



100 @ \$100/Month Challenge

NHH Foundation's *Caring for Generations Society* Unveils a New Fundraising Challenge

NORTHUMBERLAND – The Northumberland Hills Hospital Foundation's *Caring for Generations Society* has launched a new expanded monthly giving program with the goal of increasing support for the purchase of new medical equipment.

The new "**100@\$100/Month Challenge**" builds on the already highly successful *Caring for Generations Society* (the **Society**). First launched in 2002, the **Society** encourages people to consider an annual gift to the hospital of \$1,000. This breaks down to \$83.33 per month if spread over one year. The new spin on the program has the Foundation looking for donors who are willing to give \$100 each month for a total annual gift of \$1,200. Current donors and new donors are welcome to support the effort.

"We recognize an annual gift of \$1,200 is significant and something not everyone will be able to do," says **Society** Chair Rick Gadd. "But we're hopeful there might be 100 individuals or families in the County that will consider it. To date, we've had some early success with several donors who have signed on to the "**100@\$100/Month Challenge**", including Lori Bernstein and Ross McKie.

"We decided to increase our monthly donation (to the hospital), because we can," say Lori and Ross. "We know that by giving every month, we will contribute more over time. Having donated in various ways over the years; to the fundraising campaign for the new hospital, to the *Light up a Life* Campaign every year and of course the tried and true painless monthly contribution, we decided more is better. If more people thought about how even a small contribution each month would matter, we are sure they too would join in to support the hospital in its quest to become an even better facility. We are pleased that the hospital is there to provide excellent care and support, locally, when we need it."

Rick Gadd adds that "like most other things, medical equipment costs have increased, since the *Caring for Generations Society* began in 2002, so it's hoped that donors will strongly consider increasing their support as well."

Supporting the hospital at this level does have its privileges. "100@\$100/Month" donors will receive invitations to attend special Hospital and Foundation events including an appreciation reception and Behind the Scenes Tours of the Hospital.

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