



MONTREAL  
SACRÉ-CŒUR  
HOSPITAL  
FOUNDATION



# LIAISON

WINTER 2019 | VOLUME 4 | NUMBER 1

## 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!

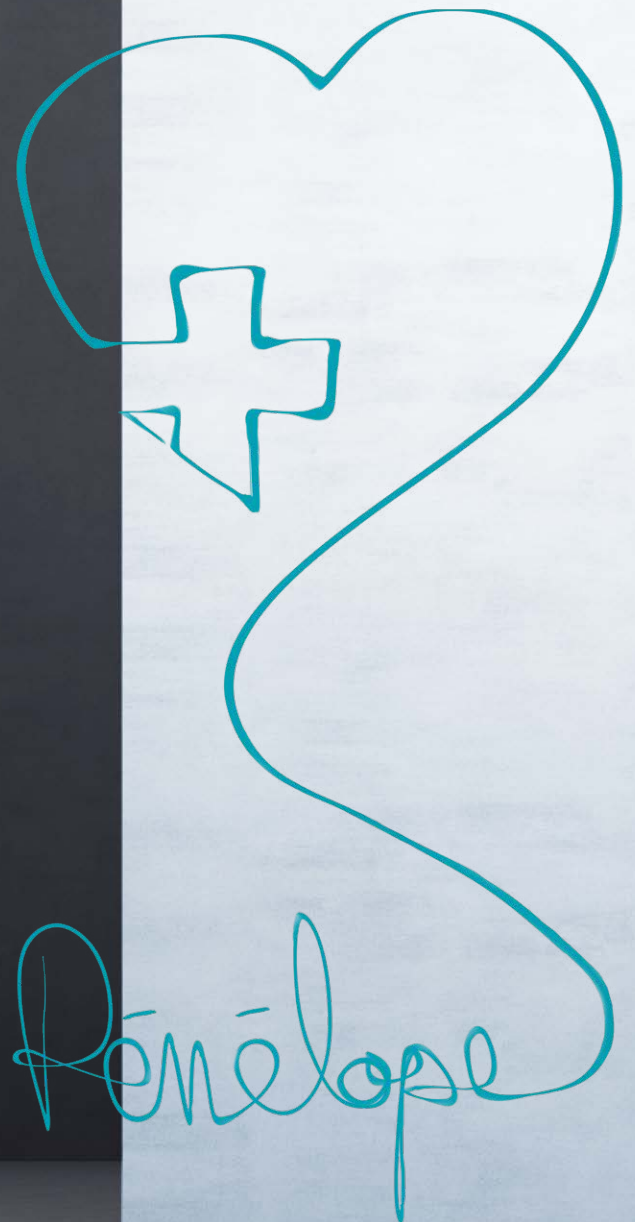
These projects will be **entirely financed** by the Foundation so that they can be carried out as quickly as possible. Public financing alone can't meet all of these pressing needs; it would take many more years for patients at *Sacré-Cœur* to benefit.

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



# 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)



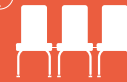
**300 employees**  
(professionals, nurses, technicians and interventionists)

**6 outpatient consultation clinics**



**1 day hospital**

Each year, we have:



**4,000 psychiatric emergency visits**



**1,400 hospitalizations**

**7,000 individuals treated**  
in ambulatory care and outpatient clinics



## ALBERT-PRÉVOST CELEBRATES 100 YEARS!

**1919**

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.

**2019**

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.

## 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.

**Charlotte Tassé**  
Nurse and Director of the Albert-Prévost Sanitarium



**Bernadette Lépine**  
Nurse

## MAJOR CAMPAIGN

*It all starts  
with  
your signature*

GOAL

# \$35 MILLION

## A MAJOR CAMPAIGN THAT WILL TRANSFORM SACRÉ-CŒUR!

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*!

SPINAL CORD  
INJURY UNIT

OUTPATIENT  
CLINICS  
PAVILION

MENTAL HEALTH  
CENTRE

INTEGRATED  
RENAL SUPPORT  
CENTRE

CANCER CARE  
CENTRE

RESEARCH AND  
TEACHING

## 6 PROJECTS AT THE HEART OF THE CAMPAIGN

### ALREADY APPROVED

These targeted projects have already been approved by the Ministry of Health and Social Services, a key step in getting projects of such vital importance underway.

### 100% FINANCED

These projects will be 100% financed by the Foundation in order to complete them as quickly as possible. It's thanks to the generous support of each and every donor that we will reach our goals.

**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



Dr. Ronald Denis



"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."

## OUTPATIENT CLINICS PAVILION

### TO OFFER

more services to clients in the outpatient clinics



Dr. Stéphanie Raymond-Carrier



"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."

## MENTAL HEALTH CENTRE

### TO CREATE

a safe environment that promotes personalized care



Dr. Christiane Bertelli



"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!"

## CANCER CARE CENTRE

### TO PROVIDE

an environment that facilitates the support and the healing process



Dr. Bernard Lespérance



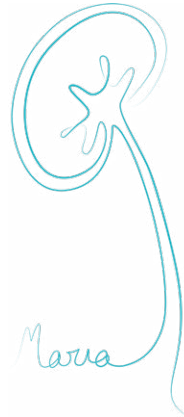
"We take this project to heart. Patients who receive treatment will benefit from the best practices and the optimal environment to promote their fast recovery."

## INTEGRATED RENAL SUPPORT CENTRE

TO HUMANIZE AND IMPROVE hemodialysis treatment



Dr. Stéphane Troyanov

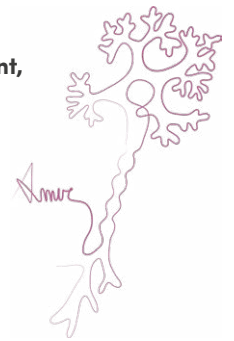


"We hope we can offer the most efficient dialysis treatments possible. We are making this project our priority."

## 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

Visit our Web site at [fondationhscm.org](http://fondationhscm.org) for more information about these projects.

## 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.



You can view the TV commercial again on our YouTube channel.

**THANKS** TO ALL OUR MEDIA PARTNERS WHO HELPED US SPREAD THE CAMPAIGN FAR AND WIDE:



# LOTÉRIE-*Voyage*

SACRÉ-CŒUR

## SACRÉ-CŒUR TRAVEL LOTTERY: TOWARD OUR GOAL OF \$500,000 FOR THE CAMPAIGN!

This annual lottery was instituted ten years ago to help support new projects. It is particularly aimed at the Hospital's employees and volunteers. The new formula we introduced last September gives them an opportunity to support the major campaign for five years. In turn, they have great odds of winning travel vouchers worth \$2,000. Truly a lottery that offers double the pleasure!

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.



In the past 10 years, the Travel Lottery has:

> generated more than \$1 million in revenue for the Hospital

> allowed 138 people to take trips

> showered hundreds of winners with a variety of prizes

## \$200,000 DONATION FROM COGECO

The Foundation would like to highlight the generous donation to our campaign made by Cogeco Communications. Cogeco is a **longstanding donor and partner** to the Foundation. We have been able to broadcast our messages on radio stations 98.5 FM and Rythme FM for some ten years, thanks to an agreement that dates back to 2009. Thank you to this enterprise for its community spirit and for its ongoing commitment to helping us in our campaigns!

Thanks



### PEOPLE WHO ARE COMMITTED

## A PERSUASIVE AMBASSADOR

A patient attendant in the Emergency Department, Joël Godin has been on the **Travel Lottery's team of ambassadors since the very beginning**. Every year, he seems to find more and more buyers, and he makes a compelling case for the lottery that convinces his colleagues to participate. **This year, Joël single-handedly sold more than 200 tickets out of the 1,000 available!**

Joël Godin could easily tell himself—as most of us do after a long day's work—that he's done enough; but he thinks it's important to support the Foundation. He knows *his* Foundation is helping to transform *his* Hospital. And when he sees the new equipment and the areas of the hospital that have been upgraded thanks to the Foundation, he is very proud of having convinced people to give.

"It doesn't matter how much you give," is Joël's message. "Imagine if 4,000 employees all contributed?" So when it's time to roam the corridors and to encounter his colleagues to talk to them about the Travel Lottery, he feels he's on a mission. "There's nothing simpler—or more important—than to be a donor."



Joël Godin  
Patient attendant in  
Sacré-Cœur's Emergency  
Department



Read the complete version of this story in the *Testimonials* section on our site.



GIVE TO THE CAMPAIGN  
AND HELP US TRANSFORM LIVES

MAKE A DONATION:



BY TELEPHONE  
514-338-2303



ON OUR WEB SITE  
fondationhscm.org



BY TEXTING  
ISIGN TO 30333

## 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.**



### EVENTS

## AN ENGAGING CHALLENGE!

The Foundation wishes to thank the teams that took part in the 2<sup>nd</sup> 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.

### 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



### INFORMATION:

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

### 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:  
**M<sup>e</sup> Marie-Claude Tellier,**  
Director of Major and Planned Donations  
514-338-2303, ext. 3.



Your generosity helps us  
**TRANSFORM LIVES.**

**Thank you for your support.**

### YOU CAN MAKE A DONATION



ONLINE



IN PERSON



BY CHEQUE



BY TELEPHONE

### Montréal Sacré-Cœur Hospital Foundation

5400 Gouin Blvd. West, Montreal, Quebec H4J 1C5

Telephone: 514-338-2303

Toll free: 1-866-453-DONNEZ

Fax: 514-338-3153

[fondation.hsc@ssss.gouv.qc.ca](mailto:fondation.hsc@ssss.gouv.qc.ca)

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

