

Brenda, with a team of friends and family, decided they wanted to **fundraise to purchase** this equipment. Although it wasn't currently being fundraised for, the management of the Cape Breton Cancer Centre was also interested in this equipment. As if it was meant to be, the need for this new treatment and the passion of Brenda collided. This \$300,000 piece of equipment was now ready to be funded by Cape Breton's generosity.

After RadioDay 2019, which focused the MECO Construction DKI and Jim Sampson Volkswagon power hours on this priority equipment, only \$17,000 was left to fund. Shortly after, on November 2nd, Brenda hosted **'A Night Out with Brenda'** at the Emera Centre in North Sydney and with more than XX attending, more than \$XX was raised, completely funding this equipment. Thanks to Cape Breton's kindness and Brenda's spirit, we will now be able to offer Cape Breton Cancer patients a new and innovative way to treat cancer, which offers less days in hospital and more with family.

Brenda is still battling her pancreatic cancer, but she knows how much her community cares. 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.



BUILDING A COMMUNITY

MEMBERTOU'S SURPRISE \$25,000 DONATION HELPS BUILD NEW CANCER CENTRE

When Chief Terry Paul came to RadioDay 2019, he came with a mission – **help build Cape Breton's new Cancer Centre**. The Chief of Membertou First Nation has always been a great support to the Hospital Foundation. From supporting Festival of the Greens, to Because you Care Cup and everything in between, Membertou First Nation has been an integral part in fundraising to strengthen healthcare in Cape Breton.

With more than 1,900 new cancer diagnoses in Cape Breton last year, cancer impacts every community and every community member. "Cancer has touched everyone," Chief Terry said. "Not just in Membertou, but all across our island. We need to help one another, because we never know when it will be our family and friends who may battle the disease next."

The current Cancer Centre was built for 16,000 visits a year, and the numbers today exceeds 40,000 visits each year. Since it opened in 1998, new cancer diagnoses have increased by 132%. The new centre is much needed and our community is ready to help. When more than 830 people from all 4 Cape Breton counties were asked, 97% were supportive of the Foundation's plan for a 5-year campaign to build Cape Breton's new Cancer Centre.

The new, state-of-the-art centre will allow for a comprehensive approach to care and treatment all under one roof. "This will be a Cancer Centre doctors, staff and the community will be proud of," said Foundation CEO Brad Jacobs, thanking Membertou for their donation. "It will help attract more health professionals and improve the overall experience for cancer patients and their families."



Chief Terry Paul presents a surprise donation from Membertou of \$25,000 on RadioDay 2019

To learn more about Cape Breton's new Cancer Centre and how you can help, call us: 902-567-7752



REGIONAL
HOSPITAL FOUNDATION

Stay connected with the Foundation

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