

November 2009

You Get The Card,  
We Donate The Funds!

BMO Bank of Montreal, Sault Ste. Marie branches and the Sault Area Hospital Foundation  
"Partners in our Community"

SAHF BMO Bank of Montreal  
"Making Money Make Sense"

BMO Bank of Montreal Sault Ste. Marie branches are pleased to announce that for every new MasterCard application, **\$100.00 will be donated to the Sault Area Hospital Foundation.**

**Why BMO MasterCard?**

- Choice of card design and features
- Reward program (AIR MILES or CASHBACK)
- Low interest rate option
- CDN and USD currency
- Personal or Business

Visit the BMO Bank of Montreal, Sault Ste. Marie branches to pick up your application  
556 Queen Street East  
Cambrian Mall  
331 Korah Road  
or contact the SAHF at 759-3848 or 1-888-623-3904  
or visit the SAHF office at 969 Queen Street East (Plummer site)

"Please note that you do not have to be an existing BMO Bank of Montreal customer to participate in the program."  
Completed applications must be delivered to any BMO Bank of Montreal branches or the SAHF in order for the hospital to receive the donation.

**OUR GOAL IS to receive 100 applications which will result in raising \$10,000 for our Hospital. Thank you for being a part of this program!**

Program runs from September 1 to December 31, 2009

## SAHF Our Mission

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

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

## 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](mailto:foundation@sah.on.ca) and we will gladly accommodate your request.

**SAVE PAPER & POSTAGE:** If you would like to help us save on our paper & postage costs by receiving this newsletter by e-mail instead of direct mail, please let us know by contacting our office at: (705) 759-3848 and provide us with your e-mail address. *Every little bit helps!*

## McDonald's Owner 'Super Sizes' Donation



In photo: Mike Butler with McDonald's staff and patrons

**M**ike Butler knows how to cook a sizzling burger. He can also serve up a sizzling fundraiser. The Sault Area Hospital Foundation is delighted to be partnered with him.

Mike arrived in the Sault in 2007 as the new owner of the four existing McDonald's locations.

He foresaw a strong market and great potential to grow his business. Upon his arrival, he also found a city committed to strong community partnerships.

Last year, Mike saw his opportunity to be active in supporting a vital part of the city when he was introduced to the Businesses & Community Gifts Program at the Sault Area Hospital Foundation.

"McDonald's is known for its support of children's charities through the McHappy Day campaign so it seemed fitting to continue that trend with our local programs here in the Sault," explains Mike.

Mike introduced the Coffee Promotion Program to his four Sault Ste. Marie sites. The plan was simple. From April to the end of September 2008, 10 cents for every coffee sold would be donated to the SAHF Maternal Child Care Fund. The plan was a great success. In total, the Coffee Promotion raised \$10,000. Part of the proceeds went to purchase a new surgical dental cart which is used primarily for paediatrics oral surgery.

The completion of the Coffee Campaign left one thought in Mike's mind: "I can do better!"

He began work on a series of programs that would support a commitment of \$25,000 to the foundation and specifically the paediatrics unit at the Sault Area Hospital.

With that in mind, he reintroduced McHappy Day to the Sault Ste. Marie market, sold environmental bags in stores and set up a coin box promotion at all of his sites.

"I'm a member of this community and I'm responsible to do what is within my means to support it," says Mike. "I saw a need at the hospital and it was within my ability to make a contribution. It's just that simple."

"Something small can generate great things. Ten cents doesn't seem like much until you see how quickly it can grow. When I look at what my staff and I have achieved as a team in our stores, I am overwhelmed. These programs have had a great effect on my business, on the community, and on me as an individual. I strongly encourage any member of the Sault Ste Marie business community to consider what they can do to be a part of the Sault Area Hospital Foundation."

To date \$3,000 of the \$25,000/three-year commitment has been met and efforts are ongoing.

For the Sault Area Hospital Foundation, this news means a McHappy Day! ☺



## Former Residents Reinvest in new Hospital

You can take the boy out of the Sault, but you can't take the Sault out of the boy - or girl.

The Sault Area Hospital Foundation is reaping the benefits from the efforts of a growing group of former residents who continue to feel an affinity for the community.

The **SooBoys** started 11 years ago with four members who work in Toronto's financial district, meeting informally to reminisce about life and times in their hometown. Fast forward to 2009, and the group has raised an incredible \$150,000 over the last four years with the SooBoys Charity Golf Classic tournament.

There are now over 500 people on the SooBoys contact list, mostly in southern Ontario. Others live in western Canada, the U.S., and Europe.

Michael Mattalo, tournament committee chair and SAHF liaison, conceived the idea of having a Toronto-based charity golf event to support the Sault Area Hospital. He says there are many reasons why members feel so compelled to put back into the community.

"We all continue to have a strong connection through family and friends who are still in the Sault, so in a way, we have never really left there and still feel very much a part of the community," says Michael, who now lives in Mississauga with his wife, Dorothy, and their three sons.

"While we have all built our own families and careers successfully outside the Sault, we owe that success to the strong values, work ethic, and sense of community instilled in us by growing up in the Sault. So, it seemed very natural and logical that we would do something like this."

Michael says once the idea arose, everyone just sprung into action. "All of us associated with this event just went to work knowing it was important," he says. "There was no doubt that supporting the hospital was the right thing to do. We knew that we would achieve the most success by supporting an initiative that universally touches so many people in the Sault."

Michael attributes the success of the committee to the wonderful people on it who work tirelessly despite having demanding career and family commitments.

"Each of us just picked an area of responsibility, trusted each other, and ran with it," he explains.



Committee members for the 2009 tournament from left to right were: Dominic Proietti, Diane Collin, Michael Mattalo, Gord McChesney, Brock Tulley, Richard Nino, Carmen Shames-Valente, Alexandra Moraca and Joe Yukich

Joining Michael on the committee are Rick Nino (registration and communication), Joe Yukich (finance), Carmen Shames-Valente and Dianne Collin (sponsorships), Dominic Proietti (tournament operations and volunteers), and Brock Tulley (prizing).

"Prior to our first tournament, we really didn't know what was possible nor did we have a specific target in mind - we just knew we wanted to do this and a group of us formed an organizing committee, divided up responsibilities, and charged forward," says Michael.

In less than six weeks from the decision to proceed, the SooBoys first tournament was held with 80 golfers. The event raised \$21,000.

"You could literally feel the buzz that day - it was more than a charity tournament, it was a homecoming for many people - re-connecting friends, former schoolmates, and even families," he says. "It was a really special day. That afternoon we knew we were on to something and set our first target of \$100,000."

After three years and surpassing that goal, we re-affirmed our commitment to the tournament. So something that started as a small idea has evolved into a significant event. Every year, we reach our goal for the number of golfers and additional dinner only participants. Even this

past summer, in the throes of economic strife, we managed to maintain the number of participants. In fact, we raised the second highest amount of money over the four years we have been holding the tournament."

Michael says credit for the success goes beyond efforts of the committee and golfers.

"We have had the privilege of the support from many sponsors (corporate and individual), prize donors, individuals who have bid on wonderful auction items and donated money, as well as a fantastic team of volunteers. They are a significant part of our success," Michael says.

"The committee members have a real sense of pride in the contribution they have made to equip the new hospital," Michael says. "But, let's not forget the real heroes in all of this - the doctors, nurses, and support staff at the hospital who endlessly give to provide the best care they can for our families and friends in the Sault," he says.

The new hospital will have some of the best available design features and equipment in the country.

"This is something everyone should be particularly proud of and we hope it will also go a long way in attracting new doctors to the community," says Michael. ☺

## SooBoys At Famed Course To Celebrate 5th Year



The 2010 **SooBoys Charity Classic** will make participants feel like pros. That's because they will be playing at the Glen Abbey Golf Club in Oakville!

"We want to mark our fifth year anniversary in a special way," says Michael Mattalo, tournament committee chair.

"We thought there is no better place to celebrate this than at Glen Abbey, one of the most distinguished golf venues in Canada. So many people have watched champions play the Canadian Open there. Few would ever envision the opportunity to play the course themselves. Well, that time has arrived."

The 2010 SooBoys Charity Golf Classic is confirmed for Thursday, June 10.

"We hope to see a large group of people from the Sault and elsewhere at our 2010 event," says Michael. "We also want to encourage those who don't golf to come out for the dinner. It is a wonderful opportunity to re-connect with friends from the Sault and to help support our efforts."

The 144 spots for the tournament will go fast. Registration details were released on October 31st. Stay tuned for details at: [www.sooconnected.ca](http://www.sooconnected.ca)

## Building a Bridge to the Future

### "That Good Feeling"

It feels good to know you have a valid, up-to-date will in place. You have made provision for family and your favourite organizations, like the **Sault Area Hospital Foundation**. You have named your personal representative and defined any trusts to be established. If you have dependent children, you have arranged for their care. You have, in fact, put your "house in order" and, made sure that your loved ones will not be left to guess your wishes or to deal with unnecessary legal issues.

Getting that good feeling will require some time and effort but those who complete the process nearly always say, "it was worth it all, and I feel good about it."

We at the SAHF have some complimentary materials to help you with your will. Our "will kit" contains information about basic estate planning and how to prepare for your visit with your attorney. It also includes sample bequest language should you choose to include SAHF in your plans.

If you would like to receive our **free** Will Information Kit to help you think through the process of obtaining or updating your will, please don't hesitate to call **Giselle Chiarello**, Major Gifts / Gift Planning Officer at (705) 759-3827 or by email at [chiarellog@sah.on.ca](mailto:chiarellog@sah.on.ca)

You can also visit our website at [sahfoundation.com](http://sahfoundation.com) and review the section on Gift Planning.

## Upcoming Events in support of SAH Foundation

**Boston Pizza - Fundraiser for inside sales**  
June to December 2009

- visit Boston Pizza, get your receipt marked by your server for SAH and we get a percentage in a donation.

**Ski-A-Thon** ~ March 2010

**Open Ice 3 on 3** ~ April 2010

**SAHF Charity Hockey Tournament**  
April 10, 11 & 17, 18, 2010

**SooBoys Charity Golf Classic**  
June 10, 2010

**Five Car Draw** ~ June 26, 2010  
Tickets still just \$25

**Pino's Charity Golf Classic** ~ August 2010

**RBC Financial Group Chilifest**  
September 2010  
Roberta Bondar Pavilion

For further information visit our website at: [www.sahfoundation.com](http://www.sahfoundation.com) or contact the Foundation office at (705) 759-3848.

## SAHF Holiday Card Program

A Great Gift Idea!

The **Sault Area Hospital Foundation's Holiday Card Program** provides businesses and individuals with a unique opportunity to make seasonal donations in honour of their customers/clients, friends, teachers, neighbours, and family members.

In return for your gift, you will receive a holiday card acknowledging your gift to be distributed by you or we will mail it for you. You may choose to use one of our sample greetings and card, provide your own card and/or work with Foundation staff to create your own specialized greeting. You will also receive an official income tax receipt.

The Holiday Card Program is a simple and heartwarming way during the giving season to let others know that you care enough to send them something special while helping the present and future patients of the Sault Area Hospital.

For more information about the Sault Area Hospital Foundation's **Holiday Card Program**, visit our website at: [www.sahfoundation.com](http://www.sahfoundation.com) or stop by the Foundation office: 969 Queen Street East · Sault Ste. Marie, ON or call (705) 759-3848.

