



Friends  
OF THE MONCTON HOSPITAL  
FOUNDATION



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LA FONDATION DES AMIS DE  
L'HÔPITAL DE MONCTON

# PRESS RELEASE

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## The Rebecca Schofield Fund Established to Help Cancer Patients at The Moncton Hospital #SmileInBeccasName

Moncton, NB – The legacy of Rebecca (Becca) Schofield, who inspired the #BeccaToldMeTo global movement with her message about selflessness and spreading kindness, will live on. The parents of the Riverview teenager, who passed away in 2018 from brain cancer, are ensuring that her legacy continues with the #SmileInBeccasName fundraising initiative.

Anne and Darren Schofield have partnered with the Friends of The Moncton Hospital Foundation on an ambitious fundraising initiative to establish the **Rebecca Schofield Fund** supporting cancer patients at Horizon's The Moncton Hospital. Donations to this fund will help generate the \$250,000 needed to create an endowment which will sustain the program and carry on Becca's wishes well into the future.

During her cancer treatment Becca received an anonymous gift of money with the instructions that *it could only be used on things that would make her smile*. That was the day she coined the phrase 'smile money'. "Acts of kindness," Becca would say, "will make people smile."

"We reached out to the Friends of The Moncton Hospital Foundation to help us continue Becca's journey, and to change lives by sharing 'smile money' with those who need it most," offered Anne and Darren Schofield. "We know she would be thrilled today knowing that continued acts of kindness serve as the heart of the Rebecca Schofield Fund."

Bill Hennessey, Friends' 2<sup>nd</sup> Vice Chair, says that this fund will provide support directly to cancer patients at The Moncton Hospital with the intent of improving their quality of life while maintaining their dignity during their time of need. "The goal of collecting 'smile money' is to help patients with some of the daily unknowns and to make life a little easier during a time of financial stress brought on by a cancer diagnosis. We know these acts of kindness would make Rebecca smile," said Hennessey.

Cancer patients will receive assistance with needs and amenities that most of us take for granted. It will help patients with things like transportation to and from treatments and doctor's visits, grocery cards, and headwear for chemo treatments.

There were 17,440 oncology patient visits at The Moncton Hospital's Dr. Sheldon H. Rubin Oncology Clinic in 2017-18.

Becca's parents are delighted to support this legacy initiative by encouraging donations **#SmileInBeccasName**. "Knowing that there were good people out there trying to make things easier for one another helped give her strength and courage. We hope this fund can do the same for many others fighting cancer," states Anne and Darren.

## HOW TO GIVE

For information on how you can donate, visit [www.inbeccasname.ca](http://www.inbeccasname.ca). The public is encouraged to share their story of donating **#SmileInBeccasName** **@InBeccasName** on Instagram, Facebook and Twitter.

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