

Dear Friend,

We are in unprecedented times, aren't we? Over the past couple of months, we've changed the way we work, visit, shop ... the way we live.



We've also changed the way we see our healthcare system.

As a doctor, I care about the health of my patients and the community. As a local resident, father, husband and neighbour, I care about the readiness of our hospital to deal with all of our needs, in good times and bad.

From my years working at the Ross Memorial Hospital, I know the need to acquire and replace vital medical equipment is constant. The need is even greater at this difficult time to give our patients the care they require.

In March, we launched the Heroes at Heart Fund to support the COVID-19 response at Ross Memorial Hospital. In addition to the need for Personal Protective Equipment (PPE) such as masks, gowns and gloves that is in short supply during the COVID-19 pandemic, the Ross urgently needs new technology including electrocardiography machines.

I'm a General Internist and I care for some of the sickest patients in the Emergency Department and the Intensive Care Unit.

I can tell you, when patients have heart trouble, *the very first thing we reach for is an electrocardiography machine.* You may know it as an ECG.

When it's time to detect a heart attack, an ECG test provides critical information.

A patient needing an ECG has 12 electrodes – or leads – attached to their chest, arm and leg using little suction cups or adhesives. These leads work like cameras at a sporting event. Each lead works like a different camera angle, giving a different view of what's going on in your heart.

During an 8 second recording, we learn how your heart is functioning by measuring the electrical activity that causes the muscle to squeeze and pump blood. It happens in a heartbeat.

The sooner we see a patient's ECG results, the faster we can diagnose the issue and begin to treat it ... heart attacks and arrhythmia, even problems that aren't heart-related, like lung disease and kidney failure. This is vital information for patients of all ages.

[Please turn over >](#)

10 Angeline Street North, Lindsay, Ontario K9V 4M8 • Telephone: 705-328-6146 • Fax: 705-328-6147



ROSS MEMORIAL HOSPITAL Foundation

Yes, I want to help save lives with a gift to the Heroes at Heart Fund!!

www.rmh.org/foundation \$25 \$50 \$100 Other: \$.....

Name

Address

City..... Province

Postal Code Phone

Email my receipt
Email

Enclosed is a cheque for the RMH Foundation

Place my donation on my credit card:



Cardholder's Name

Card #/...../..... Exp/.....

Signature

G20S

Use the enclosed envelope or mail to: 10 Angeline St. N., Lindsay, ON K9V 4M8
Please see other side for information on making monthly donations. All donations are tax creditable however, tax receipts will not be issued for donations under \$10, unless requested.

Charitable Business Number: 11912 4121 RR0001

ECG machines help us save lives.

That’s why we need them to be available at a moment’s notice, throughout the hospital. Right now, the hospital needs 7 new ECG machines to meet the needs of our patients.

I know that these are difficult times for many in our community, but if you are able to, I’m respectfully asking for your help.

The Ross Memorial doesn’t receive government funding to replace our fleet of ECG machines, and the cost is \$155,000. **Will you please consider making a donation to help replace our aging ECG machines and make sure these and other life-saving tools are available in a heartbeat?**

I want you to know how much our frontline heroes appreciate our donor community. Knowing that you, too, care about our patients means so much.

On behalf of our patients and our team, *thank you for being a Hero at Heart.*

Sincerely,



Dr. Jeremy Jones
General Internist, RMH

P.S. For your convenience, the Ross Memorial Hospital Foundation accepts online donations at www.rmh.org/foundation. Or you may find it more convenient to make your gift in smaller, monthly contributions using the tear-off form below. Please note that it may take a little longer to receive your donation receipt as the pandemic impacts regular office processes and delivery. We appreciate your support – and your patience!

P.P.S. Should you receive another appeal delivered to your home in the near future, I would like to ask for your understanding. We are delivering unaddressed appeals in many areas so that we can give local residents the opportunity to show their support for Ross Memorial. Despite our best efforts, this process occasionally delivers more than one letter per household.

Monthly giving is convenient and makes it easy to lend your support.

I wish to make a monthly gift of:

\$25 \$50 \$100 or \$ per month for months.

Deduct it from my bank account:

I’ve enclosed a cheque marked VOID. Bank deductions will be made on the 15th of each month.

Signature

Charge it to my credit card: **VISA** 

Cardholder’s Name Card Number/...../...../.....

Expiry Date/..... Signature

Create a Legacy

Please send me information on how I can include Ross Memorial Hospital Foundation in my Will.

I would like to receive the Foundation Gratitude Report. Here is my email address:

Protecting your Privacy

For our complete privacy statement, visit our website, www.rmh.org/foundation.

I understand that this agreement may be adjusted or cancelled at any time, subject to 10 business days’ notice prior to the next processing date, by contacting Ross Memorial Hospital Foundation at 705.328.6146. I have the right to receive reimbursement for any debit that is not authorized. To obtain a sample cancellation form, or for more information on my rights to cancel a PAD Agreement, I may contact my financial institution or visit www.cdnpay.ca