IT ALL STARTS WITH YOUR SIGNATURE!
TRANSFORM LIVES WITH US!

I invite everyone—donors, hospital personnel and physicians—to be part of a major movement that will transform care in several areas of our Hospital, in the near future.

As part of the new fundraising campaign that was launched last fall, the Foundation aims to carry out six projects. These projects really resonate with me because they truly will transform lives. In order to get there, the Foundation must raise $35 million over the next 5 years!

These projects will be entirely financed by the Foundation so that they can be carried out as quickly as possible. Public financing alone can’t meet all of these pressing needs; it would take many more years for patients at Sacré-Cœur to benefit.

We need the support of individuals, businesses and organizations that want to make a meaningful gesture. As for myself, I will take every opportunity to speak about Sacré-Cœur and to reach out to the general public. It is my great pleasure to promote this important campaign.

Inside this newsletter, you will learn more about the projects and how you can make a donation.

Together, let us transform lives with the stroke of a pen!

Pénélope McQuade
Volunteer Spokesperson for the Foundation
The Foundation supports Sacré-Cœur Hospital for general and specialized care. It also supports the initiatives of the Albert-Prévost Mental Health Centre. Previously called the Albert-Prévost Pavilion, this establishment includes:

<table>
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<tr>
<th>83 inpatient beds</th>
<th>1 psychiatric emergency department (13 gurneys)</th>
<th>60 physicians (psychiatrists, pediatric psychiatrists and general practitioners)</th>
<th>300 employees (professionals, nurses, technicians and interventionists)</th>
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<tr>
<td>6 outpatient consultation clinics</td>
<td>1 day hospital</td>
<td>7,000 individuals treated in ambulatory care and outpatient clinics</td>
<td>4,000 psychiatric emergency visits</td>
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<tr>
<td>1,400 hospitalizations</td>
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**SPOTLIGHT ON MENTAL HEALTH**

The Foundation supports Sacré-Cœur Hospital for general and specialized care. It also supports the initiatives of the Albert-Prévost Mental Health Centre. Previously called the Albert-Prévost Pavilion, this establishment includes:

- 83 inpatient beds
- 1 psychiatric emergency department (13 gurneys)
- 60 physicians (psychiatrists, pediatric psychiatrists and general practitioners)
- 300 employees (professionals, nurses, technicians and interventionists)
- 6 outpatient consultation clinics
- 1 day hospital
- 7,000 individuals treated in ambulatory care and outpatient clinics
- 4,000 psychiatric emergency visits
- 1,400 hospitalizations

**DID YOU KNOW?**

In 1919, Charlotte Tassé arrived at the Albert-Prévost Sanitarium and made her mark, first as a nurse, then as director of the establishment after the death of Dr. Prévost in 1926; she would eventually be assisted by Bernadette Lépine.

In 1945, the two nurses bought the sanitarium at a time when it was experiencing financial difficulties. They remained the institution’s guiding lights until 1962, aided by a board of directors made up entirely of women.

**ALBERT-PRÉVOST CELEBRATES 100 YEARS!**

Dr. Albert Prévost founded the Albert-Prévost Sanitarium in Cartierville in 1919, on Gouin Boulevard just west of Lachapelle Bridge. While people with mental illness were treated in asylums, Dr Prévost received patients with neuroses, mild psychoses, addictions or neurasthenia, also called nervous conditions—an innovative approach in its day.

Renamed the Albert-Prévost Institute in 1955, the establishment played a pioneering role in the evolution of psychiatry in Quebec by introducing therapeutic approaches that were current in the United States and Europe at the time, and by maintaining a focus on patient-centred care rather than simply basing treatment on a specific illness. In 1972, the Institute became the Albert-Prévost Pavilion at Sacré-Cœur Hospital.

The Albert-Prévost Mental Health Centre, as it is currently known, is an exceptional teaching facility in psychiatry that receives up to half of Université de Montréal’s residents in psychiatry, as well as nurses, psychologists and physiotherapists doing their internships.

More on our Web site: Read the complete text co-authored by Doctors Jean Leblanc, Christiane Bertelli and Thanh-Lan Ngô.
As the Hospital’s centenary approaches in 2026, it will undergo a major metamorphosis that will allow its dedicated and devoted staff to offer patients the best possible care and treatments.

Construction of the new pavilion, currently underway on Hospital property above the Emergency Department, will result in the relocation of several departments, such as the Mother-Child Unit. In turn, this will free up spaces in the Hospital that need renovation, repurposing and modernization in order to house departments that really need to be updated. A refreshing change is coming to Sacré-Cœur!

These transformations will have a direct and real impact on the environment for our patients and health care teams at Sacré-Cœur.
THE MAJOR CAMPAIGN’S 6 PROJECTS

SPINAL CORD INJURY UNIT

TO IMPROVE
comfort and enhance rehabilitation for spinal cord injury patients

“"This project will double the floor area of rooms that have the equipment needed for treating trauma patients. We want the very best for our patients. We want to change their lives.”

Dr. Ronald Denis

OUTPATIENT CLINICS PAVILION

TO OFFER
more services to clients in the outpatient clinics

“"This project is highly anticipated by our specialists. In building new spaces, we will be able to receive more patients. This will reduce waiting times and give comfort to all concerned.”

Dr. Stéphanie Raymond-Carrier

MENTAL HEALTH CENTRE

TO CREATE
a safe environment that promotes personalized care

“"This is a major project for patients with mental health issues who are having a difficult time. We are really looking forward to its completion!”

Dr. Christiane Bertelli

CANCER CARE CENTRE

TO PROVIDE
an environment that facilitates the support and the healing process

“We take this project to heart. Patients who receive treatment will benefit from the best practices and the optimal environment to promote their fast recovery.”

Dr. Bernard Lespérance

INTEGRATED RENAL SUPPORT CENTRE

TO HUMANIZE AND IMPROVE
hemodialysis treatment

“We hope we can offer the most efficient dialysis treatments possible. We are making this project our priority.”

Dr. Stéphane Troyanov

RESEARCH AND TEACHING

TO MULTIPLY
discoveries that improve treatment, interventions and care

TO INVEST
so our health care teams have the latest medical knowledge and best practices

A CAMPAIGN BY OGILVY

Many of you shared with us how much you enjoyed our television commercial, featuring our spokesperson, Pénélope McQuade.

We owe our thanks for this charming campaign to the team at Ogilvy Advertising, who have been working with us for several years. The agency called on several collaborators: Special thanks to Director Jean Malek and to the ALT production house for their participation, to MELS studio for having brought Pénélope’s signature to life, and to Gabriel Gagnon, who composed the beautiful music that brings the images to life. The It all starts with your signature campaign has also been produced in radio, display, print and digital formats.

THANKS TO ALL OUR MEDIA PARTNERS WHO HELPED US SPREAD THE CAMPAIGN FAR AND WIDE:
The 1,000 tickets in the current contest are sold out, thanks in large part to the twenty employees we call our ambassadors. We thank them for their commitment. They did an excellent job! Thanks also to CAA-Voyages, our partner.

Look for the next Travel Lottery ticket sale next September.
**EVENTS**

**AN ENGAGING CHALLENGE!**

The Foundation wishes to thank the teams that took part in the 2nd edition of the Défi Sacré-Cœur (Sacré-Cœur Challenge). Their physical preparation and fundraising efforts led them to raise more than $260,000. A tremendous success! A big thanks to all participants and to you who supported them with your encouragement, donations and attendance.

We are already preparing the **2019 edition**. Want to know more? Come to the information evening next Thursday, March 7.

**INFORMATION:** Yves Deslauriers, events coordinator
514-338-2303, ext. 6

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**PLANNED GIVING**

**IT’S RRSP SEASON!**

Did you know you can make a donation to the Foundation using the funds in your RRSP or RRIF? You can thereby reduce your income tax without dipping into your cash reserves, while making a significant donation to the Foundation. Would you like a demonstration?

Don’t hesitate to contact:

Mme Marie-Claude Tellier,
Director of Major and Planned Donations
514-338-2303, ext. 3.

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**OVER $275,000 FOR EQUIPMENT PURCHASES**

The Foundation has big projects to carry out, but it also responds every year to more modest requests. Such is the case for the purchase of hundreds of some hundred small instruments that quite useful in various departments: wall-mounted blood-pressure monitors, mini infusion sets, volumetric pumps, pressure devices, geriatric chairs, and so on.

To purchase such equipment, the Foundation contributed:

**$148,700 for the 2016-2017 year / $125,220 for the 2017-2018 year**

Donations are used to purchase instruments and equipment needed by the teams for daily care of patients.

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**2019 CALENDAR**

**CHARITY PREVIEW GALA OF THE MONTREAL AUTO SHOW**
Thursday, January 17

**INFORMATION EVENING ON THE DÉFI SACRÉ-CŒUR 2019**
Thursday, March 17

**FESTIN HOMARD ET BOEUF**
Friday, May 10

**EVENING OF THE SACRÉS-JEUNES**
Thursday, June 6

**VÉLO-ONCO (RIDE FOR CANCER)**
Saturday, June 8

**GOLF TOURNAMENT**
Tuesday, June 18

**WINE TASTING**
Thursday, September 5

**DÉFI SACRÉ-CŒUR**
Saturday, September 28

**GALA DES ÉMILIE**
Thursday, October 24

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Your generosity helps us TRANSFORM LIVES.

Thank you for your support.