



Jewish General Hospital
Foundation

For the community, by the community

The JGH stands as a model of the power of passion and inspired partnerships to overcome any challenge, even a slumping economy. It is because of the enduring partnerships we enjoy with the hospital, its dedicated staff, The Auxiliary, Hope & Cope, the government and the entire Quebec community that we can, year after year, empower the JGH to remain at the forefront of scientific discovery, innovation and clinical excellence. The passion for excellence that unites us is at the core of our continued success in meeting the growing and ever-changing healthcare needs of Quebecers, while overcoming the challenges facing our healthcare system as a whole.



Gary Wechsler, CA and Myer Bick

Indeed, each of this year's accomplishments bears the mark of the many people who are passionate about supporting the JGH and the exceptional doctors, researchers and medical professionals whose vision, compassion and expertise are building the foundation for better health and better healthcare for the people of Montreal and Quebec.

The Pharmaprix Weekend to End Women's Cancers, in its sixth year, continued to serve as an inspiration for the entire community to unite in the fight against all women's cancer. This marquee event, co-chaired by Michael Corber, Alan Desnoyers and Jean Lapierre, saw 2,250 courageous and determined walkers raise \$5.1 million in support of breast and gynecologic cancer research and care at the Segal Cancer Centre.

The second Enbridge Ride to Conquer Cancer, co-chaired by Howard Dermer, Rory Olson and Bernard Poulin, surpassed its 2009 launch, as 1,836 dedicated cyclists from across Quebec completed the tough but rewarding two-day, 270-kilometre journey from Montreal to Quebec City. They raised an amazing \$6.7 million in support of cancer research, prevention and treatment at the Segal Cancer Centre, and at the University of Quebec Hospital Centre, the Trois-Rivières Regional Hospital Centre and the Gatineau Health and Social Services Centre.

Other major events hosted by the Foundation during the year—such as the 18th Annual JGH Silver Star Mercedes-Benz Golf Classic, 13th Annual JGH Tennis Classic and the 2nd Doctors'

Gala—also benefited from the outstanding leadership, commitment and hard work of devoted and passionate chairs, volunteers and participants who rallied support from every sector of Montreal and beyond. Together with the 17 other fundraising events organized by interested third parties, these events grossed over \$4.9 million.

Our Next Generation Committee, co-chaired by Avi Krispine and Giancarlo Salvo, held a hugely successful inaugural benefit event called *Pop! Open Your Mind*. It attracted 600 young, enthusiastic professionals and lay leaders who raised \$165,000—setting the stage for a whole new generation of dedicated young Montrealers ready and willing to make a significant contribution to the health and well-being of their community.

Our annual direct mail program grew to \$995,614 in donations, with over 4,600 people enjoying the benefits of membership in our Governors' Circle. Our tribute funds, which include Honour Funds that commemorate special occasions, and Memorial Funds that honour the passing of a loved one, raised \$943,111.

Dedication to the health and well-being of our community by the many individuals, corporations and foundations who support the JGH year after year, is the foundation of a partnership that ensures a healthy future for all of us. This enduring relationship provides essential support for novel research in many fields of investigation, as well as for the ongoing operation of innovative and vital patient programs that help to extend our lives and improve them. The partnership has fuelled many important achievements this year, including:

Bringing the best and brightest doctors and researchers to Montreal and Quebec

Dr. Franck Bladou is an international expert in robotic surgery, as well as a leader in prostate cancer screening, interstitial brachytherapy and surgical quality assurance. He joined the JGH in July 2010, becoming Chief of Urology, as well as team leader of Urologic Oncology. Dr. Bladou is spearheading the development of a prostate cancer focal treatment program, an innovation not only at the

The community in action

VIVO JAZZ EVENING

April 29, 2010
Organized by Angelo Rizzolo, Brandon and Kristen Di Perno
Benefiting the Neonatal Intensive Care Unit

BIKING TOWARDS THE 49th

May 4-31, 2010
Organized by Eytan Bensoussan
Benefiting the Intensive Care Unit

1st ANNUAL STAR OF HOPE GOLF CLASSIC TOURNAMENT

May 10, 2010
Chair: Lynda Bouvier
Benefiting breast and gynecologic cancer research and care at the Segal Cancer Centre

16th ANNUAL MCGILL HEAD & NECK CANCER FUNDRAISER, HONOURING DR. MARTIN J. BLACK

May 12, 2010
Co-Chairs: Drs. Saul Frenkiel, Richard Payne and Michael Hier
Benefiting the Martin J. Black Endowment Fund for Fellowship Training in Head & Neck Oncology

ENIGMA: A TRIBUTE TO IAN SAMBERG

May 13, 2010
Co-Chairs: Ashley Dana, Candice Simpson and Melanie Weinstein
Benefiting 7 NorthWest

1st ANNUAL POP EVENT

May 29, 2010
Co-Chairs: Avi Krispine and Giancarlo Salvo
Benefiting the Louise Granofsky Psychosocial Oncology Program at the Segal Cancer Centre

23rd ANNUAL OMNIUM CASA NAPOLI GOLF TOURNAMENT

June 2, 2010
Organized by the Napolitano family
Benefiting the Division of Cardiac Surgery

J'VEUX EVENT

June 6, 2010
Organized by David D'Amour
Benefiting cancer research at the Segal Cancer Centre

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JGH but within Quebec. This new approach will allow clinicians to treat only the affected part of the prostate, rather than the entire gland, and will be completed with clinical studies to determine the best treatment protocol, along with other therapeutic options, to adapt to the different types of prostate cancer.

Dr. Nathalie Johnson is a clinician scientist with clinical training in hematology/oncology and a PhD in pathology. She joined the JGH Division of Hematology in January 2010. Dr. Johnson's research focuses on determining the genetic abnormalities associated with a poor response to chemotherapy in lymphoma, especially in adolescent and young adult patients. She is also responsible for the Clinical Flow Cytometry laboratory in the Department of Diagnostic Medicine.



Dr. Celia Greenwood, the latest recipient of the Weekend to End Breast Cancer Distinguished Scientist Award, joined the Centre for Clinical Epidemiology at the Lady Davis Institute as Senior Scientist in 2010. She is a statistician in genetics, genomics and genetic epidemiology. Dr. Greenwood uses a wide range of statistical approaches to improve the ability to understand how the genome, together with environmental factors, influences the risks and progression of disease. Recently, she has been involved in a linkage analysis of mammographic breast density and a genome-wide association study of colorectal cancer.



Dr. Ivan Topisirovic was appointed an independent investigator at the Lady Davis Institute in February 2011. His research focuses on networks that coordinate various steps of mRNA metabolism with protein synthesis in normal and malignant cells. Dr. Topisirovic hopes this will contribute to designing new therapeutic strategies to efficiently target aberrations in mRNA metabolism and protein synthesis in cancer.



Dr. Michael Witcher joined the Lady Davis Institute as Principal Investigator in the summer of 2010. His research focuses on the fundamental aspects of gene conformation, which could lead to new approaches in cancer treatments.



Providing the finest facilities, equipment and programs to deliver excellence and meet the changing healthcare needs of Quebecers

- The **Cons Family Geriatric Unit** is the first of its kind in Quebec, with unique features that include separate nursing stations for patients who are elderly and frail and for those with cognitive impairment, an enhanced rehabilitation room, a sensory stimulation room and an inclusive, family-oriented environment. It has significantly improved the quality of life and care for one of the most vulnerable and fastest growing segments of the population.
- Since as many as 30 per cent of Montrealers lack a family doctor, the extensive renovations that created a home for the **Herzl CRUI Walk-in Centre** are among the outstanding achievements resulting from donor support. This new Centre allows the entire community to take advantage of faster and easier access to family doctors 365 days a year without an appointment or a prior telephone call. They come to the Centre for medical problems that require prompt attention, but may not be serious enough for a visit to the Emergency Department.
- **Specialized equipment and instruments for minimally invasive spinal surgery** have enabled JGH neurosurgeons to precisely target specific areas of the spine, while disturbing as few of the tissues and muscles as possible. This results in less postoperative pain, reduced blood loss, minimal scarring, quicker recovery time and a speedier return to normal functioning for the growing number of people who suffer from spinal injuries and back problems.
- **New endoscopic ultrasound (EUS) equipment** has enabled the Division of Gastroenterology to provide state-of-the-art diagnosis, staging and treatment of various gastrointestinal

18th ANNUAL JGH SILVER STAR MERCEDES-BENZ GOLF CLASSIC, IN MEMORY OF MEL ELLEN

June 14, 2010
Co-Chairs: Miles Leutner, Ed Pascal and Stephen Redding
Benefiting the Centre for Child Development and Mental Health

8th ANNUAL CECIL'S RIDE

July 3, 2010
Chair: Gloria April
Benefiting the Colorectal Cancer Molecular Diagnostics Program

2nd ANNUAL RIDE TO CONQUER CANCER

July 10-11, 2010
Co-Chairs: Howard Dermer, Rory Olson and Bernard Poulin
Benefiting cancer research and care at the Segal Cancer Centre

13th ANNUAL JGH TENNIS CLASSIC

July 29, 2010
Co-Chairs: Pat Ifrah-Stein, George Itzkovitz and David Souaid
Sponsorship chair: Richard Stein
Benefiting the Centre for Child Development and Mental Health

1st ANNUAL CHRISTINE KELLY MEMORIAL FUND FOR TRANSLATIONAL RESEARCH GOLF TOURNAMENT

August 7, 2010
Chair: Jeff Saray
Benefiting the McGill Centre for Translational Research at the Lady Davis Institute

6th ANNUAL PHARMAPRIX WEEKEND TO END WOMEN'S CANCERS

August 28-29, 2010
Co-Chairs: Michael Corber, Alan Desnoyers and Jean Lapierre
Benefiting breast and gynecologic cancer research and care at the Segal Cancer Centre

6th ANNUAL LILA SIGAL HOCKEY MARATHON

September 11, 2010
Co-Chairs: Farrel Miller and David Sigal
Benefiting the Cancer Nutrition and Rehabilitation Program

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pathologies—including colorectal cancer which is the second most common cause of death from malignancy in Canada—with increased precision and efficiency. EUS is the single most important new technological development in gastroenterology since the introduction of the fiberoptic endoscope.

- **Two new digital mammography units** have given the Breast Centre the ability to provide enhanced and safer early detection of breast cancer for the growing number of women and men who are referred there each year. The Centre has been designated by the Government of Quebec as a Breast Referral and Investigation Centre (CRID), one of five such centres in Montreal. It plays a key role in the Quebec Breast Cancer Screening Program (PQDCS).
- **Advanced gastroscopy equipment** for the Division of General Surgery is contributing to the ongoing development of a Centre of Excellence in Minimally Invasive Surgery (MIS) at the JGH. The use of MIS techniques, such as laparoscopy, robot-assisted surgery, and endovascular and endoscopic surgery, results in significantly shorter hospital stays, a decreased risk of complications, quicker recovery time and a speedier return to normal functioning. By lessening the impact and stress of surgery, MIS also provides the means to operate on patients, such as the elderly, for whom traditional open surgery carries high risk factors.
- Upgrading the Department of Radiology with the latest in **fluoroscopy equipment and digital technology** for improved diagnostic imaging.
- Creation of the **Martin J. Black Endowment Fund for Fellowships in Head and Neck Oncology**—the first of its kind in Quebec—which provides a permanent means of supporting the recruitment and training of skilled head and neck oncology surgeons, not only at the JGH but across Quebec.
- Establishment of the **Marjorie and Gerald Bronfman McGill Chair in Muscle Stem Cell Research** will enable McGill University and the JGH to jointly recruit and support an established and emerging world-class researcher to develop

a program in muscle regeneration with a focus on muscle stem cell biology, to be based at the Lady Davis Institute. Unlocking the potential of adult stem cells to replace dead or damaged cells will open up a world of new possibilities to treat and cure many muscle-wasting diseases, such as myopathy and muscular dystrophy.

- Development of a **robotic surgery training program** for the Division of Cardiac Surgery has enabled JGH surgeons and nurses to be trained in the use of the da Vinci surgical robot for mitral valve replacement and other minimally invasive cardiac surgery procedures. The new **database tracking program** represents a breakthrough tool with which to assess and compare outcomes of various cardiac procedures across the province, paving the way for the development of greater expertise and more successful treatments.
- A new **high-speed automated registration system** has enhanced patient flow, improved the quality of care and patients' experience, increased efficiency and decreased waiting times in the Division of Endocrinology—one of the busiest services in the JGH, with over 30,000 patients per year.

The challenges ahead

The manner in which the JGH provides health care has significantly changed in the past decades, and the pace of change shows no sign of slowing. The needs of Quebecers are also changing, as chronic and age-related diseases, among other factors, become more prevalent in the aging population. These changes create opportunities to improve the delivery of health care and the health of all.

Supporting continued hospital expansion, recruitment and the advancement of quality and services is a challenge in these difficult economic times. However, it is essential for our communities' continued good health. We approach these challenges with confidence and look forward to an exciting year ahead, with the following projects and innovations:

- Launch of "Bust a Move", a new major fundraising event in March 2012, which will call upon

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9th ANNUAL HSBC BANK CANADA GOLF TOURNAMENT
September 20, 2010
Chair: Miguel Barrias
Benefiting the Segal Cancer Centre and its Adolescent and Young Adult Oncology Program

LET'S BE UNFORGETTABLE
October 20, 2010
Chair: Jeff Solomon
Benefiting the Program for Alzheimer's Disease and Dementia (PADD)

FALL FLING
October 26, 2010
Co-Chairs: Gabrielle Bélanger and Marie-Aude Gagnon-Rousseau
Benefiting the Division of Radiation Oncology

FUNDRAISING DINNER 2010 FOR ONCOLOGY
October 29, 2010
Organized by Joe and Lynne
Gentile with family and friends
Benefiting oncology patient care at the Segal Cancer Centre

2nd ANNUAL DIMITRIOS BANOUSIS FUND FOR PULMONARY HYPERTENSION
November 6, 2010
Organized by the Banousis family and friends
Benefiting the Dimitrios Banousis Pulmonary Hypertension Fund

6th ANNUAL GLORIA'S GIRLS PRESENTS IT'S A GIRL THING, HONOURING CHRIS-ANN NAKIS
November 7, 2010
Co-Chairs: Susan Bercovitch and Maxine Shapiro-Rosenblatt
Benefiting the Gloria Shapiro Endowment Fund for Ovarian Cancer Research

2nd DOCTORS GALA
November 18, 2010
Co-Chairs: Sarah and Allen F. Rubin, and Heather and Joseph Paperman
Benefiting the Department of Medicine Endowment Fund

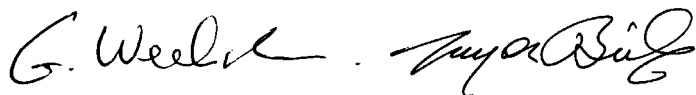
F* CANCER EVENT**
November 20, 2010
Organized by Julie Greenbaum and friends
Benefiting research and treatment of ovarian, breast, colon, lymphoma and lung cancers at the Segal Cancer Centre



Montrealers to get involved in a variety of physical fitness activities in support of women's health.

- Support for the Lady Davis Institute and its research into the causes and potential treatments for the most common illnesses affecting us today, with a focus on bringing new discoveries from the bench to the bedside as quickly as possible.
- Expansion and modernization of the Breast Centre, which will improve access and reduce waiting times for the growing number of patients referred each year for early detection of breast cancer and further investigation of breast conditions.
- Creation of the Skin Cancer Centre and National Skin Cancer Tumour Registry, which will lead the way in the fight against the most common and fastest growing form of cancer.
- Building of the Peter Brojde Centre for Lung Cancer, a patient-centred facility where traditional Chinese medicine, herbs and other complementary and mainstream treatments will be combined to promote health, healing, and treatment efficacy.
- Renovation and expansion of the Endoscopy Centre, which will improve quality of care and safety, while providing more patients with timely access to colonoscopies—a procedure that can save lives and is the cornerstone of colorectal cancer prevention and early detection.
- Building of a new Molecular Pathology Centre, paving the way for personalized medicine, a more targeted and effective approach to care which is revolutionizing cancer treatment.
- Acquisition of a second MRI scanner to provide faster, safer diagnosis and care to more patients—cancer patients in particular—and to ensure the continuity of this service at the JGH. The current, outdated MRI scanner is slated to be replaced in 2012.
- Acquisition of a 64-Slice CT scanner—the newest generation of this equipment—which, with its variety of applications, improved accuracy and exam rapidity, will contribute to dramatically reducing the waiting list for significant diagnostic procedures, while minimizing patients' exposure to radiation by as much as 40 per cent.
- Acquisition of a state-of-the-art Linear Accelerator, enabling the Division of Radiation Oncology to provide faster and more efficient treatments, treat more patients and types of cancer, and offer innovative treatments in radiation oncology.

Passion and partnerships will again be the key to our success in bringing these projects to fruition and achieving our common goal of better health and better health care for the people of Montreal and Quebec, now and in the future. We know we can count on your goodwill and support as we prepare to launch new fundraising initiatives—including a new capital campaign—to meet these challenges. May we grow together in health!



Gary Wechsler, CA
Chair
JGH Foundation

Myer Bick
President & CEO
JGH Foundation

Who we are...

Since 1969, the Jewish General Hospital Foundation has conducted a dynamic fundraising program in support of the Jewish General Hospital (JGH), a 637-bed McGill University teaching hospital renowned for the excellence of its healthcare services and the calibre of its medical and research staff. As one of Quebec's leading acute-care hospitals, providing general and specialized care to a diverse patient population, the JGH plays a vital role in the Quebec healthcare system. Thanks to a productive partnership between our dedicated staff and passionate volunteers, the hospital and its patients have benefited greatly from the Foundation's many fundraising initiatives.

Mission statement

Our mission is to advance health care and medical research for the people of Quebec by supporting Montreal's 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.

Values

Focus and direction

We are clearly aligned with 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 we 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

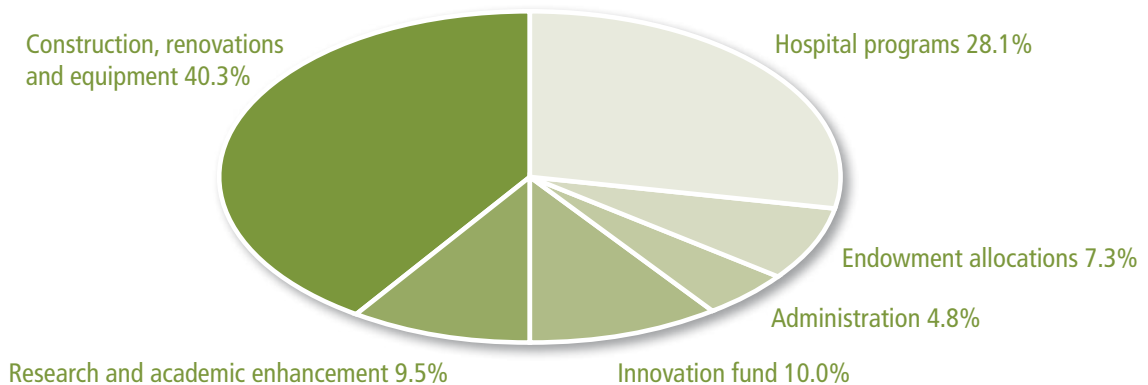
We are dedicated to being fiscally responsible with the funds entrusted to us by our donors, and we are accountable to our stakeholders.

Sir Mortimer B. Davis Jewish General Hospital Foundation
Summarized Statement of Financial Position
As at March 31, 2011

	2011 \$	2010 \$
ASSETS		
Cash	14,333,545	17,863,253
Marketable securities, at quoted values		
Fixed income securities	18,103,619	16,256,844
Equities	95,682,456	88,690,571
Interest and sundry receivables	359,874	250,845
Loan receivable	—	6,877,671
Due from Hospital	21,458,126	11,002,171
Pledges receivable	30,070,282	33,290,367
Property and equipment	2,053,791	1,966,312
Asset held for transfer	1,220,401	—
	183,282,094	176,198,034
LIABILITIES		
Sundry liabilities	423,284	467,336
Deferred pledges and contributions	48,904,472	48,977,962
	49,327,756	49,445,298
FUND BALANCES		
Balance – beginning of year	126,752,736	116,216,803
Excess of revenues over expenses and allocations	7,201,602	10,535,933
Balance – end of year	133,954,338	126,752,736
	183,282,094	176,198,034

Destination of each dollar raised in 2010-2011

(Excluding funds raised from events and revenues from investments)



Sir Mortimer B. Davis Jewish General Hospital Foundation

Summarized Statement of Earnings

For the year ended March 31, 2011

	2011 \$	2010 \$
DONATIONS AND FUNDRAISING REVENUE		
Donations and fundraising	38,972,988	39,005,640
Net transfers to deferred contributions	(2,862,425)	(4,338,382)
	36,110,563	34,667,258
EXPENSES		
Activities and campaign	8,420,385	8,522,323
Administration	1,883,650	1,989,424
Amortization	161,701	161,701
	10,465,736	10,673,448
Net income before investment income and allocations	25,644,827	23,993,810
Investment Income		
Investment income	2,566,379	10,093,537
Unrealized increase in value of marketable securities	6,765,764	6,632,241
	9,332,143	16,725,778
Allocations to the Sir Mortimer B. Davis Jewish General Hospital and other establishments		
Research and academic enhancement	2,473,523	3,659,820
Capital projects and equipment	13,154,779	16,985,202
Other Hospital activities	9,165,116	6,737,873
Endowment allocations	2,372,686	2,296,653
Other establishments	609,264	504,107
	27,775,368	30,183,655
Excess of revenues over expenses and allocations	7,201,602	10,535,933

Innovation Fund

Last year, at the request of the hospital, the JGH Foundation established an Innovation Fund, whereby 10 per cent of all gifts (except events) is directed to essential hospital services and critical innovations. The Innovation Fund is designed to respect donor choices while maximizing the impact of donor support, based on the fact that all hospital departments are interdependent and that areas designated for donations could not function properly without these essential services. For example, gifts designated for cancer research also contribute, via the Innovation Fund, to Pathology and Radiology, which are essential for cancer research and treatment.

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