



Women's
College
Hospital

76 Grenville Street, Toronto, ON M5S 1B2
www.womenscollegehospital.ca

Mrs. Sample
123 Sample Way
Sample, SA
M1S 1S1

May 18, 2009

Dear Mrs. Sample,

When we use the words women and leadership, we're proud to combine them with other words like innovation, collaboration, and excellence.

We don't, however, like the idea of combining women and leadership when talking about the growing incidence of **Type 2 diabetes**.

Type 2 diabetes is striking Canadians in near epidemic proportions. And sadly, young women are leading the way as the group most affected.

Studies have shown that between 1995 and 2005, the occurrence of Type 2 diabetes rose by 70% in Ontario. But what's even more distressing is that the prevalence among young women aged 20 to 50 rose by 100%.

These numbers should be of great concern to women in Ontario.

They're certainly a concern to the doctors and researchers here at Women's College Hospital. That's why I'm writing you, to ask for your support of our 2009 Spring Appeal.

Ms. Sample, your gift of \$x, \$xx, or \$xxx to our 2009 Spring Appeal will help us fund education, prevention, and treatment for women with diabetes. It will allow us to continue improving women's lives through groundbreaking research.

We're leading the way towards a new, more comprehensive understanding of diabetes and how it affects women. It's part of our overall goal of providing the highest quality of health care to the community.

And your support makes a very significant difference.

Your 2009 Spring Appeal gift enables Women's College to implement state-of-the-art technologies and treatments to aid our patients in staying well, and to ensure the best possible results when they receive care. And it allows us to attract and retain skilled and experienced professionals who provide innovative and compassionate care, and who play a key role in training the next generation of medical leaders.

Please see over...

new thinking

With this upsurge in the prevalence of diabetes among women, we're going to need every possible resource – including the best and brightest physicians and researchers, state-of-the art equipment and the best possible environment in which to care for our patients, conduct ground-breaking research, and educate the next generation of medical professionals.

The challenge with diabetes is not just prevention, but also the effective management of the disease. Uncontrolled diabetes causes blood sugars to accumulate, and has a devastating effect on almost all of the body's organs.

That means women are at an increasing risk of heart attacks, angina, strokes, blindness and kidney damage – all very serious health concerns.

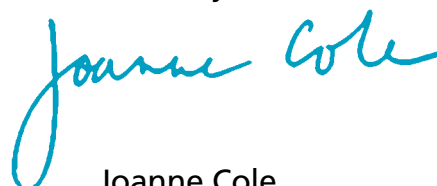
The Diabetes Care Program at Women's College is an example of comprehensive interdisciplinary chronic disease care that focuses on both prevention and self management. **Here are just a couple of initiatives we're undertaking:**

- Our new DIME clinic (Diabetes Initial Medical Evaluation) is streamlining entrance for people newly referred to diabetes care, and prevention programs are being developed for specific groups of at-risk women.
- A successful diabetes research program, led by newly-recruited clinician scientist Dr. Lorraine Lipscombe, is emerging. Her work is helping to develop better pregnancy care for women with diabetes and is tracing the links between diabetes and other chronic conditions.

When you hear the words women and leadership, think of Women's College, because we're leading the way towards better health for women everywhere.

Thank you for reading my letter, and I hope you'll send in your 2009 Spring Appeal gift to Women's College Hospital Foundation today.

Sincerely,



Joanne Cole
President & CEO

P.S. There's another way you can support Women's College. By joining our monthly giving program as a Sustaining Donor you can ensure that we receive your regular support all year long – the perfect way to help us fund research and provide comprehensive health care! Please see the back of your reply coupon for more details.

P.P.S. I've included a recent newspaper article that talks about the near-epidemic of Type 2 diabetes among women – and what researchers at Women's College are doing about it. See the reverse side for some useful health tips as well!