



INVEST IN: MATURE WOMEN'S HEALTH

Revolutionizing clinical care through innovation | \$15 Million Campaign*

Our healthcare system is failing mature women. Frequently unheard, dismissed, and overlooked by medical professionals, women over 45 are often left to navigate complex challenges associated with menopause, and subsequent concerns like osteoporosis and other chronic diseases, without the support they need.

While other medical fields have experienced unparalleled innovation over the last several decades, mature women's health has been largely left behind. **The result: a monumental gap in knowledge about how to best care for this growing population who represent nearly half of all women in BC.** Faced with a fragmented care system not built for their concerns, many women find themselves seeking answers elsewhere — fueling a multi-million dollar industry of untested and uncontrolled treatments. Mature women deserve better.

Ensure all women, no matter their age, have access to the support they need through our \$15 million Mature Women's Health Campaign.

This landmark initiative will propel multidisciplinary research directly tied to real-time patient care. The outcome will be improved treatment options, enhanced care, and better experiences for women as they age.



A key component of this Campaign is **establishing an Endowed Professorship in Mature Women's Health** in partnership with the Women's Health Research Institute and the University of British Columbia.

This visionary leader will develop the **first dedicated clinical research program for mature women in Western Canada** right here at BC Women's Hospital + Health Centre.

With your support, the Mature Women's Health Program aims to advance knowledge, inform policy and practice across BC, and revolutionize how women in our province receive care.

KNOW THE FACTS



Women spend over one-third of their lives after menopause.



While women tend to live longer than men, they are more likely to experience chronic health conditions.



Many women report hot flashes lasting for 15 years or more, impacting their quality of life and potentially jeopardizing their career.



Even women in their 20s and 30s can experience early menopause.

“A lack of treatment options means I am still living with debilitating hot flashes, 10 years later.”

- Lora Johnston from White Rock, BC shares her story.

“My menopause just happened. No lead up. No transition. One month, my menstrual cycle stopped, and I experienced unbelievable periods of sweating. My hair would become wet and my clothes stuck to me. They lasted 15-20 minutes several times a day.

When things didn't let up, I saw my doctor. I went on several therapies and drugs, but none of them worked. After a year, my doctor referred me to Dr. Stephanie Rhone at BC Women's Hospital + Health Centre. She became a key member of my support system and in time, helped me get my hot flashes under control with hormone replacement therapy (HRT).

That was until I had a heart attack, something that surprised my doctors because I had no markers for cardiovascular disease. Turns out my condition was genetic, meaning improved testing could have warned of this possibility. Due to this, I am now ineligible for HRT and there is nothing else that alleviates my symptoms. It's been a decade since this all started and I'm left asking: isn't the sweating supposed to stop at some point?”



Lora with her granddaughters

YOUR INVESTMENT WILL HELP...

01 ESTABLISH A CLINICAL ENDOWED PROFESSORSHIP - \$7,500,000*
An expert and leader who will drive change and stimulate collaboration.

02 LAUNCH THE MATURE WOMEN'S HEALTH PROGRAM - \$5,100,000*
This first-of-its-kind program in BC will combine holistic research with wraparound clinical care.

03 ACCELERATE TARGETED RESEARCH - \$2,000,000*
Strategic investments in emerging research will catalyze innovation now and for decades to come.

04 DISSEMINATE KNOWLEDGE TO PROVIDERS AND PATIENTS - \$400,000*
Reliable information leads to empowered women who can advocate for their own health.



Together, we can achieve transformational change.

With your support, BC Women's Health Foundation is committed to advancing the full spectrum of women's health and improving the quality of life for women in BC.

The investments from our community are improving healthcare excellence by funding equipment and programs, promoting cutting-edge research that is informing life-changing treatments, and shifting public understanding on the unique health needs of women. Every dollar contributes to a future where women are seen, heard, and understood by the healthcare system in our province.

This work is made possible thanks to the leadership of our partners:

BC Women's Hospital + Health Centre, the only women's hospital in British Columbia, serves approximately 80,000 patients annually through over 60 specialized clinics and programs devoted to the health of women and newborns. It is a national leader in educating doctors, nurses and allied health professionals in all aspects of women's and newborn health, the provincial centre for the highest risk maternity and neonatal care, and home to the largest Neonatal Intensive Care Unit (NICU) in BC.

The world-renowned **Women's Health Research Institute (WHRI)** is a hub of over 450 researchers working to improve women's health outcomes. The WHRI is a leading academic women's and newborn health research centre that serves as a catalyst for research in women's health and supports a provincial and national network of women's health researchers, policy makers, and healthcare providers.

When we refer to "women", we include women in all their diversity inclusive of the LGBTQ2SIA+ community and recognize that other gender-diverse individuals are also impacted by our work.

We acknowledge that we carry out our work on the traditional, ancestral, and unceded territory of the Coast Salish peoples – xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), Stó:lō and Səl̓íl̓wətaʔ/Selilwitulh (Tsleil-Waututh) Nations.

The future of mature women's health in BC is in our hands.

Contact us for more information.

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**BC WOMEN'S
HEALTH
FOUNDATION**



www.bcwomensfoundation.org
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*Consistent with our fiscal sustainability policy, a contribution from all designated donations will be directed to support the work of the BC Women's Health Foundation in fulfilling its mandate to ensure women have equitable access to quality healthcare when, where and how they need it.