



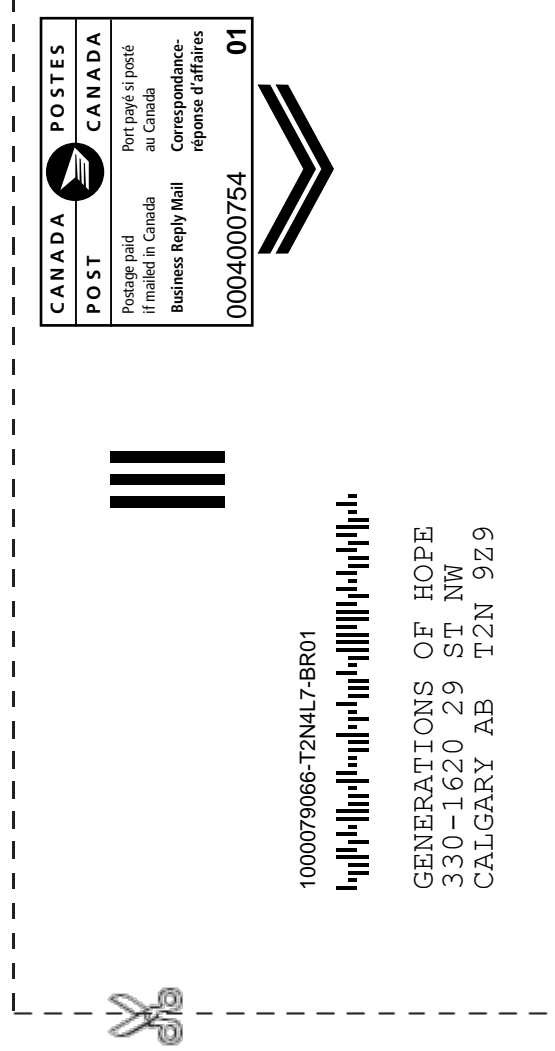
From anywhere... to anyone

Instructions for Applying the Business Reply Mail™ eLabel

To use this label:

Although this example shows Domestic Business Reply Mail (BRM), the eLabel is also available for use with International Business Reply Mail.

1. Cut the label on the dotted line.



2. Glue or tape the entire label squarely in the top **RIGHT** corner of the envelope. Do **not** tape over any part of the address.
3. Write your name and return address in the top **LEFT** corner of the envelope.



4. Drop the postage-paid envelope into your local Canada Post mailbox or Postal Outlet.



A Special Message to Those Who Believe That IVF Should Be Affordable for All Albertans

Infertility in Canada & Alberta is at an all-time high.

Fertility treatment is expensive and can only be afforded by too few.

But even though these few pay for their own treatment, the resulting cost to our health system of multiple births and complications arising from fertility treatment remains unnecessarily high.

There's a better, proven solution — public funding of fertility treatment for everyone.

Please help us convince the Alberta Government that it is time to embrace a solution that makes compassionate and economic sense — to make fertility treatment available to all, not just a privileged few.

Please spread the word and add your name to our petition!

Infertility is an emotionally devastating medical condition that affects 1 in 6 Albertans. And the incidence of infertility in our society is increasing. You could almost call it an epidemic.

While fertility treatments are often successful, they are physically and emotionally demanding — and expensive. For many Albertans, the costs of treatment are simply beyond reach, often ending their dream of having a family of their own.

That's just not right. Having a child should not be a privilege dictated by one's personal wealth.

Further...family is a critical cornerstone of our communities, and of our province. Infertility is now so widespread — and treatment affordable for so few — that this is becoming far more than just a personal issue. There is a direct affect upon our province's social fabric and future prosperity.

Simply put, we should all want there to be more babies, more families. Having children is not only critical to the health and well being of each of us, it ensures the future health of our communities.

There is a better way.

For the past decade, we have lobbied the Alberta Government and Alberta Health Services to fund fertility treatments. The arguments for doing so are compelling, for both compassionate and economic reasons.

Access to safe and effective fertility treatments should not be determined by personal wealth. It should be available to all, not just a privileged few.

Full public funding of fertility treatments, including IVF, not only makes the hope for a child available to

everyone, but it also saves millions in public health care dollars.

That's right. Public funding of fertility treatment actually saves your tax dollars.

How is this possible — to fund fertility treatments, yet save public health care dollars?

Here's how:

- IVF is a common fertility treatment that is emotionally and physically difficult and often costs more than \$10,000 per treatment. But of course, it may take more than a single round of treatment before success may be achieved.
- Patients therefore understandably feel a great deal of financial and emotional pressure to succeed early in the process. This encourages them to replace more embryos than they would if the cost was not such an issue.
- This in turn results in a high incidence of twin pregnancies, which are high-risk pregnancies that often are medically complicated and can result in babies who require more help.
- This means much more medical observation and involvement than usual — more doctor visits, longer hospital stays, and even special treatments and procedures.
- And of course, this is all very expensive to our health care system, running into millions of dollars annually.

[Public funding of fertility treatment can change this.](#)



A Special Message to Those Who Believe That IVF Should Be Affordable for All Albertans



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In the first six months of the program, the incidence of IVF twins was reduced from 27% to 4%.

The result in Quebec will be to save millions of health care dollars. ”

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Reducing the number of these multiple pregnancies through public funding of fertility treatment would result in safer pregnancies and healthier babies and save tax dollars.

It's a proven solution. Not only in other countries around the world, but even closer to home. In the province of Quebec, public funding of IVF began in 2011. In the first six months of the program, the incidence of IVF twins was reduced from 27% to 4%.

The result in Quebec will be to save millions of health care dollars. These savings will pay for the cost of publicly-funded fertility treatments many times over.

Please add your name to the Generations of Hope petition that urges our provincial government to fund fertility treatments, including IVF.

You can make a difference by adding your voice to these compelling arguments for why the Alberta Government should begin funding of fertility treatments.

We need to show our next generation of legislators that infertility is a social and public health issue that is important to many Albertans, worthy of their attention. And one which has a proven public funding solution that makes economic sense. That it is also the compassionate and right thing to do for the thousands of Albertans who already face the challenge infertility and the many, many more who will in the future.

To help do that, we will be presenting a Generations of Hope petition to the new provincial legislature following the coming election. **AND WE NEED AS MANY PETITION SIGNATURES AS POSSIBLE.**

The need is urgent —the new provincial legislature will have many issues to address and the earlier we can bring this issue and our petition to their attention, the better.

Thank you for your support!

Founded in 1980, the **Regional Fertility Program (RFP)** in Calgary, Alberta has one of the highest IVF success rates in Canada. Over 10,000 children have been born as a result of the treatments provided by the dedicated doctors and staff at the RFP clinic. Dr. Cal Greene, Medical Director of the program, is a respected authority on Assisted Reproductive Technology (ART) and has worked for over a decade to raise awareness of, and provide education about, the growing impact of infertility. Dr. Greene has actively lobbied the Province of Alberta to recognize that access to, and affordability of, fertility treatment should be improved through public health funding and that such funding can result in cost savings to the public health system. For more information about the Regional Fertility Program, visit: www.regionalfertilityprogram.ca

The **Generations of Hope Fertility Assistance Fund** was conceived in 2005 as an initiative of the Regional Fertility Program, Calgary. The primary objective of the Fund is to help patients of the Regional Fertility program in Calgary who wish to conceive a child, but who are facing fertility challenges in the pursuit of their dream, and who also face serious financial challenges that make the hope offered by assisted reproductive technology through the Regional Fertility Program - particularly In Vitro Fertilization (IVF) - an unaffordable option for them. The Fund has a secondary objective of seeking to raise awareness of the widespread occurrence of infertility in Canada, affecting an estimated 1 in 6 couples who try to get pregnant; and to increase awareness that the high direct and indirect costs of assisted reproductive technology is not funded by public health care and most private health insurance. The Fund is 100% supported by corporate and individual donations. For more information, visit: www.generationsofhope.ca