



## NEWS RELEASE

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### **Hospital Foundation to Re-evaluate Fundraising Events**

The past six months have seen some big changes for the Campbell River Hospital Foundation, including a new logo and website and a new Board of Directors that includes a highly respected Physician.

“For ten years, the Campbell River Hospital Foundation has hosted an Annual Telethon, with the goal of raising money for our Hospital and generating community involvement and awareness,” states Brenda Paul, Foundation Chair. “Although we are extremely proud of our past successes, it is our belief that it is time to re-evaluate and explore new ideas and initiatives that are aligned to our vision and that will sustain the Foundations work in the long term.”

This means that in 2009 we will be taking a break from Telethon to assess other projects that not only generate community pride and involvement, but also will create awareness of the role of the Foundation and the role we play in supporting quality health care in our community.

“It is important to us that we continue to recognize and show appreciation for our donors,” stated Stacey Marsh, Executive Director. “We are conscious of the reality that without the continued contributions of our many donors, the Foundation would not be in the position to support health care in Campbell River. With this in mind, we are committed to continue to recognize our donors in our local newspapers and press releases. Moreover, we are excited that through our newly designed website we have the ability to highlight and acknowledge your support in a way that was not previously possible.”

The decision to not hold Telethon in 2009 has not been made lightly and although we are excited to tackle new ideas, we understand that change can sometimes be challenging and intimidating. We are asking that our donors continue to support the foundation and in doing so, our Hospital and Yucalta Lodge.

Our mission is to inspire giving in support of the highest quality health care, while respecting the dignity of the people we serve. We stand behind our mission and have demonstrated this through our commitment to maintain and expand our existing health care services. It is our belief that the people of Campbell River and the North Island deserve appropriate access to a full service Hospital in our community. We also believe that it is our responsibility as a Foundation to examine and re-evaluate our methods of doing business from time to time.

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