



LES AUXILIARES / THE AUXILIARY

HÔPITAL GÉNÉRAL JUIF – SIR MORTIMER B. DAVIS – JEWISH GENERAL HOSPITAL
Hôpital d'enseignement de l'Université McGill - A McGill University Teaching Hospital



July 19 , 2004

The Jewish General Hospital Auxiliary began selling the video *"Bringing Baby Home"* by Liandrea Productions Inc. as a fundraising project in December 2003. It has proven to be an *excellent fundraising tool* for us.

The response to this video, which has been produced in conjunction with professionals in several Montreal area hospitals, has been overwhelming from doctors, nurses, grandmothers and first-time mothers.

To encourage sales of the video we promote it by:

- widely advertising in all hospital publications
- advertising on the Auxiliary website and bulletin
- advertising it in obstetrics, post partum and neonatal floors
- distributing brochures to first time parents
- selling it through our flower shop, by volunteers in high traffic areas, and at Auxiliary Board and Executive meetings

Our association with Liandrea Productions has proven to be both lucrative and enjoyable.

Sincerely,

Hela Boro & Eileen Fleischer
Co-Presidents
The Auxiliary
Sir Mortimer B. Davis – Jewish General Hospital
Montreal, Quebec



August 10, 2004

The Auxiliary of the Royal Victoria Hospital began a new fundraising project in the Spring 2004.

"Bringing Baby Home" by Liandrea Productions Inc. is a "must see" video for all new parents. Available in English and French, this video offers tips from medical and child care specialists and demonstrates every day tips for the well-being of a newborn child.

This video is played on a closed circuit TV 24 hours a day in the post-partum recovery ward at the Royal Vic, and is on sale at three of our Gift Shops for \$24.95 tax included.

This project has been very popular to date. It is advertised in our Ross Gift Shop window and in the Obstetrics area of the hospital. At a recent conference of the Canadian Association of Health Care Auxiliaries (CAHA) in Canmore, Alberta a display area was set up for the video to be played in the public relations room, and handouts were available to all participants. Hopefully this display will be available for the upcoming ABESQ (our Provincial Association of Auxiliaries) conference in September in Sherbrooke, Quebec.

Congratulations to Lianne and Andrea for a most inventive and successful product. The RVH Auxiliary is raising much-needed funds for equipment for our Hospital through the sale of "Bringing Baby Home".

Kerry Lanthier
President
The Auxiliary
Royal Victoria Hospital, McGill University Health Centre
Montreal, Quebec