

September 15, 2023

Foundation CONNECTION



Newsletter of the University of Ottawa Heart Institute Foundation



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

THIS WEEK YOUR DONATIONS ARE MATCHED BY: [LAURIN GROUP](#)

[DOUBLE YOUR GENEROSITY](#)

At university in the mid-1990s, I was still required to diligently reserve a spot at the *computer lab* to send an email, research a topic or print off an assignment. Home computers were still a novelty, especially for cash-strapped students. If I couldn't register a time, I waited in line with a Walkman, listening to music or reading a book since there were no cell phones or minicomputers to entertain me.

Computer coding and website design were just in their infancy, and I was just happy when the dial-up ringtone connected into the *World Wide Web*. Fast forward a few decades, and I didn't know whether to laugh or cry when my kids designed basic websites in grade four or created *PowerPoint* presentations for their homework assignments. Gone are the days of cue cards. While this is now considered primary education, many of us "from back in the day" lack the creativity and know-how to build a website with broad appeal.

This brings me to my point: our website here at the Foundation has needed a facelift for quite some time. With so many changes and new initiatives, it was a project that stayed on the back burner until we couldn't avoid it any longer. The pace, research and advancements are exciting to discuss, and our event calendars, and initiatives are constantly being added to and improved. There was too much information to share, and we knew we lacked the tools or human resources to do it ourselves.

You may have noticed a new look and design when it came to our **JUMP IN™ for Women's Heart Health** and **February Is Heart Month** campaigns, and we have *Xactly Design & Advertising* to thank for that. They have been guiding us with their creative services. In the late spring, we joined forces with *Webmarketers* to see these concepts come to life. They have been the backbone to building our website, and we thank both of our partners for working with us these last few months to get it done. We truly hope the donor experience is easy to manoeuvre and you can access the information you are looking for (especially the *DONATE* button)!!!



We are at the halfway mark of our September **JUMP IN™ for Women's Heart Health** challenge. We hope you have seen the billboards and the signs plastered on your commutes and the sides of OC Transpo buses. It has been an exciting time for our staff and the participants of this 30-day challenge, especially getting in the 30 minutes of daily physical activity, some even sporting stylish **JUMP IN™** socks! For the participants who continue to push themselves daily, we see you and are so proud of you.



Lianne Laing, President and, Lindsay Firestone, Director of Community Engagement and Development

We love following along on social media, and the *JUMP IN™ Facebook Group* chat continues to be a pillar of support and encouragement of this campaign. This challenge can be a struggle for many participants at first, but we have also seen it to be a kickstart to living a healthier, more active lifestyle. We have had incredible stories from the challenge, new patient testimonials and increased funding. The matching sponsor component to this month's donations has helped raise awareness around the event and the bottom line. Thank you to our matching sponsors who spark our donors and community in giving. **The Laurin Group** is this week's matching partner, while **PH&N Institutional** and **Giovanni's** Restaurant have matched donations all month long. We couldn't do it without you and our other weekly match sponsors.

Thank you to everyone who is supporting this initiative. You can always check out all the information at JumpInNow.ca

Included in this monthly update is also our **2022-23 Annual Report**, sharing the impact of community donations. With a sincere thank you to our loyal and caring donors, we are committed to matching the excellence expected at the Ottawa Heart Institute with our philanthropic endeavours here at the Foundation. Plus, celebrate the last days of summertime by catching up on your reading. We have patient stories of inspiration and generosity to share in our latest edition of our **Foundation Connection magazine**.

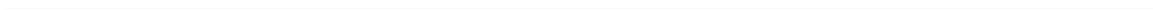


Hopefully, the start to the school year has gone off without a hitch, or more realistically, with minimal speed bumps, and you are excited about the opportunities fall presents.

Enjoy this last week of summer, especially with fall temperatures approaching, early morning mists, and the changing of colours with the arrival of comfy fall-inspired drinks.

Much love,

Lianne



DOUBLE YOUR GENEROSITY ALL MONTH LONG!

We are so grateful for our incredible community match partners! [PH&N Institutional](#) and [Giovanni's Ristorante](#) have **JUMPED IN** for women's heart health and will be **MATCHING** donations for the **ENTIRE month of September!** And it doesn't stop there! Our generous friends at [LAURIN GROUP](#) have also **JUMPED IN** and they will be **MATCHING** donations all week long!

DONATIONS MATCHED

AMPLIFY your impact! Your donation will help support Canadian women's heart health through research, education and programming at the [University of Ottawa Heart Institute](#) and the [Canadian Women's Heart Health Centre](#).



Global Asset Management
PH&N Institutional

**MATCHING
DONATIONS**
ALL MONTH LONG

LAURIN
General Contractor ♦ Entrepreneur Général

**MATCHING
DONATIONS**
ALL WEEK LONG

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