

Bell Answers the Call for Support of the New Hospital Campaign

"If you build it, they will come."

Everyone remembers that famous line from *Field of Dreams*, the 1989 movie starring Kevin Costner. With its investment in the New Sault Area Hospital, Bell Aliant has its own take on that phrase.

"If they come, we will help build it!"

The company has entered into a three-year, \$425,000 fundraising partnership with the Sault Area Hospital Foundation to benefit the new facility. Part of this initiative involves sponsorship of three annual concerts or events with all proceeds going to the campaign.

The first event was a concert featuring *Burton Cummings* and *Randy Bachman*, former members of the rock group, *The Guess Who*, performing at the Steelback Centre in November.

"By bringing high-calibre musical acts to the community, Bell Aliant will help raise much-needed funds in a unique partnership," says Cheryl Pavoni, Executive Director of the SAHF.

Bell Aliant is one of North America's largest regional communications providers, serving customers through its various entities in six Canadian provinces with innovative information, communication and technology services including voice, data, Internet, video and value-added business solutions. Bell Aliant also delivers information technology professional services through xwave offices in Canada and the U.S.

Bell Aliant has about 60 staff in Sault Ste. Marie and area. The company believes that being an outstanding corporate citizen involves using its financial resources and employee expertise to invest in the communities it serves.

In addition to the concert series, the fundraising partnership includes in-kind services and an annual cash gift.

Bell Aliant has committed to delivering a significant amount of telecom, information and communications technology, consulting, and engineering expertise to ensure the new hospital is equipped with the latest in healthcare technology.

"Bell Aliant is focused on nurturing an environment that enriches the quality of life in our communities," explains Jon Lang, Network Manager in Sault Ste. Marie. *"Our fundraising partnership allows us to contribute in a meaningful way for the betterment of the people we serve while creating high-quality entertainment opportunities for residents."*

"We are delighted with this partnership and look forward to working with Bell Aliant in the years to come," says Dr. David Walde, Sault Area Hospital campaign co-chair. *"Bell Aliant has the IT and telecom capabilities and expertise that are absolutely essential to having a state-of-the-art healthcare facility."*



This latest funding is part of a long tradition of giving by Bell Aliant employees who have donated a total of \$9,255 to the SAHF since 1988.

Many employees also support the local United Way through financial contributions and volunteering. Bell Aliant matches staff donations for the United Way as well as all contributions to Canadian colleges and universities.

Bell employees and their families also generously support youth initiatives such as Backpacks for Kids, which enables children in need to have school supplies, and Gift Boxes for Kids, a program that provides Christmas gifts to children and teens in Northern communities.

In May, Bell will add Sault Ste. Marie to its list of more than 50 Canadian communities that host a Bell Walk for Kids Help Phone. It provides a bilingual, toll-free, anonymous telephone and online help service for children and youth.

The Bell Walk is the Kids Help Phone's biggest fundraiser, raising more than \$7 million in donations in the last six years to secure professional counselors, doctors and psychologists to answer calls from troubled youth. The Kids Help Phone receives over 1,000 calls daily and thousands of web hits are recorded with questions on a range of topics from peer pressure to eating disorders.

In addition, Bell Aliant sponsors local cultural and sporting events including the Bell Celebrity Skate and Swim held every November in support of Rotary Youth Projects, Bell Challenge Cup International Major PeeWee Hockey Tournament, Savor the Night in support of Sault College of Applied Arts and Technology, White Pine Cultural Festival in Blind River, and many other local community events that raise funds for various not-for-profit and charitable organizations.

"We are particularly proud that we are able to support organizations that focus on youth and strengthen our community's healthcare and educational facilities and programs," says Jon. ☺

November 2007

TenarisAlgoMaTubes Funds Maternal Child Centre for New Hospital



TenarisAlgoMaTubes, Canada's only seamless pipe manufacturing mill, knows about nurturing new life. So it is only natural that the company donated \$1 million in March 2006 for the Maternal Child Program at the New Sault Area Hospital.

Tenaris believes that one of the keys to success is investing in the communities in which it operates. This ideal is perhaps one of the reasons why it is a leading global manufacturer of seamless pipe products and provider of pipe handling, stocking, and distribution services to the oil and gas, energy, mechanical, and automotive industries.

"Our employees have worked exceptionally hard to help make our company what it is," Canadian Industrial Director Jorge Mitre remarked at a ceremony held in March 2006 to announce the contribution.

The company's positive impact in the area extends far beyond economic benefits. It is dedicated to enhancing the quality of life in Sault Ste. Marie through community involvement.

"TenarisAlgoMaTubes is committed to Sault Ste. Marie and we see our donation as a solid investment in the city's future," said Jorge.

The Maternal Child Centre will consist of Labour and Delivery, Neonatal Intensive Care and Pediatrics units.

"The new hospital project is something that will touch every individual in the Sault," explained Jorge. *"Many of our employees are starting families and we are also bringing new families into the city. We are pleased to be able to donate this money to the Maternal Child Program and help to play a small part in ushering new life into Sault Ste. Marie."*



In addition to this gift, TenarisAlgoMaTubes has donated a total of \$14,280 to the SAHF's Gift, Gala & Auction fundraising event over the past four years.

This ongoing support of the Sault Area Hospital is just one of the company's numerous charitable causes. TenarisAlgoMaTubes has also regularly donated to several other organizations, including the United Way, Canadian Cancer Society, Easter Seal Society, Heart and Stroke Foundation, Canadian Cancer Foundation, and Alzheimer Society.

As well, TenarisAlgoMaTubes is devoted to enhancing educational, health and cultural opportunities for local youth through sponsorship of sports teams and supporting local arts and cultural events such as Buskerfest and the Second Stage at Rotaryfest. It also donated over \$85,000 in steel trusses for the construction of the Steelback Centre.

"We were elated with the generous donation from Tenaris," said SAHF Executive Director Cheryl Pavoni. *"This investment in our community will impact future residents of our city as they begin their lives. That makes this gift ever so precious."*

In Sault Ste. Marie, TenarisAlgoMaTubes is manufacturing value-added products and strengthening our community one baby at a time! ☺

Local Call Centres Partner to Build New Hospital

Helping people - their customers and the community itself - is what Sault Ste. Marie's four call centres are all about.

Answering client questions, fulfilling consumer needs, and providing excellent customer service are all in a day's work for employees of Cross Country Automotive Services, NCO Customer Management, Nucomm International, and Sutherland Global Services.

These firms have partnered as the Northern Ontario Contact Centre Association to support the new hospital's development. They have each pledged \$25,000 to the Sault Area Hospital Foundation. This \$100,000 investment is earmarked for food court equipment.

The campaign is a perfect fit for Cross Country Automotive Services' mandate to be a good corporate citizen in locations with contact centres by fostering community building and encouraging employee involvement.

"We are always seeking new opportunities to champion and participate in local initiatives," explains Don Muio, Director of Human Resources, Cross Country Automotive Services. "The new hospital project is an ideal venture to show our support for the community."

Cross Country Automotive Services is the leading provider of integrated vehicle and driver programs in North America with several contact centres across the U.S. Sault Ste. Marie is the company's only Canadian site.

The local centre has over 550 staff and opened in October 2004. Representatives provide roadside assistance exclusively to U.S. clients on behalf of major car manufacturers.

Cross Country Automotive Services also supports the United Way, Rotaryfest, and Coats for Kids and provides scholarships to area high school graduates to assist with post-secondary education costs.

Cross Country employees enjoy taking a hands-on approach to enhancing Sault Ste. Marie's quality of life by participating in the



Bon Soo Winter Carnival, Dragon Boat Festival races, and the Heart and Stroke Foundation's Big Bike for Stroke. Staff at all levels also serve on many local boards.

"We strongly encourage our employees to become involved for the benefit of our community," says Don. "We are pleased to see the new hospital project progressing and that our contribution has helped make this happen."

NCO Customer Management has a similar philosophy. "We are committed to the communities where we live and work," says General Manager Clyde Haggart.

"I can't think of a more universal and deserving project than a new state-of-the-art hospital serving the community at large. This is something that touches all of our lives."

Opening in 2000, NCO Customer Management was the first contact centre to operate in Sault Ste. Marie and has approximately 600 staff. It is part of a global network of over 100 operations centres with more than 22,000 employees worldwide.

Staff in Sault Ste. Marie provide in- and out-bound services for banking, telecommunications and Internet sector clients.

They have helped raise NCO's \$25,000 campaign contribution through dress-down

Friday donations and are committed to continuing support of the project through other events such as theme days for the upcoming holidays. NCO employees have also donated \$472 to the SAHF since 2000.

"We encourage our staff to be active in the community and many are extremely involved with their charities of choice," says Clyde.

NCO Customer Management also contributes to the Canadian Lung Association, Canadian Diabetes Association, Multiple Sclerosis Society of Canada, Kidney Foundation of Canada, Crohn's and Colitis Foundation of Canada, Brain Injury Association of Sault Ste. Marie & District, Elks Oncology Van, Canadian Mental Health Association, Canadian Red Cross, and our local Humane Society.

Clyde appreciates the enthusiasm NCO employees have in these efforts and believes this is a big part of what makes Sault Ste. Marie special.

"I would like to thank all my staff for their dedication and drive to support the hospital fund and all community endeavors we embark on," he says. "The outpouring of support from this community far surpasses anything I have seen in my journey through various cities. We can all be proud of that accomplishment."

Nucomm International joined the SAHF campaign because it's a local initiative with a widespread effect on our area.

"Contributing to the new hospital is simply the right thing to do," explains Lanie Greco, Employee Relations Co-ordinator. "It's a universal cause that will benefit everybody in our community."

NuComm International is Canada's largest privately-held provider of customer relationship and contact centre services. The Sault Ste. Marie site opened in September 2000 and employs 360 staff.

This location primarily handles inbound customer contacts with services including billing, technical support and sales.

Nucomm employees have held various fundraising events to help contribute to the SAHF campaign, including a penny war where teams within the centre competed to raise over \$1,000. This past summer, off-phone staff contributed \$30 each to dress down.

Staff members also raffled off gift baskets last Christmas, raising over \$1,000. They plan to assemble baskets again this year to match or surpass the 2006 total. Nucomm employees will donate their share of proceeds from the cafeteria vendor to the hospital fund, a pledge that means approximately \$1,000 per quarter.

Nucomm promotes fundraising events throughout the year, based on need, the time of year and employee requests. Staff have organized efforts for numerous causes including Christmas toy drives for children in need and support for disaster victims.

Production staff contribute \$1 weekly to dress down and one employee is chosen every month to determine what charity will benefit from these funds. In 2006, Nucomm contributed \$18,000 to several charities including the Canadian Cancer Society, Lung Association, Heart and Stroke Foundation, and YMCA.

Employees have also participated in the Cheerios Heart and Stroke Mother Daughter Walk, United Way Day of Caring, and the Canadian Cancer Society's Relay For Life.

"Our staff really enjoy fundraising events as they are a great way to renew the spirit of giving and continue building our community," says Lanie.

Sutherland Global Services employees also understand the importance of supporting local initiatives such as the new hospital campaign.

"We recognize the great need for the new hospital and view this as an important venture to support," says Lisa Petingalo, Human Resources Manager at Sutherland.

Sutherland Global Services is a multinational, information technology enabled and business process outsourcing company, operating 19 delivery centres in India, the United States, Philippines, Canada, and Mexico. It opened its first Canadian location in Sault Ste. Marie in 2003 and employs 650 people here.

The local centre offers technical, customer and sales services on behalf of its clients. Employees deliver computer, cellular and Internet service support.

The contribution to the new hospital campaign is being raised through events which see employees donate \$5 weekly to dress down. Sutherland will make a corporate donation if additional funds are needed to reach the company's goal of donating \$5,000 annually for five years.

Last November, Sutherland technical staff raised \$130 for the new facility by hosting a computer repair workshop where residents donated to the SAHF in exchange for computer repairs.

Many Sutherland employees have personal reasons for contributing to the new hospital. Last year, Chris Weir, a supervisor, shaved his head to raise funds and show support for his late father who was undergoing radiation therapy in Sudbury. Chris wants patients to have access to treatment locally. A radiation bunker is planned for the new facility. Chris' co-workers responded by donating \$2,122 to the new hospital campaign.

Sutherland also invests in the United Way and recently supported a Children's Wish Foundation event enabling 48 tickets to be purchased for local children with life-threatening illnesses to attend an illusionist show.

Employees participate in the Big Bike for Stroke, Dragon Boat Festival races, and the Relay For Life.

"We strive to ensure employees have opportunities to participate in whatever charities or community events they choose and also to suggest causes in which we, as a company, can be involved," explains Lisa.

"We are especially excited to be involved in this partnership with other contact centres. By

supporting this campaign, we are addressing the health needs of our community and promoting the economic growth of Sault Ste. Marie. A new hospital will help attract doctors and all types of professionals."

Building a Bridge to the Future

Planning Today for Our Hospital's Needs of Tomorrow

Why Make A Legacy Gift?

Establishing a Legacy Gift with the Sault Area Hospital Foundation will do a lasting good, well into our community's future while allowing you to optimize tax and other financial benefits today.

But the true value comes from the satisfaction of knowing that you are making a gift with a lasting legacy - excellence in healthcare for generations to come.

Ways to Make A Legacy Gift:

- Bequest
- Charitable Gift Annuity
- Endowment
- Gift of Residual Interest
- Gift of Life Insurance
- RRSP/RRIF
- Securities

Thank you for supporting our community's future healthcare needs by considering a legacy gift today.

If you would like more information on making a planned gift to the Sault Area Hospital Foundation *or* if you have already included the Sault Area Hospital Foundation in your estate planning or will, please notify us of your intention and it will allow us the opportunity to recognize you/your family appropriately.

Contact Giselle Chiarello, Major Gifts/Planned Giving Officer at: (705) 759-3827 or email: chiarellog@sah.on.ca

Please visit the Planned Giving section on our website at: www.sahfoundation.com

SAHF Our Mission

The founding and ongoing purpose of the Sault Area Hospital Foundation is to raise funds for the hospital. The government provides the basics in healthcare. But these basics do not include the full cost of new medical equipment. New equipment and upgrades to patient care facilities and programs have always been considered a community responsibility.

To accomplish this, the Sault Area Hospital Foundation seeks community involvement through donations from patients, their families and friends, businesses, service clubs and other organizations.

Correction: Our 2006-2007 Annual Report inadvertently listed the wrong name for **Randy & Margaret Saunders**. We extend our sincere apologies to the Saunders for this error.

SAHF Privacy Statement

Sault Area Hospital Foundation respects your privacy. We protect your personal information and adhere to all legislative requirements with respect to protecting privacy. We do not rent, sell or trade our mailing lists. The information you provide will be used to deliver services and to keep you informed and up to date on the fundraising activities of the Foundation.

If at any time you wish to be removed from our mailing list, simply contact us by phone at (705) 759-3848 or by e-mail at: foundation@sah.on.ca and we will gladly accommodate your request.