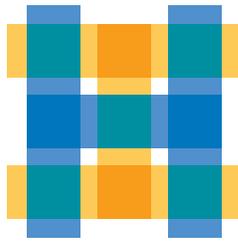


Going
Beyond
Care.ca



**NORTH YORK
GENERAL
FOUNDATION**

Dear Friends,

Thank you for your interest in Heart of Fashion which I am pleased to share will take place on May 12, 2018. Heart of Fashion has a 13-year history and has morphed from a community shopping event to a signature gala now raising more than \$1M in a single night.

From creating a one of a kind home and garden for mental health care to being the first hospital in Toronto to implement innovative breast imaging technology using radioactive seed location to the latest in interventional radiography enabling surgery without a scalpel, Heart of Fashion at its core has enabled incredible resources for the best care in this community.

To meet the needs of a growing community, Heart of Fashion will help fund the redevelopment of the Cancer Care Unit on our 8th floor which includes the Chemo Clinic, Hematology, Oncology, new facilities for drug preparation and improved patient exam rooms. It will also incorporate space for mental health support in the unit which is best for patients and their families.

Our comprehensive cancer care services treat over 22,500 patients annually and unfortunately, this number increases every year. NYGH is known for our breast cancer program (the only breast program in Canada accredited by the American College of Surgeons), our colorectal surgical specialty which has the most number of surgeons in the GTA, and our prostate surgery and general surgery – both of which treat a variety of other cancers. We have the shortest surgical wait times in the province while delivering incredible care, and it all happens right here in your own back yard.

Your support of Heart of Fashion will enable the North York General's vision of improved cancer care facilities and services by the end of 2018.

Our guest experience has become legendary and due to overwhelming demand, attendance at Heart of Fashion is available by sponsorship only with no individual tickets available. Sponsorship will start at \$5,000 for 4 tickets up to \$75,000 for 20 tickets. We have had much success with families, friends or corporations sharing sponsorships for an unforgettable fusion of food, fashion, cocktails, dancing and more.

Give Viviana Gallant a shout for more information at: viviana.gallant@nygh.on.ca or 416-756-6717 or feel free to connect with me and I can share more great benefits of the evening.

Remember, Heart of Fashion is May 12th with many, many of our past sponsors and guests returning. Last year we had a waiting list so mark your calendars and let us know how we can meet your sponsorship needs.

With my gratitude for our past success and looking forward to 2018 which will mark the 50th anniversary of North York General!

Warm regards,

Terry Pursell
President and CEO
North York General Hospital Foundation