

October 17, 2023

Foundation CONNECTION

Newsletter of the University of Ottawa Heart Institute Foundation



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

My usual strategy for writing these monthly updates is to wait for an idea, a thought, or an emotion to pop up and trigger my thought process so I can begin to write. I love bringing you our monthly Foundation Connection emails with updates on our campaigns and upcoming projects.

Before Oct 7th, I originally opened this note with references to pumpkin spice lattes, fall décor and “sweater weather”. But that now seems so trivial and mundane. Like many, I had a hard time last week focusing on and processing the current humanitarian crisis in the Middle East and worldwide. There is an innocence lost and a wound so profound that many of us are having difficulty making sense of the day-to-day. I remain hopeful that one day, we will all understand and experience the true meaning of peace. Our children, everywhere, deserve this most of all.

In fact, Dalton McGuinty our new Ottawa Heart Institute Board Chair, said it best at our most recent board meeting and I quote: *"I feel I would be remiss if I didn't acknowledge something about the news these days. It is troubling, disturbing, and often shocking. While we can't get our arms around the world to comfort all those in distress, we can get our arms around our community to deliver world-class heart care and, in our own way, we can bring a bit of light into what can seem like a dark time."* It resonated with us all.

We miraculously managed to get some work done between tearful moments, honest dialogue, social media scrolling, and debate. In fact, we have tons to update you on. The wrap-up of [JUMP IN™ for Women's Heart Health](#) and the buildup towards the

end-of-year holiday season creates a whirlwind around our office that we can't help but ride.

It's no secret that **JUMP IN™ for Women's Heart Health** has been a big project at the Foundation. We pushed the physical challenge and expanded our fundraising efforts into our Direct Mail letters with matching sponsors each week to increase our fundraising dollars.

We are so excited to announce that this year we raised an incredible \$296,000 for this initiative. Together, 1,140 participants completed over 1.02 million minutes of exercise.



Thank you to our incredible sponsors, matching donors, participants, and everyone who donated. We continue to shift the landscape around *the number one killer of women worldwide*. We are changing the narrative that we are under-treated, under-diagnosed and under-researched. Thank you again, and congrats to all of our participants who completed the challenge.

Let me remind you, just because the challenge is done, please, don't sit still. We hope you continue to join the conversation and remain accountable in our **Facebook Group**—we love seeing you there.

As Halloween décor and candy fill the aisles these days, we know the Christmas trees and holiday gift guides are bursting to push them out of the way. Thank you to many workplaces that have already started your **holiday match and giving programs**. I can't wait to share more with you in our next update. We will also bring you additional information in the coming weeks about your stock giving and how the proposed AMT will affect your contributions and tax savings in the coming years.

I am also really looking forward to hosting the panel discussion for **The Ignite event** on November 9th. It is about breaking down barriers around financial discourse so all women can feel confident and comfortable to ask the right questions, take important steps forward and never feel like they are not the driver in their own financial lives. It's a day packed with local entrepreneurs sharing stories about business, health, success, showing up and making an impact. We will have a Heart Institute doctor on hand to speak on the topic of women's heart health. Proceeds go to the Heart Institute Foundation. Check out [this link](#) if you would like join us.

Witness the power of teamwork, both on and off the ice! In partnership with OHL

Ottawa 67's Colour Analyst and Foundation Board Member, Colin Zappia, 67's star Henry Mews is proving that assists aren't just about hockey goals they're about giving back to the heart of our community. Alongside his family and Agent, Randy Robitaille, they are all joining hands to raise money for the University of Ottawa Heart Institute Foundation. Join the game, join the cause, and together, let's create a healthier future! [Click here](#) to learn more.

As always, be kind to one another, give an extra hug to someone who needs one and maybe call a friend you haven't spoken to in a while. I know these have been lifesavers for me in the last week.

Wishing you only good things and always in good health.

Much Love,

Lianne

A handwritten signature in black ink, appearing to read "Lianne". The signature is fluid and cursive, with a small dot at the end.

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