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Believe

St. Boniface  Hospital & Research Foundation

Matched Gift Creates Opportunities for Radiologists

DR. GEORGE WATKINS has a long history with the St. Boniface Hospital. He worked in the Department of Diagnostic Imaging for 25 years, spending six of those years as Department Head. Following his retirement, Dr. Watkins wanted to do something to honour the relationships he had built and the time he had spent at St. Boniface Hospital.

“Those were the best years of my life,” says Dr. Watkins, of his years working in the Department of Diagnostic Imaging. “I enjoyed my work, I liked living in Winnipeg, I was happily married—I had a great life.”



Dr. George and Mary Watkins cut the cake at a celebration following their endowment fund announcement.

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| Dr. Blake McClarty, WRHA Regional Medical Director, announces the Manitoba X-Ray Clinic Medical Corporation's commitment to match the "Dr. George B. & Mary Watkin's Endowment Fund"

When Dr. Watkins and his investment manager came across a \$150,000 block of shares which were set to be sold, he and his wife, Mary, discussed their options.

"We could either get the cash for the shares or we could give them away," says Dr. Watkins. "We decided to gift them to St. Boniface Hospital. That way, we could give back to the place that meant so much to us professionally and personally, and be able to see the good this money would do, in our lifetime."

In 2008, Dr. Watkins worked with St. Boniface Hospital & Research

Foundation to establish the "Dr. George B. & Mary Watkins Endowment Fund," in support of initiatives the couple felt strongly about within the Department of Diagnostic Imaging.

Annual interest from the endowment will support ongoing education and training for Radiologists and radiology students, as well as improvements in patient care, ongoing Department upgrades and opportunities for research.

When Dr. Blake McClarty, Winnipeg Regional Health Authority Medical Director and a member of the Manitoba X-Ray Clinic Medical Corporation learned of the Watkins' generous gift, he went to the Manitoba X-Ray Clinic and proposed supporting the endowment.

What happened next surprised Dr. Watkins.

On October 21, 2008 the Manitoba X-Ray Clinic group

of Radiologists announced their commitment to match the Watkins' \$150,000 donation!

"I thought they might contribute to the fund, but I never thought they would match it! It was a very pleasant surprise," says Dr. Watkins.

"George Watkins was a dedicated Radiologist who brought a great deal to St. Boniface Hospital and the field of radiology over the course of his long and esteemed career," says Dr. McClarty. "We wanted to recognize George for his dedication to advancing the field of Radiology."

Diagnostic Imaging refers to tests health professionals can use to look inside the human body to aid in diagnosing disease. More than 200,000 patient visits are made to Diagnostic Imaging each year, with activity levels rising 10 per cent in the last four years.

Did You Know?

St. Boniface Hospital is a clinical training site for medical students, residents, fellows and student technicians. It is also a clinical training site for the ultrasound training program offered through the School of Diagnostic Medical Sonography. These educational opportunities, along with ongoing professional training for current Radiologists will expand, thanks to the generosity and vision of the Watkins' and the support of the Manitoba X-Ray Clinic.

Supporting Employee Philanthropy

MANY ORGANIZATIONS choose to support the philanthropic investments of their employee's through a "Matched Gift Program," like the Manitoba X-Ray Clinic has. Employers establish their own criteria and percentage for matching staff charitable giving.

"The Matched Gift Program is a fantastic way for organizations to encourage a culture of philanthropy in their workplace," said Stuart Murray, President & CEO, St. Boniface Hospital & Research Foundation.

"By participating in a Matched Gift Program these organizations are not only demonstrating that they are socially conscious, but they are also supporting initiatives and programs that are important to their employees, which builds a mutual respect and affiliation."

For more information on the Matched Gift Program, or to find out how you can establish an endowment fund, please contact St. Boniface Hospital & Research Foundation at 237-2067.



Aidan O'Brien, Chair

Message from the Foundation's Chair

2008 was an incredible year for St. Boniface Hospital & Research Foundation. We set the bar very high – and then catapulted right over it!

Personally, my favorite moment of 2008 was presenting Sir Bob Geldof with the Foundation's International Award. December 3, 2008 was an evening that will be remembered fondly, for many

years to come, by the Foundation Board and staff as well as the 1000 plus attendees who were able to share in the momentous occasion with us.

The sold-out dinner raised more than \$140,000 for medical research and patient care at St. Boniface Hospital. His visit so impressed Sir Bob that he has been sharing with his friends around the globe the innovation and compassion he witnessed here, at St. Boniface Hospital.

The International Award was a great way to end 2008 and I anticipate another great year for

St. Boniface Hospital as we now move into 2009.

I extend our appreciation, on behalf of the Foundation Board of Directors, to our donors and the community for their wonderful support.

Sincerely,
Aidan O'Brien

Chair
St. Boniface Hospital &
Research Foundation

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We're located at the St. Boniface General Hospital:
Room D1003, 409 Taché Avenue
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Visit us at www.saintboniface.ca for more information on current projects, upcoming events, lotteries, stories on people like you, and much, much more!



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Radiothon de l'espoir makes hope a reality

THANKS TO THE THOUSANDS OF MANITOBANS who picked up their phones and made a donation on November 26, 2008, to the Radiothon de l'espoir, St. Boniface Hospital is celebrating the purchase of two new pieces of equipment which are improving patient care in the Cardiac Intensive Care Unit (ICCU) and the Vascular Surgery Program.



| A portable ultrasound, like the one purchased for Vascular Surgery, at use in the Emergency Department.

For ICCU

A few months prior to the Radiothon, Dr. Joel Zivot, ICCU Medical Director and Anesthesiologist, approached the Foundation to help purchase a LiDCO Rapid machine for his department. After learning the impact this equipment could have on patient care, St. Boniface Hospital designated it as one of the event's fundraising priorities.

The LiDCO Rapid is the first of its kind in Canada. It is the ideal tool for acute care fluid and drug management and was developed to give acute care physicians immediate feedback on a patient's fluid and hemodynamic status. The machine is also minimally invasive, replacing the need for heart catheters in some patients, as the LiDCO Rapid attaches to an already present IV in the patient's hand.

Dr. Zivot describes the LiDCO Rapid as "a pair of binoculars" for Intensivists.

"This machine allows us to look inside the body in a way we have previously been unable to. We can see things much clearer than we could before, and this will allow us to provide the best possible cardiac care to our patients."

The St. Boniface Hospital identified two major fundraising priorities prior to the event; \$18,000 was needed to purchase a LiDCO Rapid Cardiac Monitoring Sensory System for ICCU and \$29,880 was needed for a portable ultrasound for the Vascular Surgery Program.

The Francophone community initiative was a fantastic success – and by the end of the day-long Radiothon, more than \$112,000 had been raised! Not only was the money in place to purchase the two pieces of equipment, the Foundation was able to apply the extra funds raised to life-saving medical research and ongoing advancements in patient care at St. Boniface Hospital.

Event Co-Chairs, Simone Neveux and Helene Bulger, thanks the community for their support.

"Your donations have made a very real and measurable difference," says Bulger. "You have helped provide St. Boniface Hospital health care specialists with the tools they need to provide the best possible care to their patients. Thank you."

For Vascular Surgery

Vascular Surgeon, and Head of the Clinical Research Program at St. Boniface Hospital, Dr. Randy Guzman, had been saving to purchase a portable ultrasound for his department. He had \$25,000 of the equipment's \$54,000 price tag, and needed \$29,000 more to bring this cutting-edge technology into his operating room, which was raised during the 2008 Radiothon.

"I am very happy to have a portable ultrasound in my department," says Guzman. "It is helping me achieve a higher level of accuracy, efficiency and flexibility in my work. I no longer have to wait, or borrow a portable ultrasound from another department. I can now access the technology whenever I need it."

The ultrasound can easily be brought to a patient's bedside, where, in less than a minute a detailed image will appear on its screen. It is safe and produces virtually no radiation. Dr. Guzman will use it for vascular disease diagnosis, surgery and care.

For more information on the 2008 Radiothon de l'espoir and other Foundation fundraising initiatives please visit www.saintboniface.ca or call 237-2067.



| Dr. Lorrie Kirshenbaum

DR. LORRIE KIRSHENBAUM, one of many talented medical researchers at St. Boniface Hospital, made an incredible scientific breakthrough in 2008. Kirshenbaum's study, published

Death Gene On/Off Switch Discovered

St. Boniface Hospital researcher unlocks the key to cancer, heart disease

in Proceedings of the *National Academy of Sciences USA*, discovered a genetic switch which controls the "death gene," an active participant in cancer and heart disease. The death gene tells cells when to live and when to die.

Kirshenbaum says scientists already knew the death gene turns on in heart cells during a heart attack, causing cells to die. They also knew that it does the opposite in cancer cells, switching off and allowing cells to grow and multiply uncontrollably. What was not previously known was how to control the activity of this gene and subsequently control cell life

and death in illnesses such as cancer and cardiac disease.

Kirshenbaum's study discovered the keys that bind to DNA sequences within the death gene and control its "on/off" activity. This St. Boniface Hospital breakthrough could be used in the development of future life-saving cancer and heart drugs, and as a model for treatments for other diseases.

"This is something we have been working on for many years and it unlocks lots of previously inaccessible information," says Kirshenbaum. "We are very excited!"

Message from the Foundation's President & CEO

THE ST. BONIFACE HOSPITAL & RESEARCH FOUNDATION kicked-off 2009 in a big way— with the reformatted MegaMillion Lotto that **GUARANTEES** a million dollar grand prize.

For the first time ever in a Manitoba Hospital Lottery, St. Boniface Hospital will make one lucky ticket purchaser an instant millionaire! The promise of a BIG paycheck generated BIG excitement throughout Manitoba and beyond. In record time – just 27 days – the Foundation sold all 51,500 Lotto tickets, raising an unprecedented \$2 million – twice as much as the MegaMillion has raised in past years.

If January sets precedent for the entire year, St. Boniface Hospital

& Research Foundation will be breaking lots of records and raising lots of funds in 2009.

We recognize the global fiscal outlook is changing. We are prepared to change with it and come out stronger than ever before. This is thanks to the ongoing commitment of our donors, donors like Dr. George and Mary Watkins, who share our vision for improved health care for all Manitobans and life-saving medical research that will impact the entire world, all housed here, at St. Boniface Hospital.



| Stuart Murray, President & CEO

Thank you to all of our donors and supporters for your continued and dedicated support of the Foundation's Mission. It's people like you who make the world a better, and healthier, place to live.

Sincerely,

Stuart Murray
President & CEO,
St. Boniface Hospital
& Research Foundation

Humanitarian, Activist, Icon

ST. BONIFACE HOSPITAL INTERNATIONAL AWARD RECIPIENT
SIR BOB GELDOLF descended on Winnipeg on December 2, 2008, creating a flurry of public excitement and eliciting a paparazzi style response from local media. Nearly every minute of his one-day, two-night visit, was filled with activity, beginning with a tour of the St. Boniface Hospital Research Centre.

“They showed me miracles, new miracles. I looked into a microscope and saw a single heart cell beating, it’s life,” says Geldof. “You should be very proud Winnipeg. St. Boniface Hospital is on the forefront of not just technology and medicine,

but they are also at the forefront of philosophy.”

Following the tour, Geldof met with community leaders and activists, including representatives from Winnipeg Harvest, Siloam Mission, the Ladybug

“Geldof had everyone completely captivated. I had no idea he was such a powerful speaker.”

Foundation and the Human Right’s Museum.

Eager reporters waited in the I.H. Asper Clinical Research Institute for Geldof to answer their questions, before he was whisked to City Hall where Mayor Sam Katz presented him with the “Key to the City.”

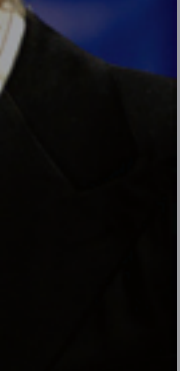
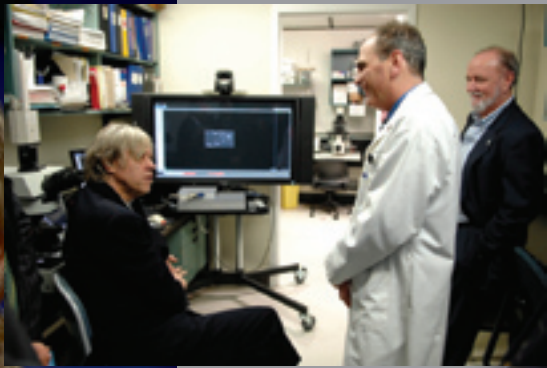
Geldof rested briefly before arriving at the Winnipeg Convention Centre for the 1000 person sold-out dinner. Ticket sales raised more than \$140,000 for patient care and medical research at St. Boniface Hospital.

“Geldof has incredible vision and passion for changing the world,” says Stuart Murray, President & CEO, St. Boniface Hospital & Research Foundation. “It’s the same vision and passion that the Grey Nuns embody, and that we at the Foundation base our work on.”

Lynda Geary, a fan of Geldof’s humanitarian work, won four dinner tickets to the International Award Dinner at the Radiothon de l’espoir silent auction. She still beams when you ask her about the evening.



| Top Photo: Geldof speaks after accepting the 2009 International Award. Above, Left: Geldof with his 2008 International Award. Geldof with his Key to the City



“It was absolutely incredible to be a part of,” says Geary. “It was such an iconic event. Geldof had everyone completely captivated. I had no idea he was such a powerful speaker. Plus, the atmosphere was elegant and the food was fantastic; it was just a really great event.”

St. Boniface Hospital & Research Foundation honoured Geldof with the 2008 International Award in recognition of his humanitarian efforts and his commitment to improving global health care and ending hunger in Africa.

Clockwise from top left: Sir Bob Geldof gets a tour of Dr. Lorrie Kirshenbaum’s lab; Geldof with Frank and Jeanne Plett at a pre-dinner reception; Geldof answers reporter’s questions at a press conference; Sister Gabrielle Cloutier gives grace and lights prayer candles before dinner.

EVENTS

Spring into Summer Lottery \$75,000 Grand Prize!

Tickets on sale: Wednesday, April 22, 2009

Early Bird Draw: Tuesday, June 9, 2009

Main Draw: Thursday, June 11, 2009

Tickets: \$40 each or a limited quantity of 3-packs for a special price of \$100

La Soirée chocolatée

Event date: 7 p.m., Thursday, June 4, 2009

Tickets: \$60 each

Tickets on sale: Tuesday, April 28, 2009

Location: St. Boniface Hospital Research Centre

St. Boniface Hospital Cardiac Classic

Sponsorships now available!

Call 237-2067 for more information.

Event date: Wednesday, August 26, 2009

Location: Pine Ridge Golf & Country Club

Radiothon de l'espoir Radio-Canada

Event date: Thursday, November 26, 2009

Location: St. Boniface Hospital Atrium

A full day live broadcast on Radio-Canada (1050 AM) in support of patient care and medical research at St. Boniface Hospital.

DONATE NOW Call 237-2067 or visit us online at www.saintboniface.ca

Thank You

A special thank you to those who made contributions to the St. Boniface Hospital & Research Foundation in honour or in memory of the individuals listed below:

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