



The Princess Margaret
Hospital Foundation
University Health Network

Give the Gift of Stock new national fundraising campaign for cancer research

Toronto, Sept. 18, 2006 – The Princess Margaret Hospital Foundation (PMHF) is launching its first national, aggressive, advertised fundraising campaign – Give the Gift of Stock.

“It takes sophisticated marketing to raise the kind of money needed to fund cancer research breakthroughs and you just can’t be shy about it,” says Paul Alofs, the Foundation’s President and CEO for the past three years, during which time net revenues have more than doubled to \$77 million.

“As the fundraising engine for Canada’s leading cancer research hospital, we know the growing costs to attract top talent, enhance and sustain research and other vital programs. That’s why we’re going national,” says Alofs, citing Princess Margaret Hospital’s revered history of medical “firsts” and international reputation as a global leader in cancer research breakthroughs, exemplary teaching and compassionate patient care.

Why a gift of stock? PMHF developed the campaign when changes to federal legislation earlier this year exempted charitable donations of publicly traded securities from capital gains taxation. The new rules include stocks, bonds, futures and options, as well as shares in mutual funds.

“A gift of stock is a triple win,” says Alofs. “You get the best return on your donation by giving to our leading cancer research hospital. You offset your taxable income when you get your tax receipt. And you benefit from no capital gains tax on the appreciated value.”

Most of all, he adds, it’s an opportunity “to make a meaningful and significant difference and be part of continuing to build the dream team of cancer researchers at Princess Margaret Hospital.”

The integrated campaign invites donors to make a personal connection with the Foundation and Call Paul at 1-866-YES-PMHF (1-866-937-7643). It features ROB TV spots featuring Alofs and leading spokespeople, print ads and advertorial publication inserts, a direct mail drop to several thousand households, a major donor drive, hospital banners, web banner ads and a dedicated website at www.giftofstock.ca

The Princess Margaret Hospital Foundation at University Health Network raises funds for research, education and the enhancement of patient care at Canada's leading cancer research hospital, Princess Margaret Hospital and its research arm, the Ontario Cancer Institute. For more information, please visit us at www.pmf.ca. University Health Network consists of Princess Margaret, Toronto General and Toronto Western Hospitals, and is a teaching hospital affiliated with the University of Toronto.

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