

March 8, 2021

«Primary Addressee»  
«Preferred\_Address\_Line\_1»  
«Preferred\_Address\_Line\_2»  
«Preferred\_City», «Preferred\_Province»  
«Preferred\_Postal\_Code»



Dennis & Sheila McCullough

## The only way we can save lives is with **your support.**

Dear «Primary Salutation»,

One of your neighbours, Dennis and Sheila McCullough, have been living in Belleville for over twenty-five years. You would probably recognize them from their family-owned Canadian Tire on Bell Boulevard.

Both Dennis and Sheila know all too well that anyone – at any time – could require life-saving care at Belleville General Hospital.

One Christmas day, their son couldn't eat dinner with his family. He was in too much pain. He spent Christmas curled up on the couch, writhing in agony. After a few days, his pain got worse – not better – so he finally went to Belleville General Hospital.

The ER staff sprang into action and ordered an immediate CT scan for their son, which led to a life-saving surgery. Had he waited even one hour longer to seek treatment at the ER, their son would have died.

Thanks to Belleville General Hospital and people like you, Dennis and Sheila's son was pulled back from the brink of death.

**The only way we can continue to save lives is with your support, «Primary Salutation».** By making a gift of \$25, \$50, or \$75 – or whatever is right for you – you can be there for your community.

They are so grateful for the care their son received from Belleville General Hospital – because of generous donors like you.

That's why Dennis and Sheila will match your gift today. Your gift of \$25 or \$50 can become \$50 or \$100 if you act immediately. They will match all gifts from the community up to their total pledge of \$100,000 to the "Be Well" campaign.

For Dennis and Sheila, giving to Belleville General Hospital is a way to say thanks – it's a way to give back to the community they love so much.



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### Payment Information

- I have enclosed a cheque to the BGH Foundation **OR**  
 Please bill my credit card:  
 VISA    MasterCard    American Express

Card Number: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Expiry: \_\_\_\_\_ Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_

### Yes, Steve! I want to continue to care for my community!

I want to help provide the new equipment at the ICU, here is my tax-deductible gift of:

\$25    \$50    \$75    Other: \$ \_\_\_\_\_

Telephone: (\_\_\_\_)\_\_\_\_-\_\_\_\_ Email: \_\_\_\_\_

Please add me to your email list to help reduce costs.



**Please make any changes to your contact information here.**

I want my gift to remain anonymous.

«Package Code»   «Finder Code»

**A receipt for tax purposes will be issued for all gifts over \$20**

Donations can also be made immediately:

 **613-969-7400 x 2061** or  online at **bghf.ca**  
to receive your receipt electronically.

“We’re thrilled to be in a position to offer support.”

They know their gift is a way to make sure Belleville General Hospital can continue to be there for their family and for your family too. Dennis and Sheila give to Belleville General Hospital in honour of all their dedicated staff and their families – to honour their loyal customers and their families. Dennis and Sheila’s gift is a gesture of love for their cherished community.

You can join a brave movement that refuses to give up. Your gift will make a huge difference for your entire community – for all your neighbours and loved ones.

As you know this past year has been incredibly difficult, especially for our locally owned businesses in the Quinte region.

To honour you, I am enclosing coupons for sixteen participating businesses. Be sure to present your coupons before April 30<sup>th</sup> to let these businesses know you’re a supporter of Belleville General Hospital – you can support local businesses AND receive VIP discounts!

You can continue to care for your community by supporting these local businesses. Together, we can make it to the other side of this crisis!

I don’t have to tell you the importance of caring for your community – you already know that a gift to the Belleville General Hospital Foundation benefits everyone you know and love.

Now, you have another way to show your love for your community. You can support sixteen local businesses this spring!

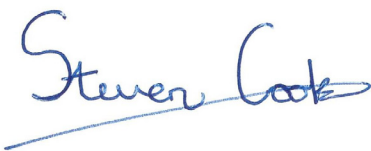
No matter who you are or what you do, anyone could require care from the dedicated staff at Belleville General Hospital at any time.

Thanks to caring people like you, we have continued to care for our community during this unprecedented crisis.

Please decide to care for your neighbours and loved ones, and take a moment right now to send your gift in the envelope provided. Send a gift of \$25, \$50, or \$75 – or whatever is right for you – every gift can make a difference!

Any amount you can give is deeply appreciated and greatly needed! **Every gift is a gesture of love for your community and it will be doubled by Dennis and Sheila!**

With gratitude,



Steve Cook  
Executive Director  
Belleville General Hospital Foundation

**DOUBLE YOUR IMPACT**



**P.S. To honour your continued support, I am enclosing coupons for sixteen participating businesses. Just present your coupons before April 30th to let these businesses know you’re a supporter of Belleville General Hospital – you can support local businesses AND receive VIP discounts!**

**YES,** I want to save lives  
with a monthly gift!

Please deduct my monthly gift of:

\$10    \$15    \$25    Other:

On the:    1<sup>st</sup> of the month    15<sup>th</sup> of the month



Charitable Business Number: BN 119215556RR0001

**Payment method**

Automatic Bank Withdrawal (please enclose a cheque marked VOID)

Please bill my credit card:

VISA    MasterCard    American Express

Card Number: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Expiry: \_\_\_\_\_ Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_

**Annual tax receipts will be issued for monthly donors.**

The BGH Foundation does not make its donor list available for use by any other organization. Please visit our website to view our Privacy Statement.