

August 15, 2023

Foundation CONNECTION

Newsletter of the University of Ottawa Heart Institute Foundation



A message from Lianne Laing, VP Philanthropy UOHI, President UOHIF

Earlier this month, I dropped off my eldest daughter Andie at university for the first time. Throughout her high school senior year, I was constantly checking items off the list to help prepare her and myself for her departure. Some of these tasks included learning how to pump gas or to top up the windshield wiper fluid. I had prepared myself for a Labor Day weekend departure, but as a soccer player Andie needs to attend training camp in early August. It was a quick turnaround from Prom in late June to her packing up just five weeks later.

I mention this because this is a life milestone we as parents prepare for years in advance; we set up savings accounts before kids even start preschool. We know it is coming, yet the shock and utter emotional rollercoaster ride we find ourselves on sweeps us up and swallows us whole. My heart races even writing this, and my eyes water with tears. To think I thought I was ready!

And so, this experience made me reflect about all the life experiences we are either prepared or unprepared for. And for many of you, if you are reading these emails, you, or a family member, a loved one, may have found yourself experiencing something unexpected—there was no bank account earning interest—or rather time ticking by as your body and your heart were in distress. Tears and fears of a different kind.

Many women participating in our [JUMP IN™ For Women's Heart Health](#) challenge found themselves in unexpected life-threatening situations. These women had little time to prepare or understand what was happening to their heart and health. They had planned for all of life's milestones and yet were completely thrown off guard when heart disease created a major obstacle. Could this have been averted? While there has been incredible

progress in the last few years, women are still under-researched, under-diagnosed and under-treated when it comes to heart disease. **It remains the number one cause of premature death for women worldwide.** We aim to change that statistic, educate women on their risk factors, and acknowledge that many symptoms present differently for women than men. We are looking to change the dialogue and we ask that you join the movement.

JUMP IN™ is a 30-day challenge of 30 minutes of physical activity through September. 80% of heart disease is preventable with healthier habits like a healthy diet and physical activity. We know this challenge will help to get you started. This September, join a motivating, inclusive and inspiring challenge which is changing lives. Please take a moment to visit our website (www.jumpinnow.ca) and learn about the event itself, our team, its ambassadors, and the work that is being done with the funds raised. Special benefits also await you as a JUMP IN™ participant, including a **7-day pass to any GoodLife Fitness location across Canada, limited-edition socks, access to exclusive workouts, and more.** Your heart deserves the best.

With great gratitude towards our sponsors, please also remember that **donations will be matched, amplifying your impact**, which you can learn more about on our [website](#).





Check out the OTTAWA CITIZEN!

Social Scene | Community Builders: Jump In | It's time to get ready to leap into a healthier tomorrow with the University of Ottawa Heart Institute Foundation's fundraising and awareness campaign, called Jump In. | **Special thanks to Ashley Fraser.**

[Check out the article!](#)

I am already looking forward to sending out our September touchpoint, as there will be more news to share with you. We will have our new website ready to go and we thank Webmarketers for their talent and generosity in giving back to the Heart Institute. Included on the site will be this year's Annual Report, as well as our summer edition of the Foundation Connection magazine. Our September communication will be an opportunity for you to take a deeper dive into the work we are doing, and receive the latest updates on research projects, and advancements being made at the Institute. We are committed at the Foundation to match the priorities of the Heart Institute and continue our pursuit of excellence in the philanthropic space. We hope this information provides you with a good sense of how your generous donations are being used in cardiac patient care and research.

I hope you can enjoy these last few weeks of summer before the busyness of back to school and fall schedules gets underway. I hope many of you will join us and **'JUMP IN™' for our health and the heart health of thousands of women in Ottawa and across the country.**

Much Love,

Lianne

A handwritten signature in black ink, appearing to read "Lianne Fraser".





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