

ABOUT THE CAMPAIGN:

Canadian Hadassah-WIZO (CHW) is a non-political, non-partisan, national network of dedicated volunteers and professionals who strongly believe that the advancement of education, healthcare, and social services transcends politics, religion, and national boundaries.

CHW collaborated with the Tel Aviv urban artist Dede Banaid to create the logo for this year's annual campaign. We hope that through this innovative artistic collaboration, CHW can raise much-needed funds and awareness by creating art to heal. Dede designed the unique logo featuring a heart and lungs, which are the central focus of the **BREATHE LIFE GIVE LOVE** annual campaign. The campaign will benefit the following programs:



Pediatric Cardiac Critical Care Unit (PCCCU) at HADASSAH HOSPITAL, EIN KEREM

The new, state-of-the-art PCCCU is the only one of its kind in Jerusalem. For these infants, precise diagnoses and immediate, advanced treatments are critical. Congenital heart defects comprise the most common type of birth defect. Currently, the global incidence of congenital heart disease at birth has been estimated at eight to 12 cases per 1,000 live births. This is significant because Jerusalem has the highest birth rate of all cities in the western world. This means the number of babies born in Israel with heart defects is overwhelming, so having a world-renowned PCCCU is critical to save lives.

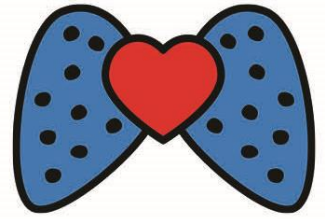


Institute of Pulmonary Functions and Diseases at SHAMIR MEDICAL CENTER

The Institute treats 4,600 respiratory and lung patients each year, providing counseling for the inpatient and surgical wards, and performing assessments of high-risk patients before surgery. The Institute conducts advanced research in lung physiology and sleep medicine, and clinical studies of pharmaceutical companies and non-invasive respiratory best practices among hospitalized patients. The updated Institute of Pulmonary Functions and Diseases will be fully equipped with state-of-the-art equipment and highly trained medical personnel to handle the significant increase in pulmonary disease patients visiting the hospital since the start of the pandemic. Donor support ensures all patients receive the best care when they need it most.

HOW YOU CAN HELP:

By participating in CHW's social media selfie contest (details on the next page), you will not only have the chance to win a \$50 Amazon gift card, you will also be helping us spread the word about our campaign. Your support of our **BREATHE LIFE GIVE LOVE** annual campaign will help save lives and provide hope for critically ill children and their families.



HOW TO SUPPORT CHW AND WIN A \$50 AMAZON GIFT CARD:

STEP ONE:

Take a selfie either in front of the CHW **BREATHE LIFE GIVE LOVE** poster OR while wearing the sticker.

STEP TWO:

Post the photo on social media (Instagram, TikTok, or Facebook) and tag @canadianhadassahwizo and @dedebandaaid – and hashtags #breathelifegivelove #creatingarttoheal and #chw

STEP THREE:

CHW will re-share all the photos posted on social media, and artist Dede Bandaaid will likely share some shout-outs on his social media pages as well.

STEP FOUR:

Every time someone tags @canadianhadassahwizo, we will include their name in a weekly draw to win a \$50 Amazon gift card each week until June 30, 2022.

Each school that participates will also be entered in a draw for \$1,000 to purchase art supplies.

STEP FIVE:

Winners will be announced on social media and contacted via DM.

Good luck and have fun!