



May 7, 2012

John Q Sample
(VGH12004 - Version 1)
123 Any St
Any City BC V1X 1X1



Dear John,

The passengers knew the plane was going to crash.

The inevitable crash and subsequent fire was devastating. Yet some eyewitnesses overcame their own fears to rescue the passengers.

The medical and trauma services teams at Vancouver General Hospital did the rest.

When a disaster or emergency strikes every minute can mean the difference between life and death. It is critical that emergency teams respond quickly – the first 60 minutes, the “golden hour” following a traumatic injury are essential to a patient’s survival.

When Northern Thunderbird Air Flight 204 crashed near the Vancouver Airport on October 27, 2011, VGH immediately initiated the disaster response plan, alerting the hospital staff to a Code Orange event.

Did you know that VGH is the only Level One trauma center in BC? **That means the hospital has a full complement of specialists ready 24/7 with leading edge expertise and equipment to help saves lives.**

John, thank you for joining our group of supporters this year! Gifts from supporters like you helped ensure that our Trauma Services teams in the Emergency Department, Intensive Care and Burn, Plastics & Trauma Units had the training and equipment necessary to help the passengers of Flight 204. That’s why I’m asking you to consider making a special gift to VGH today - to ensure that the teams at VGH have the latest equipment and treatment options.

This includes equipment like the BiPAP ventilator which was vital for the ICU that day. Gifts from people just like you helped purchase that essential piece of equipment that saves lives.

Dealing with this type of trauma is not just in a day’s work. It is an experience that these doctors and nurses will never forget. Everyone involved - including the nurses, respiratory therapists, and staff from the Emergency Department, Intensive Care, Burn, Plastics & Trauma Unit, and Spinal Units – are true heroes. Their work that day was life-saving.

(please turn over)

VGH & UBC HOSPITAL FOUNDATION 855 West 12th Avenue, Vancouver, BC V5Z 1M9 604.875.4676 E-mail: info@worldclasshealthcare.ca Website: www.worldclasshealthcare.ca

Yes, I'll support life-saving patient care at VGH.

\$25

\$40

\$65

Other \$ _____

I'm making my gift online at www.supportvgh.ca

Please make cheque payable to **VGH & UBC Hospital Foundation**

A tax-deductible receipt will be issued to the name on the cheque.

Please charge my gift to my credit card once only:

VISA MasterCard

Credit Card #

Signature

Exp. Date

Telephone

Email

Tick this box if your one-time gift is under \$25 and you'd like to receive a tax deductible receipt.

xx(D) 1/1 1

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Thank you! Your gift supports B.C.'s leading trauma hospital.

Consider becoming a monthly donor! Details on reverse.

Claudette Lacasse was the nurse in charge that day. She had never been involved with a Code Orange emergency. She was truly inspired by the expertise and care of her fellow team members:

“In times of crisis, as with this horrific plane crash, it is the extraordinary dedication and professionalism of staff within the whole hospital who worked so well together as a team.”

As a result of their life-saving efforts with the plane crash survivors, the VGH Intensive Care Unit team was recently honoured with a *People First* award. These awards were launched in 2010 to honour Vancouver Coastal Health employees who excel in supporting the people that our hospital serves.



VGH ICU team honoured for care of plane crash victims

The nomination for the award came from a family member of one of the crash victims. “I would like the staff and you to know that the care and compassion shown to us was of the highest quality and greatly appreciated. We are aware that the medical care will be of the highest calibre but the ability to facilitate communication and treat family in a compassionate and caring fashion is not always a priority... the fact that VGH made this a priority was apparent.”

I thanked each award recipient personally. Now, I'd like to give you an opportunity to do the same. John, please take a minute to write a message in the enclosed note card and send it back with your gift today. If you've had a personal experience with a nurse or other staff member at VGH, UBC Hospital, or GF Strong Rehab Centre please make it out directly to them and we'll be sure they receive it.

I hope we never have another emergency like the plane crash, but **your gift today will help ensure we are prepared if another disaster strikes.**

John, thank you for taking the time to read my letter. I hope this story inspires you to make a gift today. Your donation will help ensure that no matter how severe the disaster or emergency, each and every patient will get the life-saving treatment they need.

With gratitude,

Dr. George Isac
Medical Director, Intensive Care Unit
Vancouver General Hospital.

P.S. It is thanks to the support of generous people like you that the hospitals can provide outstanding patient care every day of the year. You can make your gift by mail, or online if you prefer by visiting our secure website at www.supportvgh.ca. Thank you!



Yes! I'll help patients year-round with my monthly gift of:



\$10/mo. \$15/mo. \$20/mo. Other \$ _____ /mo.

I will make my monthly gift online at www.supportvgh.ca

I have enclosed a cheque marked "Void" or VISA MasterCard (Your account will be debited on the 20th of each month)

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This is a personal (or) organizational pre-authorized debit for charitable donations.

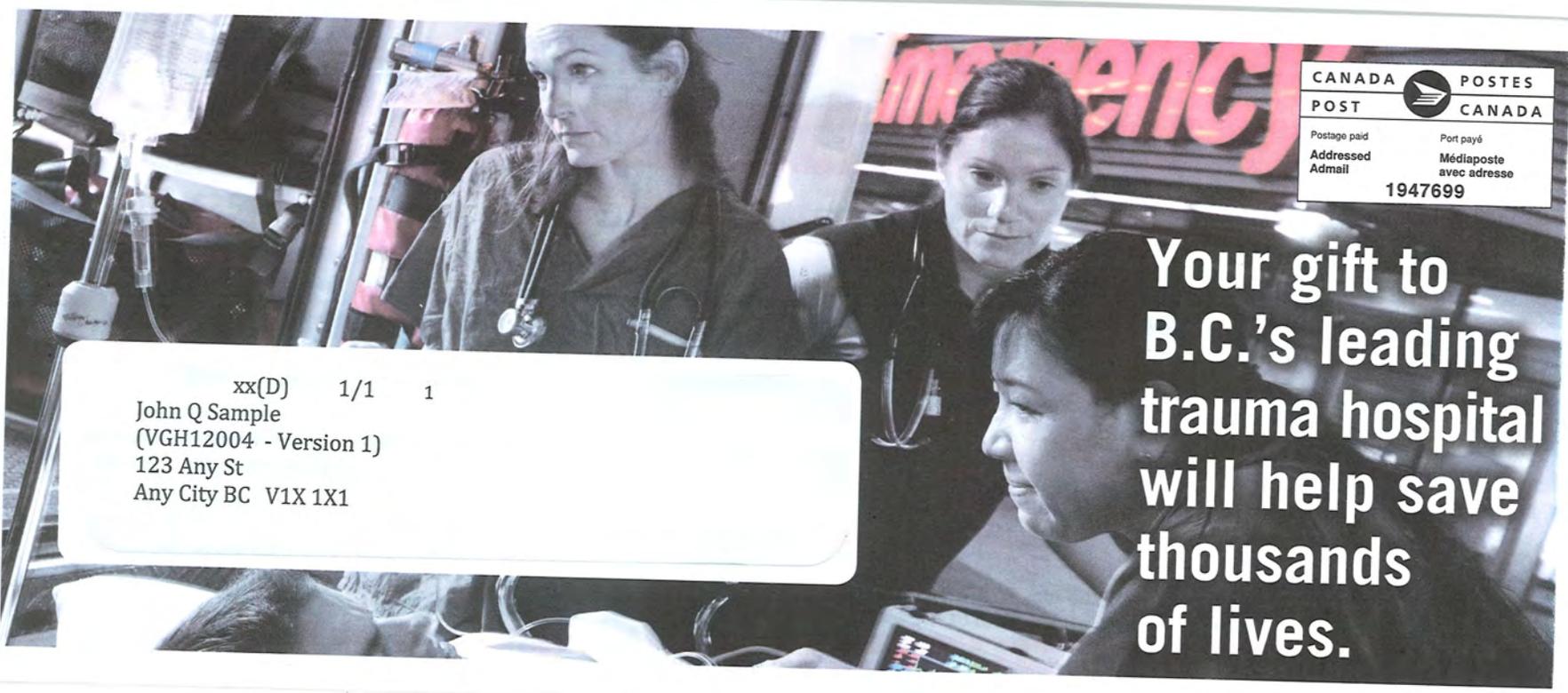
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Thank you.

Your gifts help fund the very best in equipment, patient care and research and supports the work of the Foundation in raising funds for healthcare excellence.

VGH & UBC Hospital Foundation does not trade, rent or exchange the names of our valuable supporters. Charitable Registration number 13217 3063 RR 0001.

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**Your gift to
B.C.'s leading
trauma hospital
will help save
thousands
of lives.**



VGH & UBC
HOSPITAL FOUNDATION

Advancing world-class health care
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www.worldclasshealthcare.ca
1-877-875-4676



Write your message of gratitude
to honour a special nurse at
VGH, UBC Hospital or G.F. Strong
Rehab Centre.

Return this card with your gift in the enclosed
reply envelope and we will deliver your
message to the nurses letting them know that
their compassion and care is appreciated.

Thank you!