



Sir Mortimer B. Davis  
**Jewish General Hospital Foundation**



*“35 years of supporting excellence in  
patient care, research and teaching”  
(1969-2004)*

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Published by the Sir Mortimer B. Davis –  
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Printing: Impeccable Printing, Murray Genis



# VALUES

## FOCUS AND DIRECTION

We are clearly aligned around our goals and united in the pursuit of our mandates. We share a sense of common purpose and priorities with our stakeholders.

## INTEGRITY

We are committed to performing our activities with respect and transparency. All board members, management, staff and volunteers meet the highest standards of personal and professional integrity.

## OPENNESS

We encourage new ideas and feedback, and respect differences with a spirit of inquiry and sensitivity. We work in an open environment where we continuously seek to understand the needs, interests and opinions of others.

## TRUST AND MUTUAL RESPECT

We are guided by mutual respect in interactions with our staff, board members, donors and volunteers, and are committed to building long-term relationships based on trust and fairness.

## RESPONSIBILITY AND ACCOUNTABILITY

We are dedicated to being fiscally responsible with the funds entrusted to us by our donors and to being accountable to our stakeholders.

# MISSION STATEMENT

**O**ur mission is to advance health care and medical research for the people of Quebec by supporting the Sir Mortimer B. Davis – Jewish General Hospital, a tertiary care, McGill University teaching hospital.

The Foundation provides essential assistance to the Hospital to enhance its extraordinary patient care, to further scientific discovery and to acquire the most recent and innovative medical equipment.

We partner with inspired members of the community to implement a wide variety of fundraising initiatives to achieve these ambitious goals.

# 35 Years of Supporting Excellence

**W**e are pleased to present the Sir Mortimer B. Davis - Jewish General Hospital Foundation's Annual Report. This report, which highlights the Foundation's many initiatives, activities and accomplishments for the period April 1, 2004 through March 31, 2005, demonstrates our commitment to responsible stewardship, transparency and open communication.



Samuel Minzberg (left) and Myer Bick.

Founded in 1969 as the Jewish General Hospital Medical Research Foundation, the Sir Mortimer B. Davis - Jewish General Hospital Foundation has evolved into the JGH's principal private funding source, endeavouring to meet the growing needs of a leading health care institution that provides high quality general and specialized care to a diverse patient population. We can all be very proud of our Hospital and the countless donors who have supported it over the years.

But despite our growth, our mission remains the same—to advance health care and medical research for the people of Quebec by supporting the Jewish General Hospital. Monies raised by the Foundation are used to help fund research and people, purchase equipment, build new facilities, and renovate and refurbish existing structures. The Foundation's success in each of its endeavours is the result of the incredible efforts of its dedicated

volunteers who partner with a dynamic and energized staff. We are equally as grateful to our partnership with Hope & Cope and the JGH Auxiliary.

Indeed, this year has been a busy one marked by many new initiatives and a number of impressive accomplishments. These include:

- ◆ A total of \$21,160,502 from donations and fundraising this year.
- ◆ This amount includes \$898,343 in tribute and memorial funds, \$295,734 raised by the annual mailing campaign, \$340,676 raised from our Research Governors Program (thanks to 894 research governors), and \$1,719,554 raised by events.
- ◆ Our planned giving program realized 40 planned gifts and our professional advisory committee chaired by Barry Pascal and comprised of a talented group of accounting, insurance, investment and legal professionals continues to provide support and expertise in this area.
- ◆ An on-line giving program was launched allowing donors to make donations at [www.jgh.ca](http://www.jgh.ca) by simply clicking on the "donate now" logo.
- ◆ Our "Golf Classic" and "Leadership JGH Tennis Classic" are just some of the events that garnered spectacular results, raising \$1,014,248 and \$228,278 respectively.
- ◆ Events like the "Evening of Small Miracles" were held that not only raised important dollars but introduced new dynamic communities to the Hospital and Foundation family.
- ◆ In September 2004, the Foundation entered into an agreement with CauseForce Inc., organizer and producer of the "Weekend to End Breast Cancer", a two-day, 60 kilometre walk that will be held in Montreal for the first time on August 26-28, 2005. Proceeds from this event will benefit breast cancer research, treatment and prevention at the Hospital's Segal Comprehensive Cancer Centre. Nancy Rosenfeld serves as board champion for this major undertaking.

Amidst these many achievements the Foundation and Hospital suffered a great loss with the passing of Leo Goldfarb, a most dedicated supporter and hospital leader, who served as both Foundation Chairman and President of the Hospital Centre Board.

Ever mindful of our fiduciary responsibilities, the Foundation conducted a thorough review and reorganization of its corporate governance structure, under the most able leadership of Robert Vineberg. This resulted in the drafting of new Foundation by-laws, a streamlined Board of Directors, and an increase in the number of board meetings to be held each year. Important initiatives were also undertaken by the Audit Committee, chaired by Mark Krakower, the Strategic Planning Committee, chaired by Richard Dubrovsky, and the Human Resources Committee, chaired by Allen F. Rubin. The Investment and Finance Committee, under the chairmanship of H. Arnold Steinberg C.M., continues to provide sage and steady stewardship of Foundation investments. Under the leadership of Morris Hoffman, the Equipment Acquisition Committee launched an effort to acquire a BAT machine for the Division of Radiation Oncology. Procedures were also implemented to comply with new legislation on receipting for charitable organizations and our donor database software was updated to improve donation processing, provide superior gift tracking capabilities, and increase staff productivity.

Finally, an eight month strategic planning exercise was undertaken by our staff and board member volunteers Richard Dubrovsky, Mark Krakower, Samuel Minzberg, Nancy Rosenfeld, Robert Vineberg, John Waxlax, and Jonathan Wener, C.M. that culminated in the development of a wide-ranging strategic plan that will guide the Foundation over the next three years. The strategic plan covers the areas of campaign, special events, annual direct mail campaign, planned giving, donor relations, corporate governance, organizational effectiveness and communications.

With regards to financing hospital needs, funds raised throughout the year helped to fuel the hospital's expansion to include the 8 1/2 floor addition to the Cummings Pavilion E and the new Nuclear Medicine Facility that will house our brand new PET/CT scan.

In closing, we would like to once again thank our remarkable donors and devoted volunteers for their continued generosity and support. The Hospital's 23,000 inpatients, 60,000 plus Emergency patients and recipients of over 500,000 outpatient services, are the beneficiaries of their efforts throughout the year. We look forward to our ongoing and productive partnership. Together, we will make a difference for our community, our city and our province.



Artist's view of the expanded Cummings Pavilion E.



Building the new Nuclear Medicine Facility.

Myer Bick  
President and Chief Executive Officer  
Jewish General Hospital Foundation

Samuel Minzberg  
Chairman of the Board  
Jewish General Hospital Foundation

# “Power to Heal” Campaign

**W**hen we first contemplated embarking on the “Power to Heal” campaign, we knew that although the product was unsurpassed and the need undeniable, the process would not be an easy one. Two hundred million dollars! Quite an amount considering that the first campaign to build the Jewish General Hospital raised \$1.5 million in 1929.



Morton Brownstein, C.M. (left) and Edward Wiltzer.

How times have changed. Practicing state-of-the-art medicine and remaining at the forefront of scientific discovery require a great deal of money and just like our founding fathers, we too are determined to succeed. Yet with all our growth and innovation one constant still remains—to provide high quality general and specialized care to a diverse patient population, since as the JGH’s founding president Allan Bronfman said at a dinner on the final day of the 1929 campaign, “sickness knows no distinctions”.

On May 12, 2003, the “Power to Heal” campaign was launched to provide our medical, surgical and nursing staff with the facilities, equipment, personnel and research funding needed to provide excellence in patient care, research and teaching in the 21<sup>st</sup> century. Although launched in an environment where many

important institutions and truly worthwhile causes must increasingly rely on private donor support, we are proud and gratified to report that we are well on our way to accomplishing our goal with \$80 million raised to date. We are grateful to our many volunteers, the hospital’s administration, hospital and foundation staff, and our dedicated and highly respected physicians and scientists who have made the campaign so successful at this early stage.

This year, a total of \$36 million was raised in pledges and direct gifts to the “Power to Heal” campaign. Our corporate friends have encouraged us with major gifts from Royal Bank, Bank of Montreal, Power Corporation, the Molson Foundation, Hydro Québec and Bell Canada Enterprises. The pace-setting \$20 million gift from the Leonor and Alvin Segal Family towards creation of the Segal Comprehensive Cancer Centre has helped turn a dream into a reality. The Segal Centre, which will open in February 2006, will provide essential cancer care to all Quebecers. Also, the Fish, Fruchter and Stendel families’ \$4 million gift to purchase a PET/CT scan for the Division of Nuclear Medicine will bring the most advanced standard in cancer detection to our comprehensive cancer centre program. Lead gifts were received from Irwin Adelson, Beryl and Ralph Goldman, the Larry Kendall Family, Shirley and Max Konigsberg, and Christine and Herschel Victor, C.M. And, campaign gifts totalling \$1,647,712 were used to purchase important equipment for the JGH.

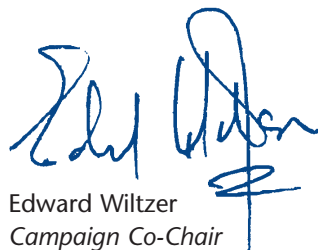


The ongoing construction of Cummings Pavilion E.

Finally, we would like to thank all of our campaign team members, listed to the right, to whom we are eternally grateful for helping us achieve such great results. Special mention goes to the outstanding support given by James Alexander, Leonard Ellen, the Honourable E. Leo Kolber, Micheline Martin, Samuel Minzberg, Stanley K. Plotnick, Alice Raby, Allen F. Rubin, Bernard Stotland, Gary Ulrich and Jonathan Wener, C.M. We eagerly look forward to another productive and successful year.



Morton Brownstein, C.M.  
Campaign Co-Chair



Edward Wiltzer  
Campaign Co-Chair

## The Incredible Campaign Team 2004-2005

Jordan Aberman  
Arlene Abitan  
Armand Afilalo  
James Alexander  
Manny Batshaw, C.M.  
Ron Black  
Evelyn Bloomfield-Schachter  
Milan Bratin  
Stephen R. Bronfman  
Harold Brownstein  
Stephen Brownstein  
Marvin Corber, C.M.  
Steven Cummings  
Leonard Ellen  
Dr. Sheldon Elman  
Frank Engelberg  
Janie Etinson  
Yvette Ettinger  
Anita Gabbay  
Garry Garbarino  
Mitch Garfinkle  
Brahm Gelfand  
Leo Goldfarb\*  
Sonny Gordon  
David Granofsky  
Neal Grover  
Hugh G. Hallward  
Aubie Herscovitch  
Morris Hoffman  
Paul Hubscher  
Gerald Isenman  
Dr. Stephen Jacobson  
Jack Jacobson  
Hon. Pierre Marc Johnson  
Gail Karp  
Ian Karper  
Bruce Kent  
Hon. E. Leo Kolber  
Mark Krakower  
Charles Larente  
Boris G. Levine, C.M., F.C.A.  
Jewel Lowenstein  
Micheline Martin  
Gary Mintz  
Harriet Muroff  
Roy Palmer  
Stanley K. Plotnick  
Alice Raby  
Marlene Raich  
Stephen Reitman  
Harvey Rosenbloom  
Allen F. Rubin  
Allan Schouela  
Jeff Segel  
Bernard J. Shapiro, O.C.  
Gary D. Shapiro  
Mark Sherman  
Bernard Stotland, C.A.  
John Swidler  
Steven T. Tabac  
Joyce Tanner  
Neil Uditsky  
Gary Ulrich  
Justin Vineberg  
Robert Vineberg  
John Waxlax  
Neil Weinman  
Jonathan Wener, C.M.  
Robert Wiseman  
Murray Yaffe

\*Deceased



# “You Have the Power to Heal”



## The Segal Gift

In a true show of leadership, kindness and charity the Leonor and Alvin Segal Family has donated \$20 million to build the Segal Comprehensive Cancer Centre. This gift, the largest ever presented to the Hospital and Foundation, will help establish a centre that will focus on research, prevention, diagnosis and treatment of cancer, revolutionizing cancer care in Quebec and impacting the lives of many. The comprehensive cancer centre approach, which is used throughout North America, brings together new and existing services and facilities, leading clinical and research experts and advanced equipment into one centralized location, and is considered one of the most dynamic tools available to combat cancer today!



The Foundation and Hospital are indeed privileged to have such distinguished benefactors as the Segals who have shown outstanding leadership and commitment to our community, as demonstrated by their great philanthropy. We are forever grateful to the Leonor and Alvin Segal family for the confidence and trust that they have placed in the JGH by bestowing such a generous and important gift.

**Photo 1 – Alvin Segal, Sarah Midvidy and Leonor Segal.  
Photo 2 – Myer Bick, Edward Wiltzer, Henri Elbaz, Samuel Minzberg, Leonor Segal, Jonathan Wener C.M., Alvin Segal C.M., Stanley K. Plotnick and Morton Brownstein C.M.**



## The Distinguished Scientist Award

The Distinguished Scientist Award (DSA) was created to provide donors with the opportunity to support leading physicians, surgeons and scientists who have made significant contributions in their respective fields. This award, set-up as an endowment, provides a continuous income stream that will allow for important breakthroughs and enrich the JGH’s academic environment and research base. The DSA is also critical to recruiting and retaining outstanding clinicians, educators and scientists who are actively involved in teaching the next generation of medical professionals. The future of patient care can only be guaranteed by an investment in the best and brightest people who will allow the JGH to remain at the forefront of discovery, education and innovation. Our first two extremely accomplished recipients are:

- ◆ Dr. Walter Gotlieb, recipient of the Cely and Ezekiel Schouela Distinguished Scientist Award, is Director of the JGH’s Division of Gynecologic Oncology and of Colposcopy and is in charge of the Hereditary Ovarian Cancer Unit. Dr. Gotlieb is the JGH’s primary ovarian cancer researcher.
- ◆ Dr. Moulay A. Alaoui-Jamali, recipient of the Dundi and Lyon Sachs Distinguished Scientist Award, is a scientist who holds several anti-cancer patents and whose research in breast cancer has received funding from the Canadian Institutes of Health Research and the Canadian Breast Cancer Research Alliance.



**Photo 1 – Ezekiel and Cely Schouela and Dr. Walter Gotlieb.  
Photo 2 – Morton Brownstein C.M., Dr. Moulay A. Alaoui-Jamali, Dundi and Lyon Sachs, Dr. Gerald Batist and Edward Wiltzer.**

## The Fish, Fruchter and Stendel Gift

Over the past five years, the JGH's Division of Nuclear Medicine has experienced tremendous growth with demand for division services far outpacing available resources. This need has resulted in construction of brand new premises for the division that will house a new state-of-the-art PET/CT scan, four gamma cameras, and a DPX machine. The PET/CT scan, a gift from Wally and Aaron Fish, Ethel and Mortimer Fruchter, and Manya and David Stendel, is vital to the early detection and management of cancer, becoming the standard of care for cancer patients.

Photo – Mortimer Fruchter, Manya Stendel and Aaron Fish.



## Principal Benefactors

On October 27, 2004, "Future of Surgery at the JGH", a unique event highlighting many facets of the JGH's Department of Surgery took place. The evening included cocktails, displays and demonstrations of the latest in surgical equipment, and brief speeches by Dr. Martin Black, Chief of Surgical Services, and Alison Milligan, Nursing Director for Surgery. Guests were also treated to a tour of the operating room suites. The Principal Benefactors Program was created to honour key donors and keeps them informed on and involved in major healthcare issues related to the JGH. Other distinguished speakers who have addressed these gatherings include: JGH physicians Drs. Jacques Galipeau and Michael Pollak, Lynne McVey, Nursing Director – Medicine, Psychiatry, Oncology (JGH), New York architect David Ginsberg and internationally recognized neuro-oncologist Dr. Henry S. Friedman.

Photo 1 – Alice and Joel Raby and Dr. Donald Hickey.

Photo 2 – Dr. Jacques Corcos, Nicki Lang and Murray Steinberg.



## Campaign Cocktails

Cocktail parties were held at the homes of Heleena and Edward Wiltzer and Merle and Bernard Stotland to spread the word about the campaign, our hospital, and its outstanding physicians. The Wiltzers welcomed some 40 guests to their home on October 20, 2004. Dr. Jacques Galipeau, the evening's speaker, stressed the JGH's important partnership with the public and private sectors and discussed how the Segal Comprehensive Cancer Centre will improve cancer care and provide desperately needed space for patients, physicians, researchers and staff.

On October 28, 2004, guests at the home of Merle and Bernard Stotland were treated to an educational evening with Drs. Martin Black and David Langleben. Dr. Black discussed the future of surgical services at the JGH, while Dr. Langleben spoke about the new Cardiovascular Sciences Centre that will integrate and improve on the way cardiovascular care services are provided.

Photo 1 – Dr. Jacques Galipeau, Heleena and Edward Wiltzer.

Photo 2 – Dr. Martin Black, Merle Stotland, Dr. David Langleben and Bernard Stotland.



# Events – Putting the Fun into Fundraising



## 1 JGH Silver Star Mercedes-Benz 12<sup>th</sup> Annual Golf Classic



**T**he JGH Silver Star Mercedes-Benz 12<sup>th</sup> Annual Golf Classic was held on June 14, 2004 at the Hillsdale Golf & Country Club. This event, which continues to rank as a premiere event on the Foundation's calendar, raised \$1,014,248 to support implementation of a Picture Archiving and Communication System in the Department of Medical Imaging. Over the past 12 years \$6.5 million has been raised by the "Golf Classic". Event chairs Ron Waxman and Mitchell Stein and their devoted and hard-working committee truly made this event a great success!

Photo 1 – Mitchell Stein, Sam Eltes and Ron Waxman.  
Photo 2 – What a shot!



## 1 7<sup>th</sup> Annual Leadership JGH Tennis Classic



**T**he 7<sup>th</sup> Annual Leadership JGH Tennis Classic (LJGH), which took place on July 22, 2004 at the Jarry Park Tennis Centre, provided participants with a great day of tennis tournaments and clinics, followed by a fabulous Disco Ball that did not disappoint. This year, \$228,278 was raised in support of the Segal Comprehensive Cancer Centre. Event co-chairs were Franceen Poplaw and Pat Stein. LJGH combines a group of young leaders devoted to fundraising for the hospital. To date, over \$1 million has been raised through the LJGH Tennis Classic.

Photo 1 – Sheldon and Rhonda Leibner and Richard Stein.  
Photo 2 – Dan Seger and David Brown.



## Evening of Small Miracles

**O**n April 17, 2004 the JGH Foundation and Altapex Construction Corporation united to save premature babies in the Neonatal Intensive Care Unit by collaborating on the Evening of Small Miracles, which was held at Le Madison Reception Hall. Hosted and organized by Leonardo Soares of Altapex Construction Corporation and his wife Angela, the evening attracted over 300 guests and raised \$161,780 for new equipment to treat premature and sick babies.

Photo – Leonardo and Angela Soares and Glenys and Dr. Apostolos Papageorgiou.



## Gloria "No-Show Event"

**T**he pleasure of your company is **not** requested at a gala for the Gloria Shapiro Endowment Fund for Ovarian Cancer Research read the invitation for a one of a kind fundraiser that raised \$31,109. The idea, enjoy a quiet evening at home, keep the fabulous dress and heels in the closet, and give to a most worthwhile cause—to raise funds for early detection, better treatment and ultimately, a cure for ovarian cancer. With a superb rate of return of 344 responses, this "No-Show Event" was a noticeable success.

Photo – "No Show Event" Organizing Committee.

## It's a Girl Thing

Raising \$34,139 for breast cancer research at the new Segal Comprehensive Cancer Centre was the result of Next Generation's It's a Girl Thing, which took place on November 21, 2004 at Baton Rouge, 1050 de la Montagne. Thanks to proprietor Chris-Ann Nakis' generosity, over 500 women from the French, Greek, Italian and Jewish communities enjoyed lunch, bingo with prizes, a raffle, and fantastic fashion show by Jessie May. Event co-chairs were Tina Abbey, Christina Fegitis and Lynn Wolfe. Next Generation is comprised of a group of young leaders dedicated to fundraising for the JGH.

Photo – It's a Girl Thing Organizing Committee.

IT'S A GIRL THING \* UNE AFFAIRE DE FILLE



## HSBC Bank Canada Golf Tournament

On September 13, 2004, 192 golfers enjoyed a wonderful day of golf at Islesmere Golf Club at the 3<sup>rd</sup> Annual HSBC Bank Canada Golf Tournament, which raised \$250,000 to benefit the Segal Comprehensive Cancer Centre. In addressing guests at a dinner following the tournament, Jon Hountalas, Senior VP, Quebec and Atlantic Regions, HSBC Bank Canada and tournament President, expressed, "Our ties to the JGH are so firm because HSBC recognizes a kindred spirit in an institution whose size and reputation never overshadowed its personal touch". The tournament's Honorary President was Alvin Segal, C.M.



Sean O'Sullivan, Alvin Segal C.M., Nadia Michael and Jon Hountalas.

## What You Need to Know About Ovarian Cancer

On November 4, 2004 the Foundation presented an awareness evening entitled "What You Need to Know about Ovarian Cancer". This event, in memory of Gloria Shapiro, was a project of the Gloria Shapiro Endowment Fund for Ovarian Cancer Research. Gloria had spent the last 18 months of her life raising funds for ovarian cancer research while battling this devastating disease. To date the fund has raised \$168,546 in support of research being



"What You Need to Know About Ovarian Cancer" Organizing Committee.

conducted by JGH physician, Dr. Walter Gotlieb, Director of the Division of Gynecologic Oncology and of Colposcopy. Participants included Drs. Gerald Batist, Walter Gotlieb, Petr Kavan and Diane Provencher who discussed various facets of the disease and took questions from an audience of 300 participants.

## Events for 2005

**Evening in Athens**  
May 28, 2005

**Rally for a Cure\***  
June 1, 2005

**13<sup>th</sup> Annual JGH Golf Classic**  
June 6, 2005

**8<sup>th</sup> Annual LJGH Tennis Classic**  
August 18, 2005

**Perlasca: A Tribute to Life**  
August 25, 2005

**Weekend to End Breast Cancer**  
August 26-28, 2005

**1<sup>st</sup> Annual Lila Sigal Marathon Hockey Tournament\***  
September 10, 2005

**HSBC Bank Canada Golf Tournament\***  
September 12, 2005  
(Royal Montreal Golf Club)

**The Montreal Ovarian Cancer Initiative (MOI)\***  
September 15, 2005

**Angel Ball\***  
September 21, 2005

**1<sup>st</sup> Annual Cure Scleroderma Foundation Gala\***  
November 5, 2005

**2<sup>nd</sup> Annual It's a Girl Thing**  
November 20, 2005

\*Third Party Event

# Donor Recognition

The JGH Foundation is grateful to our donors whose generosity enables the Hospital to provide high quality care and cutting edge research that are at the core of its reputation for excellence. In this regard, the Foundation has developed a series of programs dedicated to express and showcase our appreciation to our valued donors. These include:



## Hall of Honour

Over the past year, a committee comprised of James Alexander, Morton Brownstein, C.M. Stanley K. Plotnick, Myer Bick and Francine Levi has been hard at work planning for a new Hall of Honour. A first for the Hospital, this specially designed area will combine inspirational art with simple yet elegant signage. The purpose is to offer appreciation to our valued partners and publicly record their generous contributions.

The Hall of Honour will include 18 individual walls, each recognizing specific levels of giving. The system that will be used is designed to accommodate donor recognitions for the next 8-10 years.



Larry Kendall Family Recognition.



Shirley and Max Konigsberg Recognition.



Beryl and Ralph Goldman Recognition.



Ruth and (the late) Alexander Dworkin Recognition.

## Donor Recognition Policy

In conjunction with the creation of the Hall of Honour, a new donor recognition policy has been developed that clearly outlines recognition available to donors at various giving levels.

## Donor Recognition Receptions

This past year, the Foundation hosted 30 donor recognition receptions, providing Foundation and Hospital leadership and members of the medical staff with the opportunity to personally meet and thank our donors for all that they have done. Donors also get to learn more about the JGH and how their donations are being used. These receptions are often an opportunity for donors' children and grandchildren to learn first hand about the importance of giving and the difference that it can make!



Irena Guthertz Recognition.

## Communications

The Foundation is currently implementing a program to provide donors with annual reports about the use of their funds and how they advance hospital programs.

## Electronic Postcard

Donors whose email addresses have been provided to the Foundation received an electronic postcard in December 2004, showing the status of construction of the 8 1/2 floor addition to the Cummings Pavilion E. This card is part of a series designed to keep our donors updated on the progress of this construction.



Christine and Herschel Victor, C.M. Recognition.



SNC Lavalin Recognition.



Sylvia and Ben Levitt Recognition.

# Hope & Cope

**F**ounded in 1981 by Sheila Kussner, O.C., O.Q., Hope & Cope has grown into an important partner of the JGH's Department of Oncology. While Hope & Cope is a professionally-led program, the key to its success is its volunteers whose skill, wisdom and personal experience with cancer make Hope & Cope truly special.



Sheila Kussner, O.C., O.Q. and Myer Bick outside new JGH/Hope & Cope Wellness Centre.

Volunteers are involved in all aspects of the Hope & Cope program from direct service with patients and families, such as peer counselling, to self-help groups, hospital visits, palliative care and bereavement. Volunteers also provide transportation for treatments and appointments, administrative support in hospital clinics and offices, education, a newsletter, resource information, coping skills training and relaxation therapies.

Hope & Cope is currently expanding to enhance its activities by opening a Wellness Centre. In partnership with the Jewish General Hospital and private donors, the Wellness Centre will offer research-based programs that promote and enhance survivorship—living well with and beyond cancer. Programs will include yoga, meditation and relaxation, coping skills workshops, health education seminars, exercise, and creative-expressive activities like art and music. The Wellness Centre is scheduled to open in the spring of 2006, to coincide with Hope & Cope's silver (25<sup>th</sup>) anniversary.

Hope & Cope funding is completely community based with proceeds coming primarily from two major fundraisers that are held each year. Fashion Fantasy XV was held on August 24, 2004 at the Shaar Hashomayim Synagogue with some

500 guests enjoying a gala dinner by Giorgi and fashions by Holt Renfrew. Denim & Diamonds, an initiative of Hope & Cope's Young Adult Division, was held on May 1, 2004 at the Marché Bonsecours, with more than 700 people partying the night away and dining on a gourmet selection of food from some of the city's finest restaurants. Both events were the work of small committed teams, each taking major leadership roles in their assigned responsibilities. In total, both events grossed approximately

one million dollars—monies which will fund the Hope & Cope program (including the Wellness Centre) plus hospital oncology projects.

While the daily activities of Hope & Cope are led by its professional staff, Hope & Cope relies on a strong lay leadership for governance and fundraising. This year's President, Brenda Blatt, and Vice-President, Joan Ungar, continue the tradition of commitment and excellence that has defined Hope & Cope throughout its 24 year history, and has earned it and the hospital national and international recognition as an oncology peer-support model of psychosocial cancer care.



Young Adult Division Denim & Diamonds Committee.



Harriet and Abe Gold, honourees at Fashion Fantasy 2004.

# JGH Auxiliary

The JGH Auxiliary's mandate is to initiate worthwhile programs, provide good public relations and raise funds to enhance the quality and effectiveness of hospital services. Book sales, Meals-on-Wheels, CPR courses and the Hospital Opportunity Program for Students (HOPS) are just a few of the Auxiliary's many undertakings. Revenues are also generated from the Flower Shop, Café de l'Atrium and Link Snack Bar. The Auxiliary's program with Lifeline (a provider of personal response systems), chaired by Fran Yagod, continues to provide funds to purchase specialized beds and chairs for the Division of Geriatric Medicine. Under the leadership of Co-Presidents, Hela Boro and Eileen Fleischer, this past year has been a busy one filled with events and activities that provided a net income of \$850,000.00.

The Auxiliary is fortunate to collaborate with the Foundation on many occasions. Advice and support from Myer Bick, Larry Sidel and the very capable professional staff, have been very much appreciated.

## Auxiliary Highlights 2004-2005

**April 21, 2004** - Over 500 people attended the Auxiliary's 2<sup>nd</sup> Casino Royale and Auction with proceeds benefiting the Department of Anesthesia. Honoree was Bina Ellen and event chairs were Morris Hoffman, Phyllis Kis and Harriet Krakower.

**May 5, 2004** - The 24<sup>th</sup> Annual Bridge Tournament was held with over 300 avid players attending. EKG machines were purchased. Tournament chairs were Karen Grossbaum and Bonnie Rothstein.

**June 7, 2004** - Auxiliary members served as hostesses at the 12<sup>th</sup> Annual Golf Classic. Working in conjunction with the Foundation, the Auxiliary published a souvenir book commemorating the event. Chairs were Sandra Gutherz, Judy Shaicovitch and Fran Yagod.

**June 12, 2004** - American cosmetic consumer advocate, Paula Begoun was guest speaker at the Roslyn Liebling Memorial Lecture. This sold out evening attracted 250 people. Proceeds were used to purchase a rumi uterine system for the Department of Obstetrics and Gynecology. Event chair was Rona Small.

**October 24-25, 2004** - The ever popular Fall Fair and Raffle was chaired by Dorothy Rotholz, Rosalie Faigan, Gloria Brownstein, Sandy Appel and Florence Berns. Proceeds were used to purchase surgical trays for the Department of Ophthalmology and two colonoscopes for the Division of Colo-Rectal Surgery.

**December 9, 2004** - Premiere of the National Film Board movie "Mr. Mergler's Gift", which chronicled a piano prodigy mentored by the late Daniel Mergler. After the film, a piano recital by Mr. Mergler's extraordinary student, Xin Ben, and her new teacher, Alexander Solapov, took place. Proceeds raised benefited the Pediatric Primary Care Centre in the JGH's Herzl Family Practice Centre. Event chairs were Robyn Krane, Karen Forman and Sari Sacks.

**March 7, 2005** - The Auxiliary's new cookbook "Panache, Montreal's Flair for Kosher Cooking" was launched. Orders for this very popular cookbook have come in from Vancouver, Toronto, Israel, Winnipeg, Calgary and Vermont. Thanks to editor, Shawna Goodman Sone, and her creative team, the Emergency Department will be the ongoing recipient of proceeds from "Panache".



2<sup>nd</sup> Casino Royale and Auction.



"Mr. Mergler's Gift" Premiere.



"Panache" Launch.

# Financial Statements

## Summarized Statement of Operations For the Year Ended March 31, 2005

(Unaudited)

	2005	2004
<b>Revenues</b>		
Donations and fundraising	\$ 21,160,502	\$ 17,875,280
Investment income	5,579,329	2,131,877
Unrealized appreciation in value of marketable securities	1,102,245	-
Transfer to deferred contributions	(1,139,407)	(451,925)
	<b>26,702,669</b>	<b>19,555,232</b>
<b>Expenses</b>		
Activities	1,451,915	1,238,190
Administration	848,698	865,145
	<b>2,300,613</b>	<b>2,103,335</b>
<b>Income Before Allocations</b>	<b>24,402,056</b>	<b>17,451,897</b>
<b>Allocations to the Sir Mortimer B. Davis – Jewish General Hospital</b>		
Research and academic enhancement	1,513,543	2,111,203
Endowment allocations	1,441,726	963,082
Capital projects	3,818,272	1,249,901
Other Hospital activities	1,901,991	3,147,146
	<b>8,675,532</b>	<b>7,471,332</b>
<b>Excess of Revenues over Expenses and Allocations</b>	<b>\$ 15,726,524</b>	<b>\$ 9,980,565</b>

## Summarized Statement of Financial Position As at March 31, 2005

(Unaudited)

	2005	2004
<b>Assets</b>		
Cash	\$ 18,952,319	\$ 3,835,824
Marketable securities (2005 – Presented at Market Value; 2004 – Presented at Cost)		
Fixed income securities	31,749,913	29,714,090
Equities	56,254,607	53,197,957
Interest and sundry receivables	599,731	429,096
Due from Hospital	55,342	440,908
Pledges receivable	41,516,627	40,957,083
Land and building, at cost	260,000	260,000
	<b>\$ 149,388,539</b>	<b>\$ 128,834,958</b>
<b>Liabilities</b>		
Due to Hospital	183,298	–
Sundry liabilities	251,133	27,160
Deferred revenue	41,516,627	40,957,083
Deferred contributions	3,476,038	1,587,462
	<b>45,427,096</b>	<b>42,571,705</b>
<b>Fund Balances</b>		
<b>Balance – Beginning Period</b>		
As previously reported	\$ 86,263,253	\$ 76,282,688
Unrealized appreciation in value of marketable securities – 2004 and prior	1,971,666	–
As restated	<b>88,234,919</b>	<b>76,282,688</b>
Excess of revenues over expenses and allocations	14,624,279	9,980,565
Unrealized appreciation in value of marketable securities in 2005	1,102,245	–
<b>Excess of Revenues over Expenses and Allocations</b>	<b>15,726,524</b>	<b>9,980,565</b>
<b>Balance – End of Period</b>	<b>103,961,443</b>	<b>86,263,253</b>
	<b>\$ 149,388,539</b>	<b>\$ 128,834,958</b>

# Officers and Board of Directors 2004-2005

**HONOURARY CHAIR:**  
James Alexander

**CHAIR:**  
Samuel Minzberg

**PRESIDENT:**  
Myer Bick

**VICE-CHAIRS:**  
Richard Dubrovsky  
Robert Vineberg  
Helaine Herman  
Jonathan Wener, C.M.

**SECRETARY:**  
Allen F. Rubin

**TREASURER:**  
Bernard Stotland, C.A.

## BOARD OF DIRECTORS

James Alexander  
Lorne Bassel  
Hela Boro/Eileen Fleischer  
Morton Brownstein, C.M.  
Steven Cummings  
Richard Dubrovsky  
Helaine Herman  
Morris Hoffman  
Jon Hountalas  
Gail Karp  
Mark Krakower  
Sheila Kussner, O.C., O.Q.  
Samuel Minzberg  
Stanley K. Plotnick  
Nancy Rosenfeld  
Allen F. Rubin  
Allan Schouela  
H. Arnold Steinberg, C.M.  
Bernard Stotland, C.A.  
Gary Ulrich  
Robert Vineberg  
John Waxlax  
Jonathan Wener, C.M.  
Edward Wiltzer

## EXECUTIVE COMMITTEE

*Chair:*  
Samuel Minzberg

*Vice Chairs:*  
Richard Dubrovsky  
Helaine Herman  
Robert Vineberg  
Jonathan Wener, C.M.

*Secretary:*  
Allen F. Rubin

*Treasurer:*  
Bernard Stotland, C.A.

*President of the Hospital  
Centre Board:*  
Stanley K. Plotnick

*A Vice Chair of the Hospital  
Centre Board:*  
James Alexander

*Foundation President and C.E.O.:*  
Myer Bick

*Hospital Executive Director:*  
Henri Elbaz

## TRUSTEES

Jordan Aberman	Charles Larente
Marcel Adams	Frank Leboff, F.C.A.
Sylvan Adams	Miles A. Leutner
Armand Afilalo	Harvey Levenson
Lorne Bassel	Donna Levy Kane
Lucien Benarroch	Paul Lowenstein
Evelyn Bloomfield-Schachter	Ross Paperman
Garner Bornstein	Hyman Polansky
Janis Brownstein	Alice Raby
Warren Chisling	Joel Raby
Leonard Ellen	Joseph Rizzolo
Sam Eltes	Harvey Rosenbloom
Aaron Fish	Edouard Schouela
Brahm Gelfand	Bernard J. Shapiro, O.C.
Leo Goldfarb*	Leonardo Soares
David Granofsky	Barry Stein
Salvatore Guerrera	Herschel Victor, C.M.
Lynne Kassie	Stephen Vineberg
Marvyn Kussner	Irwin Zelniker
Mary Kounadis	

*\*Deceased*

## HONOURARY TRUSTEES

Sydney Aptacker	Humphrey Kassie
Francesco Bellini, O.C.	Larry Kendall
Aldo Bensadoun	Mervin Kerman
Harry J.F. Bloomfield, Q.C.	Joel King
Neri Bloomfield	Hon. E. Leo Kolber
Marjorie Bronfman, C.M.	Mildred Lande, C.M.
Stephen R. Bronfman	Nicki Lang
Simon Cobrin	Lester Lazarus
Marilyn Steinberg Cobrin	Boris G. Levine, C.M., F.C.A.
Norma Cummings	Herbert Paperman
Melvyn A. Dobrin	Martin Prosserman
Ruth Dworkin	Jeremy H. Reitman
Bernard J. Finestone, C.D., C. de G.	Eugene N. Riesman
Nat Finkelstein	Alvin Segal, C.M.
Mortimer Fruchter	Leonor Segal
Ronald Gally, F.C.A.	Claire Sheiner
Marc Gold	Herbert E. Siblin, C.M., F.C.A.
Robert Goldfarb	Helen Steinberg
Ralph Goldman	David Stendel
Theodor Goldman	Leo Stroll
Yoine Goldstein	Larry Wexler
Hugh G. Hallward	Edward Winant
Michal Hornstein, C.M., C.Q.	John Zimmerman
Hon. Pierre Marc Johnson	Sheila Zitterer

## Board Committees 2004-2005

### INVESTMENT AND FINANCE COMMITTEE

---

H. Arnold Steinberg, C.M., <i>Chair</i>	Stanley K. Plotnick
Myer Bick (ex-officio)	Joel Raby
Michel Boucher	Allan Schouela
Henri Elbaz (ex-officio)	Bernard Stotland, C.A.
Samuel Minzberg	Stephen Vineberg

### AUDIT COMMITTEE

---

Mark Krakower, <i>Chair</i>	Samuel Minzberg (ex-officio)
Armand Afilalo	Jacques Misrachi (ex-officio)
James Alexander (ex-officio)	Larry Sidel (ex-officio)
Myer Bick (ex-officio)	Bernard Stotland, C.A. (ex-officio)
Warren Chisling	Neil Zeidel
Brahm Gelfand	Irwin Zelniker

### CORPORATE GOVERNANCE COMMITTEE

---

Robert Vineberg, <i>Chair</i>	Mark Krakower
Myer Bick (ex-officio)	Beverly Kravitz (ex-officio)
Brahm Gelfand	Samuel Minzberg

### STRATEGIC PLANNING COMMITTEE

---

Richard Dubrovsky, <i>Chair</i>	Nancy Rosenfeld
Myer Bick (ex-officio)	Robert Vineberg
Mark Krakower	John Waxlax
Beverly Kravitz (ex-officio)	Jonathan Wener
Samuel Minzberg	

### HUMAN RESOURCES COMMITTEE

---

Allen F. Rubin, <i>Chair</i>	Samuel Minzberg
Myer Bick (ex-officio)	Larry Sidel (ex-officio)

### EQUIPMENT ACQUISITION COMMITTEE (EAC)

---

Morris Hoffman, <i>Chair</i>	Benny Levitt
Armand Afilalo	Pam Litman
Mark Bercuvitz	Gerald Litwin
Myer Bick	Alan Maislin
Hela Boro	Stephen Maislin
Roz Druckman	Samuel Minzberg
Gail Erlichman	Greg Mitelman
Eileen Fleischer	Susan Puritz
Raphael Fleming	Sam Rapps
Connie Gelber	Saul Rose
Carole Goldberg	Larry Sidel
Abe Gonshor	Dave Singerman
Max Haberkorn	Hyman Skolnik
Helaine Herman	Max Smart
Gordon Kadanoff	Jeff Solomon

## The Foundation Team

Myer Bick	President & Chief Executive Officer
Larry Sidel	Managing Director
Pam Litman	Associate Campaign Director

Muriel Amar	Director - Corporate Gifts
Tali Chemtob	Director - Special Events
Gail Erlichman	Director - Research & Development
Cindy Hershon	Director - Annual Campaign
Beverly Kravitz	Director - Planned Giving
Nick Lakoumentas	Coordinator - Information Technology
Francine Levi	Director - Donor Relations

### Administrative Staff

Melinda Cape	Executive Assistant to the President
Adrianna Di Pardo	Executive Assistant
Mary Etzitian	Administrative Assistant
Maria Koukoulas	Receptionist
Kristi Luger	Administrative Assistant

### Processing Staff

Helen Arvaniti	Sr. Accounting Clerk
Jewel Cohen-Mestel	Secretary/Processing
Beverly Gouveia	Sr. Accounting Clerk
Jacqueline Pope	Donor Receipts & Processing Clerk



**SIR MORTIMER B. DAVIS  
JEWISH GENERAL HOSPITAL FOUNDATION**

*A McGill University Teaching Hospital*

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