



*Help Improve
Tomorrow Today!*

Carleton Place and District Memorial Hospital Campaign

For Immediate Release
January 7, 2004

Carleton Place & District Memorial Hospital Foundation
Carleton Place, ON

\$200,000 needed to reach the 1.5 million goal!

The Carleton Place & District Memorial Hospital Foundation (CPDMH Foundation) is thrilled to announce that the *Help Improve Tomorrow Today!* campaign has received \$1,304,612 in gifts to purchase new medical equipment. The campaign's list of needs includes new beds, cardiac care monitors, a blood bank refrigerator and an x-ray machine which was purchased in August 2004.

"Announcing to the community that we are only \$200,000 away from reaching our \$1.5 million target is a great way to start 2005", stated Rene Jones, Campaign Chairperson. "This campaign has been a daunting task for all involved and now that the end is in sight, we are thrilled by what we, as a community, have been able to accomplish."

The items designated for purchase by the campaign are required to continue offering quality health care to the approximately 25,000 residents living in the hospital's catchment area. Since the Ontario Ministry of Health & Long Term Care does not usually provide the funds required for medical equipment purchases, the campaign is vital to the ongoing health of our community and CPDMH. Funding received from the province can be used only to fund the day-to-day operations of the hospital, not capital equipment purchases.

"Being involved in a campaign of this magnitude has been a wonderful experience and I'm excited that we're so close to reaching our target," stated Barbara Lough, Campaign Committee Member. "I know the importance of this hospital to our community and I also know that the funds raised through the *Help Improve Tomorrow Today!* campaign will do a lot to help improve the level of care available to our area."

"As the Christmas Season approached, the generosity of the community was incredible and the Foundation is truly grateful for the kindness of the community. Now that we are so close to reaching the end of this campaign, we need everyone to consider what they can do to help us reach the goal," stated Dereck Hicks, CPDMH Foundation President. "The campaign committee will continue to visit with potential donors throughout the community. However, if you are thinking about making a gift to the campaign now is the time to step forward."

"We are encouraging pledges over a three-year period so that people can plan their gift and potentially give a little more," stated Rene Jones. "We still have a few groups that we haven't heard from yet and we're very hopeful that they will decide to make a commitment to this campaign, allowing us to announce to the community that we have reached the \$1.5 million milestone."

The *Help Improve Tomorrow Today!* campaign encourages anyone interested in making a donation to the campaign or requiring more information on the hospital or its list of needs to contact the campaign office at (613) 257 - 2200 ext 856, e-mail ctroy@CarletonPlacehosp.com or visit the hospital website at www.carletonplacehospital.com. All funds donated to the campaign will be used to purchase the equipment outlined in the hospital's list of needs. If you wish to direct your gift to support a particular item that wish will be honoured.

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