

**For Immediate Release
March 2, 2007**

Auxiliary Launches Second Recruitment Drive

March is once again Volunteer Recruitment month for the Northumberland Hills Hospital Auxiliary. The first-ever membership drive held just one year ago was a tremendous success. The number of potential volunteers attending the Open House was overwhelming. Well over 60 new volunteers joined the Auxiliary. Many have assumed positions of responsibility within the organization.

Why do it again? Auxiliary President Patricia Fenner notes that with 570 members, of whom 406 are active, the organization would appear to have it made. "And in many ways we do," Mrs. Fenner says. "Our volunteers are dedicated, generous and supportive."

"But any human organization is constantly in flux, in evolution. People join, people leave for varying reasons. New strategic directions require new skills. The ever-changing face of health care requires an increasing flexibility and adaptability. Challenges in the areas of patient care support and fundraising increase, rather than diminish."

Mrs. Fenner points out that the population of West Northumberland is also changing dramatically. Many early retirees, professional people with a wealth of experience come here with energy and a desire to be committed to a worthwhile cause. Their lives have changed.

"Paradoxically," she says, "the constant in all these situations is change. What doesn't change is the need for energy and renewal. We need volunteers in all areas: Inpatient Care Support; Ambulatory Care; Fundraising activities including the Little Treasure Shop, Petticoat Lane and the HELLP Lottery; Special Events Fundraising, including developing an increasing program to support the hospital's capital needs; Communications and Governance. We would like to add another 60 members through this drive."

"The qualifications haven't changed: curiosity, adaptability, generosity of spirit, desire to make a difference, willingness to risk change," Mrs. Fenner concludes.

Information brochures are available at various locations in West Northumberland. People looking for a place to apply their experience, energy and commitment will be most welcome at The Second Annual Volunteer Open House, to be held at the Northumberland Hills Hospital on Wednesday, March 28, from 2-4 p.m. and 7-9 p.m.

For further information, contact 905-372-6811 X 4630.

-30-

Contact: Patricia Fenner
 905-377-8049