

The Auxiliary Insider

SPRING NEWSLETTER

Pride in our past.
Building
our future.

We hope you enjoy the first edition of The Auxiliary Insider. It is meant to be an e-newsletter as Mount Sinai Hospital is making a number of efforts to be more environmentally friendly. It is a goal we all share and it's something that every individual can support. To receive future newsletters by email, please visit us online at www.mountsinai.on.ca/auxiliary to share your email address and other contact information, and enter the Auxiliary Insider draw to win a \$100 gift certificate from Indigo!

HOLD THE DATE

Yoga in Motion

Sunday, May 3, 2009

Mount Sinai Hospital

Auxiliary Gala

Thursday, May 14, 2009

Annual Meeting and Spring Luncheon

Wednesday, June 17, 2009

Oakdale Golf and Country Club

Drive fore a Cure

Monday, September 14, 2009

Eagles Nest Golf Club

Behind Closed Doors

Sunday, October 25, 2009

Carole Grafstein, CM

PRESIDENT

Heather and Max Gotlieb
& Anna and Tom Koffler

GALA CO-CHAIRS

Catherine Bratty

VICE-PRESIDENT

Angela Feldman

VICE-PRESIDENT

Gail Gerstein

VICE-PRESIDENT

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VICE-PRESIDENT

Karen Goldlist & Lesley Campbell

MEMBERSHIP CO-CHAIRS

President's Message



Carole Grafstein, CM

Welcome to the first edition of the Auxiliary Insider, the printed version of our new e-newsletter, that is intended to bring you inside your Auxiliary and closer to the action at Mount Sinai Hospital. We've also included in this issue a letter updating the recent successes at the Samuel Lunenfeld Research Institute from Joseph Mapa, Mount Sinai Hospital President and CEO, and Lawrence Bloomberg, Chair of the Board of Mount Sinai Hospital.

We all have such busy schedules, but I encourage you to carve out some time and enrich your life with volunteer activities. On Sunday, May 3, 2009, we will launch a new event called Yoga in Motion which will be held at Downsview Park.

Make sure to also hold the date of May 14, 2009 for our biggest fundraiser, the Mount Sinai Hospital Auxiliary Gala. Your help is welcome to ensure that all our events are a huge success. There is always so much to do in securing sponsorships, auction items, donations, selling corporate tables, and stuffing gift bags and invitations. Call the office if you are interested.

Mount Sinai Hospital prides itself on being an integral part of the community. Your involvement will benefit our new \$2 million Advancing e-Meds pledge to provide for the electronic ordering of medication and documentation, which are key priorities of Mount Sinai's patient safety agenda to ensure that our Hospital is among the leaders in patient safety practice. Finally, your help also ensures that Mount Sinai Hospital remains one of the country's pre-eminent health-care institutions.

Sincerely,

Carole Grafstein, CM
President, Mount Sinai Hospital Auxiliary

Upcoming Events



Vanessa Ferrone and Sandy Braz, co-chairs of Yoga in Motion



Yoga in Motion...Stretch for a Cure

Yoga in Motion is an exciting new grassroots event that will support breast cancer research at The Samuel Lunenfeld Research Institute. Co-chairs Sandy Bratz and Vanessa Ferrone are both only 28 years old, but they have been touched by breast cancer and want to make a difference.

Yoga is an empowering exercise which is used to help energize cancer survivors. With that in mind, Yoga in Motion was launched. On Sunday, May 3, 2009, about 1,000 yoga enthusiasts of all levels will use their passion for yoga to raise money and awareness for breast cancer research in a 4½ hour yoga marathon which will be held at Downsview Park.

The event will also include lifestyle workshops, a product and food vendor marketplace, entertainment, music and speakers. Participants are asked to register online either individually or in teams and create a personal fundraising page with a minimum goal of \$500. Corporate and individual sponsors are needed in order to reach our goal of raising \$500,000 for breast cancer research.

For more information, to volunteer or to register for the event, visit www.yogainmotion.ca or call Sarah Jacobs, Event Coordinator at 416-586-4800 ext. 4681.

GALA 2009

Gala 2009 plans are already underway! Co-chairs Heather & Max Gotlieb and Anna & Tom Koffler are hard at work for our highly anticipated yearly event. The 56th annual Mount Sinai Hospital Auxiliary Gala will take place on Thursday, May 14, 2009 at Heritage Court in the Direct Energy Centre at Exhibition Place. We are proud to announce that our feature entertainer will be *Earth, Wind and Fire*.

Please contact Antoniette Garda deCabezas, Senior Event Coordinator, at 416-586-4800 ext. 8282 to find out how you can volunteer to help with the Auxiliary's signature fundraiser.



Suzanne Shuchat

Volunteer Showcase

Suzanne has been an Auxiliary member at large since 1999 and has been coming in to help out at the Auxiliary office twice a week for many years. She just recently completed 5,700 volunteer hours.

Whether it's stuffing envelopes, filing, straightening office storage areas, answering the phone or greeting visitors in the lobby of the hospital at the information desk, at the young age of 80, Suzanne always has a bright smile on her face and an enthusiastic attitude.

Suzanne is our unsung hero because she always pushes up her sleeves to help get the job done. On behalf of the Auxiliary, thank you Suzanne. You are one of the many Bright Minds and Big Hearts that makes our Auxiliary so successful.

Past Event Successes



Toy sale volunteers Ahuva Boyer & Shirley Richman

Holiday Toy Sale

We would like to extend our sincerest gratitude to Spin Master Toys for donating more than 200 pounds of toys for our second annual Holiday Toy Sale. The sale took place on Friday, November 21 outside of the Hospital cafeteria. It raised over \$5,000.

The funds will benefit the Auxiliary's \$20 million Advancing e-Meds pledge which will help implement an electronic medication ordering system across the Hospital with a primary focus on the Cardiology department.



Behind Closed Doors attendees Tiana Koffler-Boyman, Lesley Campbell and Cynthia Rosenthal

Behind Closed Doors

A truly special event took place on Sunday, October 26, 2008 in Toronto. This was the third year of the Behind Closed Doors event — an opportunity to view exclusive private art collections within our

community and enjoy a sumptuous brunch at The Four Seasons Hotel.

Led by Arlene and Steven Heller, the committee raised just over \$300,000 in net proceeds to benefit the Marvelle Koffler Breast Centre. Our appreciation goes to the title sponsor, The St. Thomas Minto, which entertained the Benefactors, Sponsors, and Venue Hosts at three separate cocktail parties, which included speakers from the art world.

Presenting Sponsor, AXA Art, graciously hosted a dinner reception at C5 Restaurant at the ROM for the collectors as a special thank you for their contribution to the event.



The Koffler family at the Living Legacy Endowment Fund

Living Legacy Endowment Fund

On Monday, September 22, 2008, four outstanding women were honoured at the Living Legacy Endowment Fund Luncheon held at the beautiful home of Marsha and Michael Lax.

The Koffler women, Marvelle, Theo, Tiana and Anna accepted the honour and in doing so, provided the Auxiliary with the opportunity to host a very successful event. Under the guidance and leadership of co-chairs Clara Cooper and Hinda Silber, over \$470,000 was raised in pledge contributions toward the

Endowment Fund, bringing the fund to more than \$1.1 million.

Each year the Auxiliary reviews a list of the highest priority needs identified by the Hospital and the income earned from the fund is used to purchase equipment or fund technology. In keeping with the focus of the event, the interest earned in 2009 will benefit the Marvelle Koffler Breast Centre.



Simon and Jan Zucker and Rona and Rob Cappell at the Drive fore a Cure golf tournament

Drive fore a Cure

On Monday September 15, 2008 at Eagles Nest Golf Club, under the expert guidance of co-chairs Linda and Fred Waks, the Drive fore a Cure golf tournament was a sold out success with 144 men and women participating. CTV news anchor, Ken Shaw, emceed the event, which netted more than \$170,000 for the Marvelle Koffler Breast Centre.

Guests were able to mingle with celebrities such as Tie Domi, Jeff Johnson, Jonathon Brown, Nic Carriere, Tyler Scott and The Toronto Argonauts Cheerleading squad.

The event success was due in part to all the volunteers who generously gave their time and braved unseasonably cold weather.



Spring Luncheon co-chairs Shanea Rakowski and Renée Wolfe

Spring Luncheon and New Membership Event

This year, the Auxiliary Board decided to amalgamate the annual Spring Luncheon with the bi-annual Membership Tea, creating a lovely afternoon at The Granite Club. Active Auxiliary members were encouraged to bring a guest, who received a one-year complimentary membership.

The luncheon was held on June 11, 2008, under the careful guidance of Co-chairs Reneé Wolfe and Shanea Rakowski. It was a beautiful spring day and everyone enjoyed the delicious meal and fabulous fashion show presented by Hazel. Mathew Teitelbaum, Director and CEO of The Art Gallery of Ontario, was the guest speaker.

Membership co-chairs Lesley Campbell and Karen Goldlist unveiled a new membership video about the Auxiliary which features interviews with our longstanding members highlighting past and present fundraising initiatives. The video will be incorporated into a new member kit created to educate women in our community about joining our dynamic Auxiliary team.



Jerry and Carole Grafstein and Frances and Lawrence Bloomberg at the Auxiliary Gala

Gala 2008

The Auxiliary's 55th annual Gala was held on Tuesday April 29, 2008 at The Royal York Hotel in Toronto. It was the premiere fundraiser of the year, bringing out the who's who of Toronto outfitted in their black tie best.

Chaired by the very capable Wendy Switzer Myles, the Gala raised over \$1 million in net proceeds, completing the Auxiliary's \$3.5 million Healthy Babies pledge and kickstarting the new \$2 million Advancing e-Meds pledge.

Our success would not have been possible without the support of leading sponsors CIBC World Markets, RioCan Real Estate Investment Trust and CTVglobemedia.



Gala chair Wendy Switzer Myles

Think of us when....

Online shopping

You want to buy a gift for someone special. Our new online gift boutique called shopsinai.ca will be launched in the coming weeks.

Stocked with great gift items for men, women, babies and more, there is complimentary gift wrapping and free delivery within the hospital. A nominal charge for delivery within the GTA will be applied.

Sending a card

The Mount Sinai Hospital Auxiliary will benefit from your generosity when you want to acknowledge family, friends or colleagues with the purchase of a tribute or holiday card. New, specially designed cards are available by donation only and tax receipts will be provided.

We ask for a minimum donation of \$10 per card and they can be ordered online by phone or by calling the Mount Sinai Hospital Foundation at 416-586-8203 to make a donation. If you want the Auxiliary's pledge to be the recipient of your donation, advise the staff member when you make your donation.

For further information please go online and visit our website at www.mountsinai.on.ca/auxiliary or contact the Auxiliary office at 416-586-8290.

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