

# Campaign Link

Keeping You updated about the  
Redevelopment at Louise Marshall Hospital

March 2014



## Chat with Our Chair

Welcome to the first edition of Campaign Link.

The Always Here for You Campaign Committee is working to keep supporters like you connected a couple of times a year with updates about the progress of the Campaign.

Just as an organization keeps its investors, staff and other key constituents connected, we want you too to be linked in these five keys areas over the next 2 years:

- **Significant developments** for example between North Wellington Health Care (NWHC) and organizations like the Ministry of Health and Long Term Care (The Ministry) and the Waterloo Wellington Local Health Integration Network (WWLHIN)
- How our Committee, as part of The Mount Forest Louise Marshall Hospital Foundation (the Foundation), is working with the community to **grow the Campaign**
- What **current projects** are being covered by

those much needed community dollars

- **Questions & Answers** we want to keep information accurately conveyed - Everyone deserves the truth and we want to remain clear
- Other **tidbits, statistics and special gifts announcements** that have been made by sectors of the community

Today, I would like focus on the status of the Redevelopment Project with the two critical partner organizations: the Ministry and the WWLHIN.

The role of the Ministry and the WWLHIN is to provide NWHC with information to make the right decisions and advise in order to expedite the approval process. Each organization is intricately woven into every stage of the Redevelopment plan. These organizations are connected by a mutual agreement and because of their role the public is assured that projects like ours continue to deliver and integrate health care in this community. Most importantly, representatives from both organizations bring expertise in many areas. When the Redevelopment begins, it guarantees that every aspect of the project achieves excellence.

To date, NWHC management is awaiting the approval of Stage 2, the biggest and most involved part of the process. While it had been hoped that we would have this approval earlier in 2014, the Ministry has informed us that the delay is temporary. We are not discouraged with this; instead it means that it may be later in the spring before we learn whether other details are needed or the approval process can move forward to the next stage. Stay tuned for that announcement.

How does a delay like this affect us at the Campaign? Actually, not much at all because we still have to proceed and accumulate commitments to the

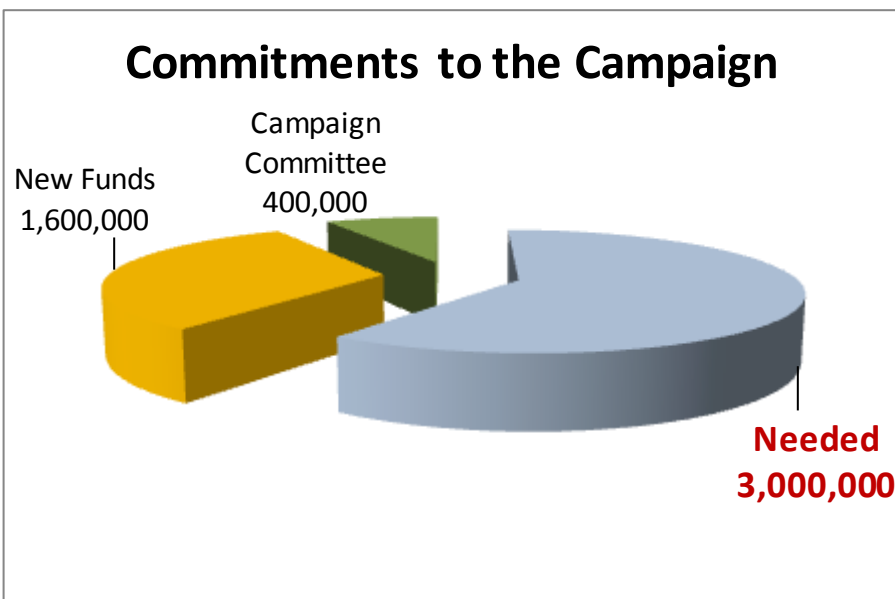


Hospital staff join in with fundraising activities with their 2-Day Bake and Craft Sale. The concept worked well given the shift work at the hospital. We await the next venture!

Campaign. Our goal has not changed; it is still \$5 million.

As part of this Stage 2 submission, the Foundation had to submit an initial report to the Ministry stating that we had done a number of key initiatives like reviewing a Feasibility Study, establishing a Committee, ensuring that our policies and practices were in order and attaining a certain level of commitment. I am pleased to tell you that this was all good news to the Ministry.

What is required of the Campaign at this point? ... just keep on raising the needed funds to bring us closer to that \$5 million goal. Now it will become more important to tally the commitments and the incoming gifts. This indicates to the Ministry and the WWLHIN that our community is not only making commitments but keeping them too. Thank you for your vital role in this project. Your commitments and gifts are appreciated, treasured and stewarded diligently.

**Question:** Is the hospital building going to cost \$50 million?

**Answer:** No! This was never conveyed in any way to the community because we want fair tendering of contractors. Until the final approval is given, no one knows what the total cost will be. The \$5 million Always Here for You Campaign covers new and regular equipment (about \$4 million) and a portion of the new building costs.

## Fundraising for the First New Emergency Equipment Begins in April 2014!

Important News! Our community and its commitment to North Wellington Health Care has enabled the Foundation to fund all the equipment on the 2013-14 Equipment Needs List for Louise Marshall Hospital. This amounted to over \$325,000.

And here is more great news! This means the Foundation will be able to consider the 2014-15 Equipment Needs List including the first items for the new Emergency Room. This makes the Redevelopment come alive when equipment purchases begin. If you would like to fund one of these projects, it can be applied toward your total commit-

ment to the Campaign. We have included a form below so you can make your next gift to help Louise Marshall Hospital! Thank you so much.

|                        |          |
|------------------------|----------|
| 1-Slit Lamp            | \$20,000 |
| 1-End Tidal CO2        | \$5,000  |
| 1-Transport Ventilator | \$10,000 |
| 4-Vital Signs Monitors | \$24,000 |
| 1-Cast Cutter          | \$5,000  |
| 1-Portable Cautery     | \$3,000  |

**I am/we are ready to make another gift of \$ \_\_\_\_\_ to the Always Here for You Campaign**

Please apply this gift to my/our pledge.

Make a gift or pledge online: <http://www.alwayshereforyou.ca/>



Name \_\_\_\_\_

Change the address to \_\_\_\_\_

Your preferences are important. Please return this form to us and indicate how you would like to receive future editions of Campaign Link:

By Email     By Mail     No thanks! I'll rely on other sources for updates.

**Thank you for your continuing support of the Always Here for You Campaign.**

*We are reaching the \$5 million because of you! For your convenience, we included a return envelope.* 03-14