

<Addressee>
1234 Generous Street
Anytown, ON. XoX oXo

Mail date

Dear <Rachel>,

You know the first thing I noticed?

It was eerily silent.

Normally, you hear all kinds of hums, clicks and beeps in an operating room. The tell-tale *ker-chunk* of the X-ray machine scanning a patient.

But not today.

<Rachel>, I just got back from an urgent visit to the OR. **A vital piece of equipment broke down and we need to replace it ASAP.**

It's called a C-Arm. It's a mobile X-Ray unit used for several types of urgent surgical procedures, including stabilizing bone fractures and performing joint replacements. I'll explain more in a minute, but first I have to ask:

Will you help us purchase a new C-Arm? It has a hefty price tag of \$198,000, but I know we can raise the funds if everyone pitches in to help.

In fact, if you and every person reading this letter gave \$35 right now, that would cover the cost. Now, if you could give \$<ASK2> or even stretch it to \$<ASK3> then we'd be that much closer that much faster!

It won't be quiet in the OR for long. We'll get a loaner machine to help

Please turn over...

Special Reply for:

<Ms. Addressee>

<Addressee> -MAIN
1234 Generous Street
Anytown, ON. XoX oXo

ConstID/Appeal-Seg Code

Yes, Jacqueline! I'll help you purchase a new C-Arm machine ASAP. Here's my gift of:

\$XX \$XX \$XXX *or* \$198,000

I have enclosed my cheque, payable to St. Thomas Elgin General Hospital Foundation.

OR

I prefer to make my gift using my   

Card Number: Expiry Date:

Name on Card:

Signature:

Telephone #:

Email:

New regulations from VISA may require us to contact you by phone to confirm your CVV. If you choose to give using your VISA, please include your telephone number. Thank you!

ConstID/Appeal-Seg Code

Due to COVID-19, we are asking our donors and supporters to please consider giving online at [ItsOURHospital.ca](https://www.itsourhospital.ca) or by calling Amanda Campbell (Amanda loves to hear from donors like you!) at 519-631-2030 ext. 2282.

treat patients until we can purchase the new one.

You may not realize this, because I didn't either, but when someone falls and breaks their hip – they need surgery within 24 hours!

And, you guessed it, the C-Arm is an essential part of a hip joint replacement surgery.

In fact, I had no idea just how vital this piece of equipment really is. It's used just about ***every single day*** in our Emergency Department!

When someone falls and badly fractures their wrist or ankle – the C-Arm is used by the orthopaedic surgeon to help insert the pins and screws that keep it together.

When someone has a kidney stone, gallstone or cancer related blockage the C-Arm is used during an urgent surgical procedure to remove it.

I've included a little more information for you – as well as a photo of the C-Arm we're looking to purchase. And, we're also getting the one that broke down fixed. That means we'll have two of these machines in use – which is best practice in case one breaks down again in the future.

Can I count on you today?

Please send your gift as soon as you can to help purchase a new C-Arm for your community hospital.



With gratitude,

Jacqueline Bloom

Jacqueline Bloom, CFRE
Chief Executive Officer
STEGH Foundation

PS: Please don't delay – fill out your reply form ASAP and send it back in the postage paid envelope.

We receipt gifts over \$20 unless otherwise requested.

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You can see why it's called a
C-Arm, right?

The C-shaped arm goes around
the sedated patient. Images can
be taken at anytime during the
procedure so the surgeon can easily
see what is happening in 'real time'.

It is really a critical piece of
equipment!

I hope you can pitch in to help
purchase a new one for your community.



St. Thomas Elgin
General Hospital
Foundation

Thank you!
Jacqueline