



Season's Greetings

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office@sfvhfoundation.com
www.sfvhfoundation.com

Dear,

***"It won't fix itself.
You can't just ignore it and it will go away."***



It's a scan many women find themselves begrudgingly attending:
The Mammogram. But it's one that Sharon Florent now attends
willingly, year after year.

After conquering cancer three times, she learned that no matter what the test
finds, she's facing it head-on and is never going to stop fighting for her health.

Sharon, who lives in Madawaska with her husband Joe, had little reason to worry about cancer. She had
no family history with the disease.

But in 2004, a biopsy confirmed she had Non-Hodgkins Lymphoma. After 5 years of watchful waiting,
chemotherapy, and two years of Rituximab (a monoclonal antibody drug), she was declared in remission in
2011. Three years later, she was diagnosed with Large B Cell Lymphoma. She underwent a more aggressive
kind of chemotherapy and was back in remission by December 2014.

From those two experiences, Sharon knew how important early detection could be. She had been getting
regular mammograms at St. Francis Memorial Hospital once she turned 50. Mammography machines use
low-dose x-rays to create images of the breast tissue. There had been a time or two when she was called
back for additional scans. However, those test results always came back negative.

When she experienced what she had thought was another false alarm, she figured that would be the case
again. It wasn't.

She underwent a biopsy and learned in December 2016 that she had Ductal Carcinoma In Situ. It's a stage
1 non-aggressive cancer with a 98% survival rate. So, Sharon faced it head-on with a lumpectomy in 2017,



Sonographer Cathy Amyotte, left, assists a patient with a mammogram at St. Francis Memorial Hospital.

followed by chemotherapy and radiation. Other than losing her hair during treatment, she counts herself lucky that fatigue was her worst symptom.

Sharon won the battle and remains in remission today. She continues her screenings at St. Francis Memorial Hospital annually.

“The mammography staff are all very kind, caring and gentle and do everything to make you comfortable,” she said.

Sharon feels fortunate that she doesn’t have to travel far for her mammogram. However, the mammography machine at St. Francis Memorial Hospital is almost 12 years old and reaching the end of its lifespan.

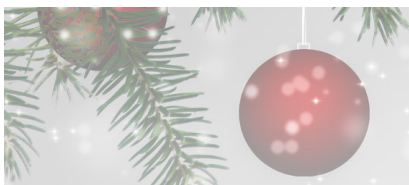
We count ourselves extremely fortunate to have loyal donors who continue to demonstrate their dedication and commitment to the Hospital in a meaningful way throughout the year. We know that without their support for medical equipment like **the mammography machine**, the medical care we have come to know and expect at St. Francis could not be delivered.

This is why we hope that when you are making your Christmas list this year, you will also consider the gift of mammography with your support of **\$25, \$50 or \$100** to local healthcare.

Amanda Dumas is the Charge Diagnostic Imaging Technologist at St. Francis Memorial Hospital. She says the new machine will bring 3D Digital Mammography to St. Francis – which provides clearer images of abnormalities within dense breast tissue and reduces false alarms by up to 40%.

“New mammography machines on the market today can simultaneously take a 2D image that we are used to taking and then also provide a 3D image - which can provide even more detail for at risk groups,” she said. ***“This technology is now becoming a standard screening tool for high-risk individuals.”***

St. Francis Memorial Hospital is part of the Ontario Breast Screening Program (OBSP), which offers free scans to anyone who requires it in the community. In fact, throughout the whole OBSP program, St. Francis sees the highest number of women 50 years of age and older. The unit also provides screening and diagnostic mammograms to women who do not meet the OBSP criteria, such as those who have been treated in the past for breast cancer and require annual or bi-annual checkups, like Sharon.



Remember: You can give your gift from now until December 31st!

“By purchasing a new Mammography machine, the community can be assured that they are **getting the same standard of care as any other individual in a larger centre,**” Dumas explained.

The new unit also has design enhancements that will provide a more comfortable and ergonomic patient experience. This includes more rounded edges instead of corners, a curved compression paddle and quicker turnaround time for imaging, meaning less time positioned at the machine.


Dumas said the current machine continues to be operational, but as technology progresses, older machines are harder and more costly to maintain. This results in more downtime and potentially delayed appointments. When time is of the essence and early-detection is key, staff and patients depend on an up-to-date mammography machine.

“Our current machine **is still meeting all of the very high standards** set out by the Mammography Accreditation program as well as the standards that the OBSP requires. However, the older the machine gets, the less likely we can acquire replacement parts to continue operating it as expected,” Dumas explained.

This holiday season, we will all depend on the Hospital to be for us 24 hours a day, 7 days a week, ready with critical equipment, like the mammography machine, to ensure we get the care that we need. If it is within your means this year, your kind gift of **\$25, \$50 or \$100** will ensure the Hospital can do just that!

As someone who has used the local hospital since 1995, Sharon has seen many new advancements in terms of healthcare equipment and treatment. She hopes more women take advantage of the excellent screening services that staff, and the mammography machine, provide. Sharon wants women to be empowered, not reluctant, to get screened.

“It won’t fix itself,” she said of a cancer diagnosis. **“You can’t just ignore it and it will go away.”**



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Amanda Dumas, Charge Diagnostic Imaging Technologist
at St. Francis Memorial Hospital



Sonographers Amanda Dumas, left, and Cathy Amyotte, right, with the current mammography machine at St. Francis Memorial Hospital.

The same can be said for the enormous task of replacing a mammography machine. We cannot ignore the fact that this machine will soon need to be replaced. We know that through your generosity, we will be able to help St. Francis maintain the excellent care that we rely on when we need it most.

Your gift matters to families like Sharon's and the other patients who know the value of a well-equipped hospital. **Medical equipment is expensive and is simply not funded by the government.** The cost of replacing this piece of equipment will come at the hefty price of \$400,000 – which is why we need your help!

Thank you for showing us how much you care about local healthcare and your Hospital this Christmas with your gift of **\$25, \$50 or \$100.**

From the bottom of our hearts, and from the hearts of all the patients who access the diagnostic imaging services at St. Francis Memorial Hospital, we sincerely thank you for considering a gift toward the new mammography machine.

Wishing you all the joy, hope and wonder of the holidays,



Erin Gienow
Executive Director
SFVH Foundation



Sharon Florent
Grateful Patient & Volunteer
Madawaska

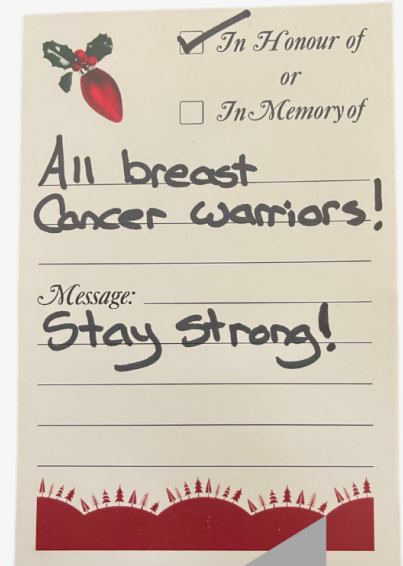
P.S. Each and every gift of support is important and very much appreciated, —**no matter the size!**

P.S.S. Did you know that you can show you care and support local healthcare throughout the year by joining our **Monthly Giving Club?** Ask us how to become a member of this Club of loyal donors or sign up on the enclosed donation form.



Save the Date!

**Please join us at the Railway Station
in Barry's Bay on
Friday, December 1
at 6:30 p.m. for the
Tree Lighting Ceremony**



☒ In Honour of
or
☐ In Memory of

All breast
Cancer warriors!

Message: Stay Strong!

Help us light our
Christmas tree! Fill out
and return the included
bulb card and dedicate
your gift in memory or in
honour of a loved one.



YES! I want to help local healthcare and Mammography this Christmas with my gift of:

☐ \$25 ☐ \$50 ☐ \$100 Other/I prefer to give \$ _____

OR

I'd rather become a Monthly Giving Club member by making a gift each month

of: ☐ \$15 ☐ \$25 ☐ \$50 I prefer to give: \$ _____



Scan with your
smartphone to give
your gift online.

LIK0J



Box 129
7 St Francis Memorial Drive
Barry's Bay, ON K0J 1B0
613-756-3044 ext. 217

- ☐ I've enclosed a cheque payable to St. Francis Valley Healthcare Foundation
(for one-time gifts)

OR

- ☐ Yes, I've enclosed a cheque marked "VOID" (for monthly gifts through a

Pre-Authorized Debit - PAD - from my bank account) _____
Signature

OR

- ☐ I prefer to give with my ☐ ☐

Credit Card Number _____ CSV Code _____



Expiry Date

Name on Card

Name on Card

Signature

Telephone

Email Address

(for future receipts and messages via email)

THANK YOU for supporting local healthcare with your Gift of mammography.

- ☐ Please send me information about making a gift in my Will to St. Francis Valley Healthcare Foundation
- ☐ Please send me more information to consider becoming a Monthly Donor

Our Promise to Monthly Donors

You may revoke your authorization at any time, subject to providing notice of 30 days. To obtain a sample cancellation form, or for more information on your right to cancel a PAD Agreement, you may contact your financial institution or visit www.cdnpay.ca.

Also, please understand that you have certain recourse rights if any debit does not comply with this agreement. For example, you have the right to receive reimbursement for any debit that is not authorized or is not consistent with this PAD Agreement. To obtain more information on your recourse rights, you may contact your financial institution or visit www.cdnpay.ca.

WHO WE ARE!

St Francis Valley Healthcare Foundation

At the St. Francis Valley Healthcare Foundation, we are working hard on your behalf to raise funds to advance local healthcare in our community, supporting the equipment and facility needs of the St. Francis Memorial Hospital, Valley Manor and Madawaska Valley Hospice Palliative Care. We are so grateful for generous gifts from the heart like those received at Christmas that have helped our excellent caregivers from these organizations with the tools they need to care for us ALL YEAR ROUND!

Q&A Make a Difference with Monthly Giving!

Why is Monthly Giving so Popular?

Monthly Giving is simply the most convenient and budget-friendly way to give. You can change your donation - or even cancel it - at any time just by contacting us. An annual tax receipt will be sent to you for your total donation, making tax time easier too!

Why is Monthly Giving so Important?

Your **Monthly Gift** will also save administration costs, allowing more of your generous donation to go directly to work helping our patients.

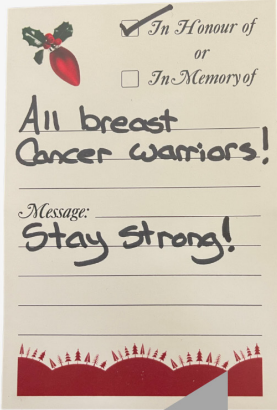
MAKE YOUR GIFT TODAY!

☎ **PHONE:** 613-756-3045 EXT. 217 - Friendly and helpful staff are available Monday to Friday, 8-4 to help you with your gift

💻 **ONLINE:** www.sfvhfoundation.com - Go online 24/7 to make a fast, convenient and secure gift.

✉ **MAIL:** Return this form using the enclosed envelope.

Charitable Registration No: 89453 4817 RR 0001



☒ In Honour of
or
☐ In Memory of

All breast
Cancer warriors!

Message:
Stay Strong!

Help us light our
Christmas tree! Fill out
and return the included
bulb card and dedicate
your gift in memory or in
honour of a loved one.