



# NORTHUMBERLAND HILLS HOSPITAL

## NEWS RELEASE – FOR IMMEDIATE RELEASE

\$14,893 raised by NHH staff, Board and physicians for Northumberland United Way!

**NORTHUMBERLAND COUNTY, Wednesday, December 17<sup>th</sup>, 2014** – Northumberland United Way Campaign Co-Chairs Anne and Paul Burnham received a surprise from the Northumberland Hills Hospital's United Way Campaign Committee this morning. Invited to NHH for the announcement of the hospital's annual campaign results, the campaign co-chairs learned that not only had the team met their target of "\$14K in '14" – they surpassed it by six per cent.

"We wanted to do our bit to help the United Way reach their biggest-ever target of \$1 million," said NHH campaign co-chairs Stacy Connell and Kelly Watson. "\$14,000 had a nice ring, but it was almost \$2,000 more than we raised last year. That was a bit intimidating but our campaign committee was game and, with everyone's support, we did it!"

"NHH is supported by our community in many ways," said Linda Davis, NHH President and CEO, in a recent update to the Board on the campaign. "Generous donations for capital equipment... volunteers who give hours of their time each week. Each time we ask, this community is very generous to NHH and, so, it is only fitting that we also give back to the community that gives so much to us."

The annual *Cameco Challenge The Dragon* event served as the kick-off, with teams from NHH Surgical Services and In-Patient Rehabilitation participating. The Campaign Committee also organized several in-house fund-raising events, including the third annual NHH Crafters Sale on December 5th and the sale of NHH Candygrams—peer-to-peer holiday greetings handed out throughout the hospital in lieu of greeting cards, with proceeds going to United Way.

New to the hospital campaign this year was a solo initiative taken on by NHH physiotherapist (and past NHH United Way campaign chair) Kevin Burn. On October 18<sup>th</sup>, Kevin joined a team from Cameco to "step up" for the 2014 United Way campaign by climbing the CN Tower in Toronto. Kevin raised pledges of more than \$1,500 from this one climb alone.

"We also introduced the idea of prizes," explained Stacy Connell. "Everyone who committed to a Northumberland United Way payroll deduction for the coming year was eligible to win some amazing prizes put together from the committee and community donations."

Prizes, distributed at a staff event today, included an amazing bike, donated by Sommerville's Sporting Goods and Kevin Burn, tickets for concerts, compliments of Northumberland News, and gift certificates to local restaurants, including the Best Western and Tim Hortons.

Lump-sum donations were another important feature of the hospital's 2014 campaign. "We're very grateful to OPSEU Local 344 for supporting the 2014 campaign," said Kelly Watson, "as well as many NHH Board directors for their donations!"

Payroll deduction continues to grow in popularity as an easy, year-long way for hospital staff to support the Northumberland United Way.

"In addition to hitting our campaign target, we wanted to increase the number of staff taking part in payroll deduction," said Watson. "Our message was: even a toonie a pay goes a long way, and it worked. We had a 26% increase in the number of staff members participating. That bodes very well for our 2015 campaign as well!"

"This year, we set a million dollar target for the campaign and we are so grateful to Northumberland Hills Hospital for putting forward the extra effort to bring us one step closer to achieving this goal," said Anne and Paul Burnham, United Way Campaign Co-Chairs.

"Individuals and organizations are coming together across the County to recognize the hard work United Way does to make Northumberland an even better place for everyone to live. Thank you!"

For details on the many local programs and agencies supported by Northumberland United Way in our community, see [www.northumberland.unitedway.ca](http://www.northumberland.unitedway.ca). The final results of the United Way's 2014 campaign will be announced in the new year!

For more information, please contact Jennifer Gillard, 905-377-7757 or [jgillard@nhh.ca](mailto:jgillard@nhh.ca) or Lynda Kay, 905-372-6955 or [lkay@nuw.unitedway.ca](mailto:lkay@nuw.unitedway.ca).

**About NHH** – Located approximately 100 kilometres east of Toronto, NHH delivers a broad range of acute, post-acute, outpatient and diagnostic services. Acute services include emergency and intensive care, medical/surgical care, and obstetrical care. Post-acute specialty services (PASS) include restorative care, rehabilitation and palliative care. Mental health care, chemotherapy, dialysis and 16 other ambulatory care clinics are offered on an outpatient basis through partnerships with regional centres and nearby specialists. NHH offers a full range of diagnostic services, including magnetic resonance imaging (MRI), computed tomography (CT) and mammography. The hospital serves the catchment area of west Northumberland County. A mixed urban and rural population of approximately 60,000 residents, west Northumberland comprises the Town of Cobourg, the Municipality of Port Hope and the townships of Hamilton, Cramahe and Alnwick/Haldimand. NHH employs approximately 600 people and relies on the additional support provided by physicians and volunteers. NHH is an active member of the Central East Local Health Integration Network. For more information, please visit [www.nhh.ca](http://www.nhh.ca) or follow us on Twitter [@NorHillsHosp](https://twitter.com/NorHillsHosp).