



Dear Friend,

Do you use humour to hide your anxiety? I see that a lot in my job.

Ten years of performing mammograms at the Ross Memorial Hospital has exposed me (pardon the pun) to every kind of joke about breast exams.

Women can be wonderfully funny while having an awkward breast exam to screen for problem spots. But I know that deep down, every one of them is anxious ... scared that the image being taken will detect cancer.

**Mammography is the most reliable way to detect breast cancer.** Every day at the Ross, our team screens approximately 30 women.

Sometimes, the images do show problem areas. That’s when the Radiologists will request further imaging tests, using complementary technology such as ultrasound or MRI. Breast cancer is not a simple disease. It has different appearances. Like tools in a toolbox, we use the technology that best suits the patient’s imaging needs.

Like the patient who wrote to me last fall:

**“Dear Tracy,**  
Early this summer I was diagnosed with an invasive breast carcinoma at the Ross Memorial Breast Clinic. This carcinoma was found when the Radiologist who read my ultrasound said “to be on the safe side, let’s do an MRI.” I subsequently had a follow-up mammogram and core biopsy before being referred to a surgeon for a lumpectomy and lymph node dissection. I have just completed 16 radiation treatments and have been told that I am now cancer free with a very small chance of recurrence.”

Every patient has a story. It’s been an honour for me to be a part of those stories, and to support patients through their individual journeys.

**The earlier we can catch breast cancer, the better our patients’ outcomes will be.** That’s why it’s so important that we have the right tools available to detect the tiniest anomalies.

There are many people in this community whose breast cancer stories have made them passionate supporters of our Hospital’s Breast Assessment Clinic. Their generosity over the years has impacted the care of countless more patients and given them their own tales of hope.

**Today, I’m asking you to help us begin our next chapter of breast health care.**

Advancements in digital mammography include three-dimensional imaging, also called tomosynthesis. 3D imaging helps physicians to view the breast in thin sections, like flipping through the pages of a book. It helps to detect small cancers sooner and can pinpoint the exact size and location of a breast lesion.

Please turn over >

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ROSS MEMORIAL  
HOSPITAL  
Foundation

Yes, I want to help bring 3D mammography to RMH.

www.rmh.org/foundation



\$25



\$50



\$100



Other: \$ .....

Name .....



Enclosed is a cheque made payable to the  
Ross Memorial Hospital Foundation

Address .....



Place my donation on my credit card:

City .....

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VISA



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Use the enclosed envelope or mail to: 10 Angeline St. N., Lindsay, ON K9V 4M8  
Please see other side for information on making monthly donations. All  
donations are tax creditable however, tax receipts will not be issued for  
donations under \$10, unless requested.

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Signature .....

Charitable Business Number: 11912 4121 RR0001

This new technology provides better visualization of dense breast tissue, and decreases the need to call patients back to get more images, which leads to further waiting and worry.

We know that our patients’ diagnosis and treatment depends on high quality imaging. That’s why the Hospital is replacing our aging two-dimensional mammography unit with a 3D model with biopsy capabilities. Right now we can perform biopsies using ultrasound and MRI. Adding mammography biopsy to our toolbox enhances our Radiologists’ ability to diagnose cancer.

I am asking for your help. **Will you please consider making a donation to help the Hospital to purchase this life-saving mammography unit?** With your help, we can turn more breast cancer stories into tales of hope.

Like this one, sent by a patient who asked that her letter be posted to inspire others:

“Dear Breast Screening Clinic Staff,  
I had my first mammogram in December, not because of any problem or history, just because I’m 50 and my doctor had instructed me to. Fast forward to January and the date of my breast cancer surgery. A shock ... you bet! Grateful? Unbelievably! I truly feel that having that mammogram has saved my life.”

Please accept the enclosed ornament as our gift to you. Sign the ornament, or share your words of hope for the holidays. When you return it with your contribution, we’ll hang it on the Hospital’s Christmas trees in the main lobby for all to see and enjoy.

Thank you for supporting our patients at the Ross. I hope you have a healthy, happy holiday.

*Tracy Mann*

Tracy Mann,  
  
Quality & Clinical Coordinator, Diagnostic Imaging  
Ross Memorial Hospital

P.S. For your convenience, the Ross Memorial Hospital Foundation accepts online donations. Please visit our website ***www.rmh.org/foundation*** for details.

P.P.S. Should you receive another appeal delivered to your home in the near future, I would like to ask for your understanding. We are delivering unaddressed appeals in many areas so that we can give local residents the opportunity to show their support for Ross Memorial. Despite our best efforts, this process occasionally delivers more than one letter per household; however, we thank you for your patience.

Monthly giving is convenient and makes it easy to lend your support.

I wish to make a monthly gift of:  
☐ \$25    ☐ \$50    ☐ \$100 or ☐ \$..... per month for ..... months.

Deduct it from my bank account:  
☐ I've enclosed a cheque marked VOID. Bank deductions will be made on the 1st of each month.  
Signature .....

Charge it to my credit card:    ☐     ☐   
Cardholder's Name .....    Card Number ...../...../...../.....  
Expiry Date ...../.....    Signature .....

Create a Legacy

☐ Please send me information on how I can include Ross Memorial Hospital Foundation in my Will.

Protecting your Privacy

For our complete privacy statement, visit our website, [www.rmh.org/foundation](http://www.rmh.org/foundation).

*I understand that this agreement may be adjusted or cancelled at any time, subject to 10 business days' notice prior to the next processing date, by contacting Ross Memorial Hospital Foundation at 705.328.6146. I have the right to receive reimbursement for any debit that is not authorized. To obtain a sample cancellation form, or for more information on my rights to cancel a PAD Agreement, I may contact my financial institution or visit [www.cdnpay.ca](http://www.cdnpay.ca)*