



**MONTREAL  
SACRÉ-CŒUR  
HOSPITAL  
FOUNDATION**

# LIAISON

FALL 2019 | VOLUME 4 | NUMBER 3

## WHAT A FASCINATING FALL!

**A**utumn always inspires me. The new viewing season always brings its share of changes—engaging indeed! Even more fascinating is to feel a groundswell of support for our major fundraising campaign, *It all starts with your signature*. Businesses, hospital employees and the general public are all pitching in, and together, we will transform lives. Truly amazing!

I'm more pleased than ever to be the spokesperson for the Foundation as well as the campaign's ambassador. It goes without saying that I'm also proud once again to act as host during the Gala des Émilie. As such, I have had the good fortune to encounter people who are truly committed, starting with the co-presidents of the gala, Claude Gagnon, President of Operations at BMO Financial Group (Quebec) and

Mario Therrien, Senior Vice-President and Head of Strategic Partnerships at the Caisse de dépôt et placement du Québec. Both are completely charming and exceptionally generous. Thanks to the team at the Foundation, I have also had opportunities to meet healthcare professionals who are truly experts in their fields, as well as being dedicated to our common cause!

**Pénélope McQuade**  
Volunteer Spokesperson for the Foundation



## GALA LAUREATES CELEBRATING OUR 2019 COUPS DE CŒUR

Congratulations to these caring people who gave so freely of their time and expertise to help Montreal Sacré-Cœur Hospital really shine. During the Gala des Émilie on **October 24**, these individuals will receive an Émilie award in recognition of the talents they put to use on behalf of the Hospital and Foundation.



**COUP DE CŒUR  
OF THE FOUNDATION**

**Sister Claire Houde**

*Provincial Superior,  
Sisters of Providence*



**COUP DE CŒUR  
IN RESEARCH**

**Dr. Marie Dumont**

*Researcher,  
Centre for Advanced Studies  
in Sleep Medicine*



**COUP DE CŒUR  
IN TEACHING**

**Dr. Marc Giasson**

*Specialist, Internal  
and Intensive Care, departing  
Director of Teaching*



**COUP DE CŒUR  
CIUSSS NORTH OF THE  
ISLAND OF MONTREAL**

**Ms. Annie Béliveau**

*Assistant Director of Nursing*



**COUP DE CŒUR  
COUNCIL OF  
PHYSICIANS, DENTISTS  
AND PHARMACISTS**

**Dr. Josée Savoie**

*Associate Director General,  
Physical Health program and  
Director, Professional Services*

## MAJOR CAMPAIGN

*It all starts with your signature*

# \$35 MILLION

to carry out these projects financed 100% by the Foundation

SPINAL CORD  
INJURY UNIT

**TO IMPROVE**  
comfort and enhance  
rehabilitation for spinal  
cord injury patients

OUTPATIENT  
CLINICS  
PAVILION

**TO OFFER**  
more services  
to clients in the  
outpatient clinics

MENTAL HEALTH  
CENTRE

**TO CREATE**  
a safe environment  
that promotes  
personalized care at the  
Albert-Prévost Pavilion

INTEGRATED  
RENAL SUPPORT  
CENTRE

**TO HUMANIZE  
AND IMPROVE**  
hemodialysis  
treatment

CANCER CARE  
CENTRE

**TO SIMPLIFY**  
patient life  
and facilitate the  
healing process

RESEARCH AND  
TEACHING

**TO MULTIPLY**  
discoveries that improve  
treatment, interventions  
and care

**TO INVEST**  
so our healthcare teams  
have the latest medical  
knowledge and best practices



Visit our Web site for more information about these projects.

## CONFIRMING OUR COMMITMENT

The Foundation held special days on **September 11 and 12** at Montreal Sacré-Cœur Hospital and at the Albert-Prévost Mental Health Centre with the theme *Together, committed to changing lives!* During this festive event, hospital personnel were invited to make a commitment to patients and to learn more about the six major projects that are targeted by the major fundraising campaign that kicked off last year. The Foundation thanks all the employees who came to this event, especially those who showed their commitment by purchasing tickets for the 2019-2020 employee lottery, making a donation to the fundraising campaign or participating in events such as the *Défi Sacré-Cœur*. These are just some of the ways we will raise the \$35 million needed to carry out the campaign's six projects.



## MAJOR ORGANIZATIONS SUPPORTING OUR TRANSFORMATION

TFI International



The team at the Foundation was pleased to learn that TFI International, one of our longstanding partners, donated \$150,000 to support upgrading the hospital's Spinal Cord Injury Unit. TFI International is a leader in North American transport and logistics, with operations in 80 cities throughout Canada, the United States and Mexico. This major enterprise, with more than 17,000 employees and head offices located in the Saint-Laurent borough, not far from the hospital, is proud to be associated with a group of medical experts.

RBC Royal Bank



There are several ways to engage in a fundraising campaign, and RBC Royal Bank chose to help by hosting a benefit event. As partner in the wine-tasting evening held on **September 5**, RBC generously offered the use of its elegant private salon on the 41<sup>st</sup> floor of Place Ville Marie along with the services of their executive chef, in addition to inviting selected clients to participate—and all of this for a period of five years, with a total value of more than \$150,000.



Ms. Nadine Renaud-Tinker, RBC

### DONATE TO

the *It all starts with your signature* major campaign and help us transform lives!

BY PHONE  
514-338-2303

ON OUR WEB SITE  
fondationhscm.org

BY SENDING  
ISIGN TO 30333

# SACRÉ-COEUR PATIENTS SHOW US THEIR GRATITUDE!

Ten patients who received consultations or trauma care and treatment in the Spinal Cord Injury Unit, in nephrology, specialized medicine, mental health services or cancer treatment, described in their own touching words how devoted and caring they found the health care teams—and how much improvement is needed to help the staff continue to excel in their fields.

These conversations are posted on our Web site. We invite you to watch these brief videos so that you can gain an appreciation of the urgency of carrying out the projects tagged in our major fundraising campaign.



**PIERRE AND SOLANGE**  
renal support patients



**GUILLAUME AND DENIS**  
outpatient clinic patients



**TRISTAN AND KEVIN**  
spinal cord injury patients



**SUZANNE AND MARIO**  
oncology patients



**SYLVIE AND MONIQUE**  
mental health patients



 To watch the videos: [fondationhscm.org](http://fondationhscm.org)



## INGENIA AND THE RACANELLI FAMILY RAISE \$77,000 FOR THE FOUNDATION

Every year, generous and outgoing individuals solicit members of their social circle or businesses to support the cause by making donations to the Foundation—another nice way to participate in our major fundraising campaign!

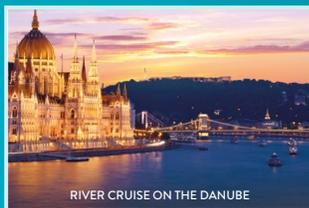
Such is the case with Mr. Joe Racanelli, founder of Ingénia Technologies, and his

family, who have carried out two initiatives in support of our mental health centre. First, the family collected some \$27,000 during a family birthday celebration. Then, a team of 15 Ingénia Technologies employees participated in the Esprit Triathlon of Montreal this past September, surpassing their fundraising goal of \$15,000 in the process. What's more, the company had

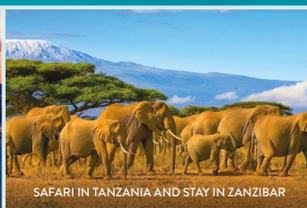
agreed to double the amount raised by the triathletes!

In the end, a total of \$77,000 was turned over to the Foundation thanks to this outstanding team effort. Bravo to them and thank you for your commitment to our cause!

# PARTICIPATE IN THE 2019 TRANSFORM LIVES! LOTTERY



RIVER CRUISE ON THE DANUBE



SAFARI IN TANZANIA AND STAY IN ZANZIBAR



CRUISE TO THE GALAPAGOS ISLANDS

## \$50,000 IN PRIZES TO WIN INCLUDING A DREAM VACATION!

DRAW: DECEMBER 12, 2019. FOR MORE INFORMATION AND TO PURCHASE YOUR TICKET: [FONDATIONHSCM.ORG](http://FONDATIONHSCM.ORG)

### DISCOVERY

## CANADIAN FIRSTS IN CARDIOVASCULAR MEDICINE

This year, the hemodynamic team at Montreal Sacré-Cœur Hospital had the privilege of being selected to launch the three new coronary intervention technologies in Canada.



SyncVision (Philips) and RFR (Abbott) are innovative new tools employed in the field of coronary physiology that allow delivery of high-precision care to patients.

More recently, the team also had the chance to use an improved version of the coronary stent (a prosthesis used to unblock coronary arteries). This updated device offers greater precision and will facilitate clinical interventions.

These three Canadian firsts underscore the confidence that industry has in our local experts in physiology and coronary imaging. Bravo for this expertise that is widely recognized!

### TOGETHER, WE CAN DO MORE

## THANKS TO A DONOR AND THE FOUNDATION, PATIENTS ARE MORE COMFORTABLE

The Foundation invested \$45,000 early this summer for the installation of air conditioning units that will enhance the well-being of patients and their visitors. Problematic areas of the hospital were targeted, including Palliative Care, Pulmonology and Neurology/Neurosurgery.

Being acutely aware of the difficulties associated with the lack of air conditioning in some sectors of Montreal Sacré-Cœur Hospital, the Foundation and the CIUSSS North of the Island of Montreal (CIUSSS NIM) worked together to find solutions that would make hospital stays more comfortable during hot weather.

What's more, an anonymous donor whose daughter is a nurse at Sacré-Cœur, gave a total of 51 portable fans that were placed in hospital rooms and offices. This kind gesture, much appreciated by patients, their families and the healthcare staff, represents a donation of more than \$1,000. These investments will allow us to cool areas that cannot otherwise be air conditioned due to limitations of the electrical or ventilation systems.



## WHAT CAN YOU DO? TRANSFORM LIVES IN YOUR OWN WAY BY ORGANIZING A FUNDRAISING ACTIVITY!



## A TASTY AND TIME-TESTED FUNDRAISER

The 17<sup>th</sup> Lobster and Beef Festival was held on **May 10** in the Raymond Bourque arena under the auspices of Héroux-Devtek. This event netted \$50,000 for our campaign, *It all starts with your signature*. It's not too early to mark your calendar for next year's Festival, which will be relocating to Place Bell in Laval!



## THE FOUNDATION RECEIVES A CERTIFICATE OF SUSTAINABILITY

Given that ecology and the environment are important considerations when the Foundation plans events, special measures were taken for the 2019 Lobster and Beef Festival to ensure that it would meet silver-level norms for sustainability as set out by the borough of Saint Laurent, which identifies itself as a sustainable municipal territory.

As a result, a certificate was presented by Saint Laurent borough Mayor Alan DeSousa to the Foundation last May 10 in recognition of these efforts. "This is the first ecologically sustainable event presented by the Foundation, but it certainly won't be the last. We may have to make some adjustments, but we will do everything we can to ensure that our future events are also ecologically sound," said Foundation CEO Paul Bergeron upon accepting the certificate.



## AN UPSWING IN GENEROSITY!

Thanks to the backing of Radiologix and its CEO, Mr. Benoit Plante, who served as Honorary President of the 36<sup>th</sup> Omnium of golf held on **June 18**, this annual tournament not only raised \$130,000 but also allowed us to welcome several new friends and partners into the Foundation's family.



## PEDALING WITH A PURPOSE!

More than 230 cyclists and yoga practitioners took in the scenic beauty of the Deux-Montagnes region in early June for the 9<sup>th</sup> annual Vélo-Onco fundraiser. As a result, some \$46,000 will be turned over to the Hemato-Oncology Unit at Montreal Sacré-Cœur Hospital to help in the fight against cancer and to purchase equipment that will enhance the comfort of patients and their families.



## PEOPLE UP FOR THE CHALLENGE!

Some 100 participants braved inclement weather on Saturday, **September 28** during the 3<sup>rd</sup> edition of the *Défi Sacré-Cœur* (Sacré-Cœur Challenge). These brave and hardy souls made numerous climbs to the summit of Morin Heights, overcoming challenges along the course—a true test of determination and commitment! Special mention goes to our 2019 fundraising champions, the Verdant family.

**The event netted more than \$106,000. Congratulations to all!**



## AN EVENING OF WINE-TASTING – JUST THE TICKET!

A wine-tasting event hosted by RBC Royal Bank on **September 5** raised \$70,000 for the Montreal Sacré-Cœur Hospital Foundation. The evening's theme, *Les coups de cœur à mettre en cave* (must-haves for your wine cellar), plus the fine dining experience and the allure of RBC's private salons on the 41<sup>st</sup> floor of Place Ville-Marie, made for a successful—and uniquely satisfying—event that attracted more than 90 wine lovers.

To give you a hint of what's in store next year, Élyse Lambert, who hosted the evening with real *brio*, will be back with us on September 17, 2020—and the theme will be Italy.

## UPCOMING EVENTS

### Giving Tuesday



**TUESDAY, DECEMBER 3**

We invite you to participate in this important giving opportunity slated for Tuesday, **December 3**. Falling as it does right after the shopping extravaganzas of Black Friday and Cyber Monday, **Giving Tuesday** helps get the spirit of the holiday season back on the right track!

This event offers businesses, individuals and non-profits an opportunity to rally together for a common cause and to think of others.

### Montreal International Auto Show Charity Preview



**THURSDAY, JANUARY 16, 2020**

The must-see event every January in Montreal, the Benefit Preview of the International Auto Show at the Montreal Congress Centre (*Palais des Congrès*) takes place on **January 16, 2020**. If you are curious to see the new models or have a passion for exotic vehicles, we invite you to reserve your spot at the Preview now; tickets go on sale soon.

INFORMATION AND REGISTRATION FOR OUR FUNDRAISING EVENTS

514-338-2303 – [fondationhscm.org](http://fondationhscm.org)



Your generosity helps us  
**TRANSFORM LIVES.**

Thank you for your support.

YOU CAN MAKE A DONATION



ONLINE



IN PERSON



BY CHEQUE



BY PHONE

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[fondationhscm.org](http://fondationhscm.org)

