

Telethon of Hope brings in more than \$4M

Organizers pleased with donation total from cost-saving shorter broadcast

By David Gonczol, The Ottawa Citizen January 12, 2009

The Telethon of Hope went green this year in more ways than one.

Once again, the Ottawa Regional Cancer Foundation collected a lot of the important kind of green to the tune of \$4,643,950 in donations.

"We are very pleased. I think it was a huge success," said Linda Eagen, president and CEO of the Ottawa Regional Cancer Foundation.

This year's telethon fell short of last year's "banner" total of more than \$6 million, but part of the reason may be that the telethon was reduced to four hours from eight in an effort to cut costs.

The amount raised this year was more in line with what the 12-year-old telethon typically raises, so organizers were happy with the total despite a shortened broadcast.

This was also the year that the telethon went "green" by using online donations and computer spreadsheets to enter all donations instead of using "reams and reams" of paper, said Ms. Eagen.

In another first, the telethon took on a new format with a focus on cancer education. Chefs from four of Ottawa's best restaurant spent the day offering samples of foods that are known to help in the fight against cancer, while cancer specialists provided information throughout the day on the different types of cancer.

The main event once again this year was the steady parade of fundraisers who delivered their cheques from cancer fundraising events held throughout the year.

"This is an event that celebrates the successes of all the events that we have during the year and we are always happy to have people come to celebrate with us and to have new people donate and join the family of donors," said Guy Legault, chairman of the Ottawa Regional Cancer Foundation.

Two events that delivered the largest cheques were the Weekend to End Breast Cancer, which raised \$2.1 million, and Do It For Dad, which raised \$233,000.

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