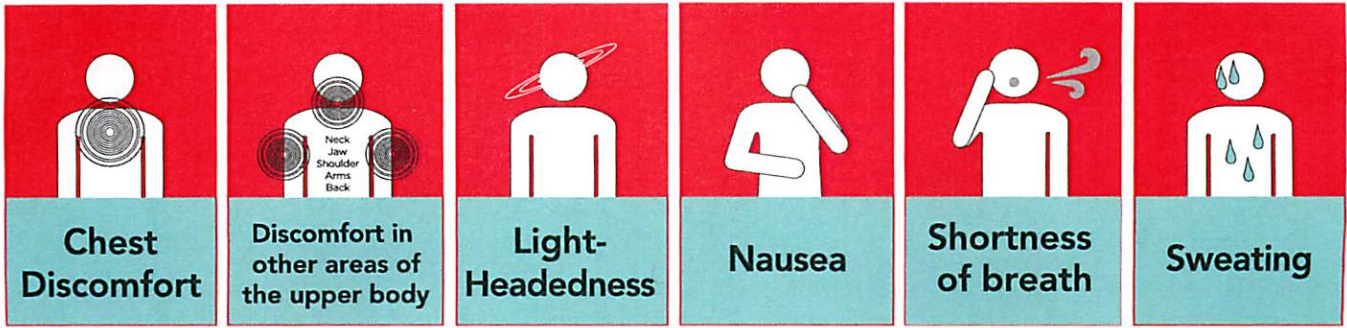


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ONE-TO-ONE WITH BOB CONCONI **GIVING BACK TO GIVE LIFE CHOICES TO OTHERS**

Businessman Bob Conconi and his wife Diane, founders of the Conconi Foundation, are a major force in driving funds towards heart and stroke research. In this Q & A, Bob Conconi tells us what inspires him to give and the importance of the Conconi Foundation to the Heart and Stroke Foundation.

What has inspired your philanthropy? Why is giving-back important to you?

It was really a sense of responsibility, a duty to give back, given my good fortune that inspired our work. What's important to us is to better our communities, and allow others to have a choice in whatever their current circumstances may be.

Please tell us about your connection to the Heart and Stroke Foundation.

We first got involved with the Heart and Stroke Foundation 10 years ago, through a friend who was a great ambassador for HSF and very persuasive in getting us to attend the Heart of Gold Gala. We were so fortunate to see the organization grow into one of the premier not-for-profits in the country and are proud of all the fantastic work they've done in advancing policy, research, treatment, and education.

The Conconi Foundation has recently formalized its structure and giving priorities. Can you tell us more about your vision for the new Foundation?

Yes. We have done some soul-searching ourselves and what we found is that we want to bring lasting constructive change to our communities and organizations we support. We want to become a partner that helps further the mission and impact of our constituents.

The aim of the matching donation at the Gala was for research, which helps us with health promotion and disease prevention. What do you believe is the value of your contributions to research?

What drives us, and the work we do at the Conconi Foundation, is this idea of leaving the world a better place than we found it in, and research certainly is a part of that. From my personal experience (cancer) I can tell you that research and advanced new treatments have saved my life, where 30 years ago the same disease claimed my father's life. I see heart and stroke research as equally important.

Given the fundamental changes you've made in your personal health and philanthropy, is there any piece of advice or words of wisdom you would like to share with others?

We all have a personal responsibility to ourselves to do the best we can, according to our abilities. But sometimes circumstances are such that there are issues beyond our control that require the combined efforts of many so that they can be resolved. A portion of everyone's charitable giving should focus on the big picture and what can be done and improved by this joint effort. HSF is an excellent example where an individual can make a lasting contribution, one that's beyond his individual abilities.

Hearts&Minds is made possible through the generous donations of our supporters.

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