



MEDIA RELEASE

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Cambridge Memorial Hospital Foundation's Campaign a success!

WeCareCMH Campaign Reaches \$10 Million

Fundraiser places the best clinical tools into the hands of medical professionals

Cambridge, ON (January 13, 2021) – The Cambridge Memorial Hospital Foundation's (CMHF) \$10 Million WeCareCMH campaign was formally closed today thanks to the many generous community donors, including those who gave to the Trees of Caring appeal.

Reaching this milestone during an unusual year demonstrates how dedicated this Region is to witnessing CMH complete its transformation. An anonymous local family is credited with taking the campaign goal over the top with a \$500,000 donation in the final days of December.

"Our community rallied to respond to the call with their generosity," says Kate Cressman, Board Chair, CMH Foundation. "Our new wing is everything we need it to be - a beautiful spacious facility with modern amenities for patients and families."

"A heartfelt thank you to our community of donors and volunteers. I am looking forward with excitement at what more we can achieve to continue to support local healthcare," comments Lisa Short, Executive Director, CMH Foundation.

Community donations fund 100% of equipment at CMH. WeCareCMH donors helped to purchase equipment for the hospital's new Wing A that opened one year ago, just before the pandemic hit Waterloo Region. Items essential to the care of COVID-19 patients, such as monitors and ICU equipment, were among the items purchased with donated funds. Funds also acquired equipment for Emergency, Diagnostic Services, Mental Health & Addictions, and the Surgical Program, as well as other CMH departments and programs.

Launched in 2018 by Honourary Patrons Doug Craig and John Pollock, the WeCareCMH campaign united our community in support of the new wing. From young children selling home-made bracelets or donating birthday money, to small and large businesses and community organizations, fundraising for CMH inspired everyone to be involved. An impressive \$2.6 million of the WeCareCMH total was raised from North Dumfries donors.

“I wish I could personally congratulate each and every donor, volunteer, and CMH staff member who responded. I’m thankful I had the chance to meet and thank people at our Community Open House last January,” reflects Patrick Gaskin, CMH President and CEO. “Today’s CMH, including the Wing B renovations in progress, greatly reflects our community’s growth and spirit. We continue to recruit incredible talent to serve here, because of what we can offer. Our future plans include expanding services and a continued need for new and replacement equipment, which we estimate at about \$5 Million every year.”

“Of all the things we were reminded of this past year, local access to quality healthcare topped the list. CMH was here when my family required care and continues to support our health. As a campaign volunteer, I feel privileged to have seen this campaign through from beginning to completion, and honoured to accept the Chair role from Kevin Zimic and earlier Cliff Rego. Their enthusiasm and dedication played a major part in reaching our goal. I’m excited to continue to support fundraising for new priority needs of CMH,” says Angelo Loberto, Ambassador Chair and past CMH Foundation Chair.

Many Ambassador volunteers recruited for the WeCareCMH campaign are also continuing their fundraising efforts beyond the campaign in hopes of fueling the momentum for future hospital needs. Together with the CMH Foundation team, they are dedicated to ensuring the hospital remains top of mind for the community.

The CMH Foundation is thrilled to announce reaching the WeCareCMH goal and believes it is cause for community celebration.

“Our mission to inspire and engage our community to invest in CMH will continue to motivate us,” mentions Lisa Short. “Together, we make it possible.”

For more information about how to support fundraising for CMH please visit www.cmhfoundation.ca/donate.

About Cambridge Memorial Hospital Foundation

The Cambridge Memorial Hospital Foundation is a team of dedicated people who are passionately committed to raising funds for the Cambridge Memorial Hospital in order to provide exceptional healthcare to Cambridge, North Dumfries and surrounding communities.

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