



MAMMOGRAPHY CAMPAIGN

Together
in pink

A large, stylized pink ribbon is positioned over the word "Together". The ribbon is a vibrant pink color and is tied in a loop that passes behind the letter 'T' and in front of the 'g'.

INTRODUCTION

What is a Foundation:

The mandate of the Walkerton & District Hospital Foundation is to **raise funds** for medical equipment for the Walkerton Hospital.

Foundations are important as the Ministry of Health (MOH) does **NOT** fund hospitals to purchase medical equipment; MOH funds hospital operations. Foundations **facilitate the fundraising** with support from community residents, businesses and organizations.

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COMMITMENT

The Walkerton & District Hospital Foundation has committed to raise *\$485,000* for the purchase of a new mammography machine.

The campaign is a *1 year* fundraising commitment.

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APPROVAL

The Walkerton site hospital of SBGHC is currently **one of three Ontario Breast Screening Program (OBSP) locations** in the South Bruce Grey catchment area, along with Kincardine and Hanover.

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STATISTICS

- 1 in 8 Canadian women will have breast cancer in her **lifetime**, with an average of 75 Canadian women being diagnosed with breast cancer every day.
- Of those women, **1 in 33 will die from the cancer**, with an average of 14 Canadian women dying from breast cancer every day.
- It is estimated that **240 men will be diagnosed with breast cancer and 55 will die** from breast cancer in a year.

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WHY WE MUST UPGRADE

- The existing unit was implemented in 2008, surpassing its 10 year life span
- The mammography machine performs approximately 2,000 scans every year
- SBGHC – Walkerton is a leader in diagnostic services and a new unit will reinforce our hospital's proven expertise in rural diagnostic services

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NEW MAMMOGRAPHY FEATURES

The current equipment will be replaced with the **Seno Pristina Digital Mammography System** which features:

- Tomosynthesis (3D anatomical view)
- Contrast Enhanced Mammography (injection of X-Ray dye through an IV to highlight blood vessels)

IMPLEMENTATION

The new Mammography Machine be installed in the 4th quarter of 2021.

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REQUEST

The Walkerton & District Hospital Foundation is requesting that the Municipality of Brockton **consider a funding commitment of \$50,000** towards the new Mammography Machine.



RECOGNITION

Recognition will be given to your group on our **cumulative donor wall** located outside of the Foundation Office. Your donation will be added to any past donations to the Foundation and recognized at the corresponding level.



THANK YOU

COME TOGETHER TO MAKE AN INVESTMENT IN OUR COMMUNITIES, FAMILIES AND FUTURES

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