

July 18, 2023

Foundation CONNECTION

Newsletter of the University of Ottawa Heart Institute Foundation



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

As you read this monthly update, I hope to be lying on a dock, with a book in hand, a hot coffee or a cold glass of wine next to me and either the sound of the water hitting the shore, or my girls' laughter in the distance. It will be my first time in several years taking a two-week holiday and truly escaping the gravitational pull of my phone, emails, and social media. I will return to the office in August with new energy, creative ideas, and the continued pursuit of excellence in mind. Connecting with you, our donors, and supporters remains an item on my checklist that I truly look forward to each month.

Our second annual ***Wilbert Keon Memorial Golf tournament*** held at the Royal Ottawa Golf Club on Monday, July 10th, was an incredible success. The rain held off, the sun was out in full force and our golfers, sponsors and volunteers were well-fed, hydrated, and entertained throughout the day. For many, the ability to play at one of the city's most prestigious and private golf course was the main draw, and the excitement was palpable. As the day evolved, the stories about their 'why' became more evident as many of our participants shared a personal experience at the Heart Institute, with themselves or a family member. There were several heartwarming conversations I will take with me from that day. Our volunteer committee, comprised of patients and supporters, helped pull off an incredible day as more than \$215k was raised for the Heart Institute. We can't wait to do it again next year.



[Check out the Ottawa Business Journal!](#)

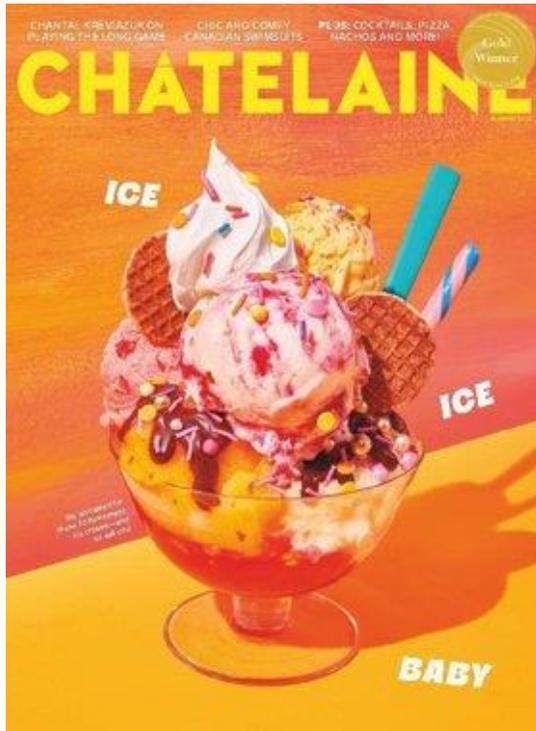
Heart Institute supporters could 'heart-ly' wait to play at Royal Ottawa Golf Club | Second annual Wilbert Keon Memorial Golf Tournament raises more than \$215K for University of Ottawa Heart Institute | Special thanks to Caroline Phillips.

[Check out the article!](#)

Pay it forward!

As you have figured out by now reading these monthly updates, I can get excited about many things! I get totally pumped when our work and creativity land us in new places with the ability to reach a new audience and donor base. So, I admit I was really giddy when our ***JUMP IN™ for Women's Heart Health*** advertisement landed in the pages of Chatelaine Magazine. This was not a typical media buy nor did we need to spend a penny on it. This is a perfect story of paying it forward. SJC is Canada's largest privately owned media and marketing company with brands like Toronto Life, Macleans, Hello Canada and Chatelaine magazines. Each year, the company gives out the Chairman's Award to three employees who excel on the job but also in the work they do for their community.

These individuals are given the opportunity to donate a full-page ad to a charity of their choice. One of the winners was a woman named Jing Chen, whose daughter was a patient of the Heart Institute, and she gifted us this amazing opportunity. It was her way of giving back and expressing her gratitude for the care her daughter received. Our team made the decision to choose Chatelaine Magazine's summer edition to promote ***JUMP IN™ for Women's Heart Health***, especially with the national reach of the magazine. We were thrilled when it landed on the newsstands earlier this month.



So, this is your reminder that it's time to consider joining us in September and committing to 30 minutes of physical activity for 30 days. [REGISTER NOW](https://www.jumpinnow.ca) Keep in mind that 80 per cent of heart disease is preventable with a healthy diet and physical activity. This event brings together an amazing and supportive community helping everyone stay accountable and motivated throughout the month. There are also some great new additions this year! Please check out our new website for everything you need to know! [WWW.JUMPINNOW.CA](https://www.jumpinnow.ca)

Wishing everyone good health and an opportunity to experience something meaningful this summer.

Thank you once again for your incredible support,

With love,
Lianne





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