

Partners

RESEARCH AND
EDUCATION
FOUNDATION



FONDATION POUR
LA RECHERCHE ET
L'ÉDUCATION

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MANITOBA OWNS THE PODIUM!

The Research and Education Foundation (REF) of the College of Family Physicians of Canada (CFPC) broke all previous fundraising records in the Walk for the Docs of Tomorrow at Family Medicine Forum (FMF) 2010 in Vancouver, BC. Starting at the site of the Olympic torch lighting, 180 registered participants walked, ran, or strolled with their children along the seawall to beautiful Stanley Park. Walk for the Docs of Tomorrow celebrated a sweet sixth anniversary and surpassed its totals in previous years by raising \$29 848!

The Family Medicine Interest Group (FMIG) from the University of Manitoba owned by podium by raising \$3350. As ever, it was a tight match with the FMIG from Calgary close on their heels. For the last 4 years, FMIGs from across the country have been competing to raise the most pledges. The winning team receives a handsome trophy, a congratulatory banner, a cheque to support FMIG activities at its university, and most importantly, bragging rights! This year there was an added bonus—team jackets for each of the registered participants.

Social media were used for the first time to get the word out about the walk. On May 14, the first tweets were sent from <http://twitter.com/#!/WalkforDocs>. We think this innovation nearly doubled the turnout. There were also a record number of teams assembled—14 in all. Electronic registration for the walk was available in the FMF exhibit hall at College Square. The popularity of these features ensures that they will be used again in the future.

Congratulations are due to all those who participated. Everyone wins when the result is funding for medical student scholarships: recipients are supported in their pursuit of a rewarding career in family medicine, awareness is raised for the discipline within the 17 medical schools across Canada, and recognition of the value of family doctors is increased. In the long run, the outcome is better patient care in communities large and small. Special thanks are extended to our finish-line sponsor, General Mills Canada Inc. We also acknowledge the Fairmont Waterfront and Fairmont Pacific Rim hotels, providers of the venue for our post-Walk breakfast, and along with General Mills, suppliers of a nutritious meal for our teams and their avid supporters. Finally, we thank Skymark Deli, a favourite of College staff and long-term provider of water bottles to our walkers.

Our seventh season starts soon. Circle November 5, 2011 and lace up. See you in magnificent Montreal mes amis!

GOING, GOING...GONE TO A GOOD CAUSE

The REF Silent Auction and raffles brought extra fun and excitement to FMF 2010. Auctions closed each day of FMF and culminated in the raffle of a mini computer. In addition to generous items provided by more than 20 corporate sponsors, each member of the REF Board donated something special for auction. These gifts ranged from vintage wine to fine art, and from electronic devices to medical instruments. Everyone gave from the heart. The giving proved to be contagious! Even members of the CFPC staff got involved in offering prize items. The CFPC's Executive Committee contributed a delicious dinner with the President and a weekend stay (with spa, no less) at Montreal's Downtown Delta Hotel, to be enjoyed at FMF 2011. The 2010 auction and raffles brought in \$11 697. Thank you to donors and bidders alike for your enthusiasm and generosity.



WE THANK SCOTIABANK

Every year since 2005, 17 scholarships of \$10 000 each have been awarded to medical students from all 17 medical schools thanks to the generous sponsorship of our corporate partner, Scotiabank. Scotiabank also supports the Medical Student and Family Resident Leadership awards presented annually. In addition to their involvement with student initiatives, Scotiabank has also established the CFPC-Scotiabank Lectureship, which is awarded to an outstanding national or international figure who has contributed substantially to medicine, family medicine, or the health and well-being of people in Canada or around the world. The impact that Scotiabank has had on thousands of family doctors, researchers, teachers, family medicine residents, and medical students across Canada is considerable. We sincerely appreciate their ongoing support and contributions to the discipline.

THE FOUNDATION FAMILY

Staff of the CFPC and REF support the Foundation through their dedicated work as employees, but many go beyond. Some volunteer on site at FMF to help with special events. They act as walk marshals or quietly count donations. Others offer innovative approaches to keep our activities fun-filled and lively, for example, they show us how social media can spread the word. And an increasing number of College staff participate in our annual payroll contribution program.

In 1999, the REF started the payroll program with 8 employees contributing. Now, 1 in 4 members of staff participate. The result has been more than \$7000 in donations to the Foundation in the last year and a greater number of participants committed for 2011. This is a powerful statement about the type of people who work at the CFPC and the REF. Thank you for your work, your dedication, and your belief in the family doctors the REF supports.

2010 SILENT AUCTION CONTRIBUTORS

**The Research and Education Foundation Board
CFPC's Executive Committee**

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... and members of the CFPC and REF staff

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Vision 2000

Partners is the newsletter of the Research and Education Foundation of The College of Family Physicians of Canada.

Comments? Contact Sarah Delaney, Development Manager,
1 800 387 6197 x244 or sarah@cfpc.ca

Photos below from the 2010 Walk For Docs - Vancouver, BC

