

## Osler Foundation launches public capital campaign

William Osler Health System Foundation recently kicked off the public portion of its \$30 million fundraising campaign for the new Peel Memorial Centre for Integrated Health and Wellness at Brampton City Hall.

The new facility is scheduled to open its doors to the public in early 2017.

While Queen's Park will pay 90 per cent of the cost of construction, Osler Foundation must raise \$30 million through the community to help complete the construction and to provide all of the funds to equip the facility. That represents everything from the waiting room chairs to high-tech diagnostic equipment.

Peel Memorial is a new, state-of-the-art hospital that is currently being constructed in downtown Brampton. Providing complimentary services to Brampton Civic Hospital, Peel Memorial will also offer a range of speciality clinics, day programs and services ? from high-tech diagnostics and surgery, to women's and children's health. Space will also be created for education classrooms, where patients and family members can learn from health professionals about how to take a more active role in managing their own health.

?We are honoured that our community leaders and champions have fund raised in support of the new Peel Memorial,? commented Foundation President and CEO Ken Mayhew. ?However, more needs to be done to raise money to help complete construction and fund the purchase of millions of dollars of equipment that is needed for this new facility. With the community lending its support, we all have the power to do something extraordinary.?

At the launch, Osler Foundation revealed its ?You Have the Power? campaign, showcasing how the community has the ?power? to help open the new Peel Memorial. The creative showcases how the facility provides life-changing care to families from the patients' perspective.

?Everyone has their own personal story and everyone knows someone helped by Peel,? Mayhew added. ?Each person featured in the ?You Have the Power' campaign is a real patient with a real story. Each of these individuals is profoundly grateful for the exceptional care they have received from our Brampton facilities and they appreciate the role the community has played and needs to play to help equip Peel Memorial.?

Those featured in the campaign include a baby who arrived a little earlier than expected. Today, she is healthy and growing. She and her mother will turn to Peel Memorial for years to come as she grows into adulthood.

There is also a man who underwent knee surgery through the day surgery program (which will be offered at the new Peel Memorial). He is well and working toward a full recovery so that he can enjoy activities on through his retirement.

There was a 16-year-old boy who had a seizure walking home from school and received care at Brampton Civic, care which will soon be available at Peel Memorial.

As well, there was a man who was worried about cancer, a disease which claimed the lives of both his older and younger brothers, in the past three years. He needed a CT scan to put his mind at ease. High technology diagnostic equipment, such as CT scanners, will be available at Peel Memorial.

There was also a mom with her son who recently received care at Brampton Civic. He can rest easy knowing his mom has access to an integrated care path that includes Peel Memorial and Brampton Civic.

?The City of Brampton is excited to be part of the ?You Have the Power' campaign launch, and about the opportunity for businesses and individuals to help be a part of delivering life-changing care to our community,? said Brampton Mayor Linda Jeffrey. ?The new Peel Memorial will be a wonderful complement to the programs and services already provided at Brampton Civic Hospital, and we are eagerly anticipating its opening. Community support for our hospitals has never been more important.?

?This is truly an exciting time for this community, with the anticipation of a state-of-the-art hospital that will become a reality in just a few short months,? said Osler President and CEO Matthew Anderson. ?The new Peel Memorial will improve access to the important health services that people in our region rely on most, and provide more options for the hundreds of thousands of patients who receive care and treatment at Osler sites each year. Its focus on health, wellness and prevention will also support people in managing some of the key health challenges facing our community, including chronic disease.?

?The new Peel Memorial is giving us a chance to lead the way in the province, with a state-of-the-art facility that will meet the increasing health care needs of our community, while changing our health system by focusing on health, wellness and prevention of illness and chronic disease,? said Osler Chief of Staff Dr. Frank Martino. ?As physicians who work in our hospitals across Osler, we know how important it is for patients to have access to the space, equipment and technology so that we can provide exemplary, life-saving care. That is why many of my colleagues and I have made our own personal pledges in support of Peel Memorial. There has never been a more crucial time to support leading-edge health care in this community.?