



RETURN POSTAGE GUARANTEED
PORT DE RETOUR GARANTI

**\$50,000 MATCHING
GIFT ENCLOSED**



DOCUMENTS ENCLOSED

URGENT

1235 WILSON AVE, LEVEL 1, TORONTO, ON M3M 0B2

YOUR GIFT TODAY WILL HAVE 2X THE IMPACT!

Date, 2020

Ms. Caring Donor
123 Lover's Lane
Suite <3
Lovely, ON XoX oXo

Dear <Caring>,

How do you describe the sound of a heartbeat?

I asked a few of our Humber River Hospital doctors and I heard, “lub-dub”, “thump-thump” and “ba-boom”. Did you know that in India they say “dhak-dhak” and in Italy they say “tu-tump”?

The reason I'm starting my letter to you today with this is because in every language, we recognize that a heartbeat comes in two parts. **And today, I want you to think about giving with your generous heart—and your gift will be matched up to \$50,000!**

That's right! We are starting 2020 off with an amazing matching gift opportunity and when you give today, your gift will be matched, doubling the impact of your generosity!

<Caring>, can you find it in your heart to give to our Hospital today? Your gift of \$X will become \$XX—and if you can give even more, that would be fantastic! I hope this matching gift will inspire you to give as generously as you can. Your gift will go to work right away, helping patients and families who are here right now.

Let me tell you one way your gift will be put to use—helping heal our tiny hearts in the Neonatal Intensive Care Unit (NICU). Your gift today will help more babies like Serena. Here's the story of Serena's birth, as told by her mom Stefanie.

“Two minutes after our precious baby girl was born, she crashed. As a paramedic, I knew this was really bad. Dr. Kenawy called a Code

please turn over...

YOUR GIFT TODAY WILL HAVE 2X THE IMPACT!

ConstID/Appeal-Seg Code

Special Reply Form for: **Ms. Caring Donor**

Yes, Helga! I'd like to have my gift matched today!

- Your gift of \$X becomes \$XX**
 - Your gift of \$Y becomes \$YY**
 - Your gift of \$Z becomes \$ZZ**
 - Your gift of \$50,000 becomes \$100,000**
 - Your \$ _____ will be doubled to \$ _____!**
 - I have enclosed my cheque, payable to **Humber River Hospital Foundation.**
- OR**
- I prefer to pay by credit card.

Please charge my VISA MasterCard AMEX

Card Number:

Expiry Date:

Name on Card:

Signature:

Telephone #:

New regulations from VISA may require us to contact you by phone to confirm your CVV. If you choose to give using your VISA, please include your telephone number. Thank you!

**Ms. Caring Donor
123 Generosity St.
Suite <3
Lovely, ON XoX oXo**

ConstID/Appeal-Seg Code



Meet Your Matching Gift Donors!

Hi! We are Ann and Ferd and we are so proud to support Humber. We hope you will join us! Humber is a core and essential part of our community. As long time business owners in the Humber area we saw first hand how Humber River Hospital was there to help our many staff and customers over the years. Now retired, we are both excited and honoured to give back. And we thank everyone who helped make our business a success by ensuring that Humber River Hospital continues to have a big impact on the health of everyone in this great community.



Our hearts are in the Maternal and Child Program. Babies are little miracles and sometimes they need a little extra help and care. What could be more important than helping babies and new parents?

It feels incredible to know that our donation will help buy critical and life-saving equipment. You can't help but imagine the families who will come through here, scared and worried about their new little baby. And it feels really good to know that we will be part of their happy story—to be there for them in their most desperate hour.

We hope that you will consider giving as generously as you can—because we'll match it up to \$50,000! We believe so much in Humber and the absolutely amazing people here. Look into your heart and please give!

We receipt gifts over \$20 unless otherwise requested.

The HRH Foundation respects your privacy. We do not rent, sell, trade or otherwise share our mailing lists. The information you provide will be used to keep you informed of the activities of the Foundation. If at any time you wish to be removed from our mailing list, or would like to talk to our Foundation staff about which way of giving is best for you, please contact Saneh Singh at 416-242-1000 x81517 or sansingh@hrh.ca.



Pink and started CPR. A few minutes in, I remember saying to my husband that this was taking too long, I knew the odds and I thought our little baby would die. But Dr. Kenawy and the team didn't give up and after a few more minutes, she stabilized! They rushed her to the NICU and after an hour she was breathing on her own. It was almost 24 hours before I held her, and since then I really haven't let her go.

I'll never take for granted that we have an amazing world-class Hospital right here in our neighbourhood. And because neighbours like you and me give to the Hospital, we make sure that the right doctors and the right equipment are there to save lives."

Your gifts helped make this possible. Thank you!

Right now, we have an incredible opportunity to invest in our Maternal and Child Program and help even more families. Will you please help?

You'll find enclosed a special update sharing just a few ways we can put your gift to work. Your gift will purchase equipment and provide vital support in this program and across our Hospital.

And don't forget: **your gift will be matched up to \$50,000!**

Also enclosed you will find some information about our kind and generous matching gift donors. They have the biggest hearts! Will you please give with your heart and benefit from their matching gift?

You can use the enclosed reply form to make your gift today. Thank you so much!



Yours in health,

Helga Schneider

Helga Schneider, Humber River Hospital Foundation

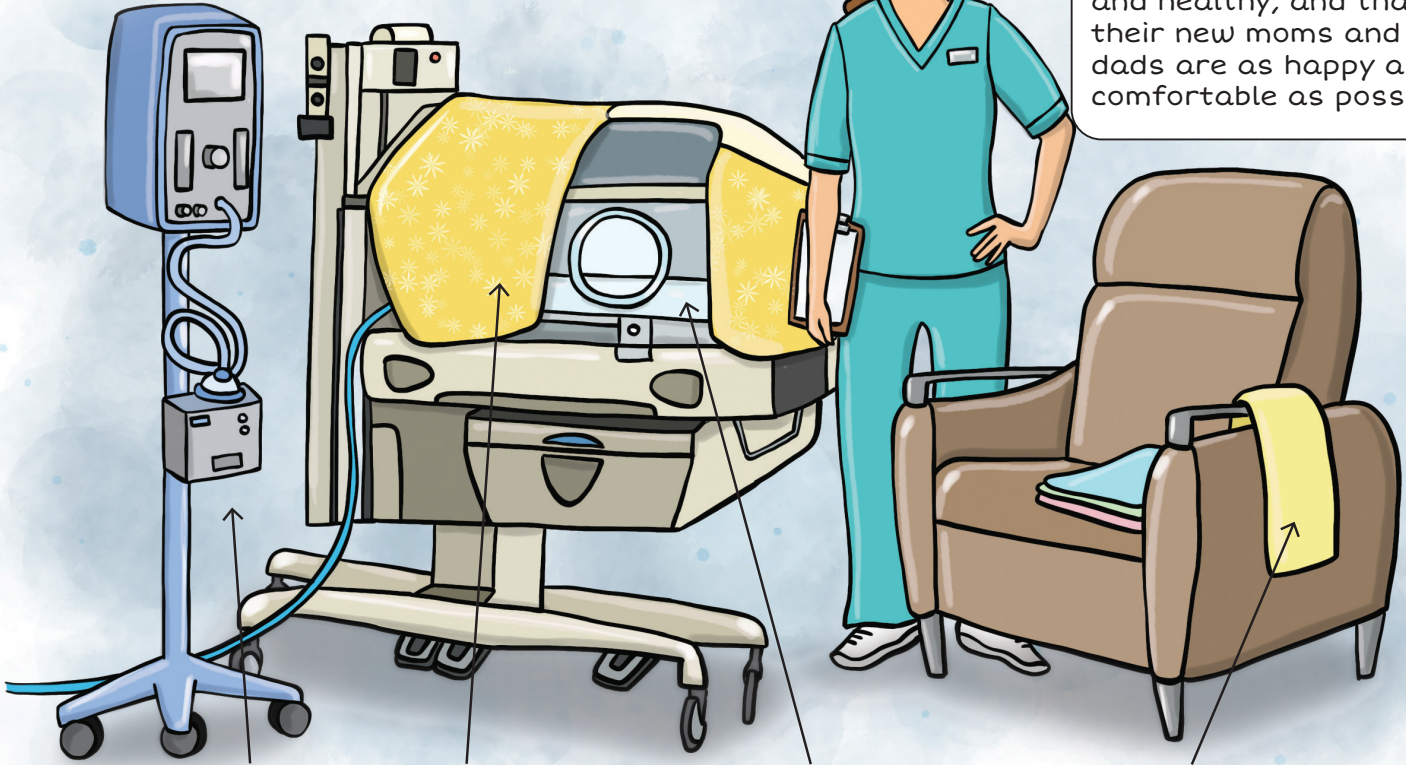
P.S. Your gift will be matched! Please give as generously as you can and benefit from the terrific matching gift opportunity. Thank you!



YOUR SPECIAL LOOK INSIDE OUR NEONATAL INTENSIVE CARE UNIT!

Did you know that each of Humber's NICU rooms is both fully furnished and private? This means little families have their own space to cuddle—and also saves time so we don't have to search the department for supplies that are needed. Here are just a few ways your gift will help right now.

Hi! I'm Janet, and I'm a nurse. I want to show you around! Everything we do here is about making sure these little babies are safe and healthy, and that their new moms and dads are as happy and comfortable as possible.



\$29,031 Ventilator
When a baby stops breathing, time is critical and this special ventilator can save their life.

\$400 Isolette Cover
These help control light and sound in the NICU, so that babies can rest and are shielded from light and sounds.

\$70 Bumper Cradle
Bumper cradles help keep our NICU babies comfortable and shielded from hard surfaces in their cribs.

\$25 Baby blanket
Whether it's to swaddle, cuddle or warm up our little babies, blankets in the NICU are essential!

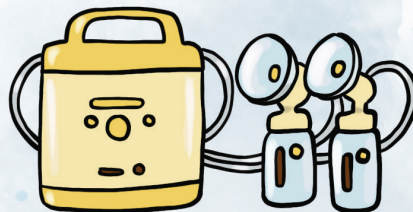


\$1,692 Breast Milk Warmer
Babies in the NICU have special feeding requirements and often need to be carefully fed with special bottles. This warmer makes sure breast milk is always heated to the perfect temperature!



\$18/pack Premie Diapers
These tiny diapers are given out, free of charge, to our premature babies for the first few weeks of their life.

\$1,650 Breast Pump
Helps new moms express milk they can use to feed babies using a bottle or other feeding device.



\$30 Baby bath Kit
Everything new parents need for new babies at bath time.



Please, take a moment to look around and then give as generously as you can. Your gift will be matched, providing critical equipment and support to have more lives!

The values and equipment described above are examples of what your gift will provide. HRHF reserves the right to redirect your gift to another type of equipment or area of need, while making our best efforts to respect and fulfill as closely as possible the original intent of your donation.