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February 17, 2017

## **Preparing to Launch**

The Norfolk General Hospital Foundation's Building a Better Hospital Campaign is progressing full steam ahead gaining support to provide the best care for all of Norfolk County. This \$13 Million project will fund the revitalization and expansion of the hospital's Birthing and Surgical Day Care units while renovating a Minimally Invasive Operating room.

An improved Obstetrical unit will continue to offer local families quality obstetric services and enhance NGH's appeal as a superb choice for birthing services. A renewed surgical Day Care area is essential to accommodate the increasing number of outpatient services such as endoscopies as well as improve patient comfort and privacy. Renovating the Minimally Invasive Suite (MIS) for procedures such as laparoscopic surgery will reduce possible trauma for the patient, speed recovery times and result in a better quality of life after surgery. An improved MIS will be safer for clinical staff plus help in the recruitment and retention of outstanding surgeons to Norfolk County.

Brad Allender and Jill Thompson, campaign co-chairs report that to date, the Foundation has received \$8 million in pledges thanks to the generous support of Norfolk County, Norfolk's business and corporate partners and its residents. *"The Campaign is in the final stretch and NGH is eager to get shovels in the ground so to speak. A critical \$5 million is needed to get going on this essential health care project for Norfolk and area"* states Allender.

As we prepare to fully launch the campaign, Norfolk General Hospital Foundation has a unique opportunity for you to demonstrate your passion for the well-being of your community. The NGH Foundation's Building a Better Hospital Campaign volunteer committee is looking to expand its roster, complementing the existing team to aid in fundraising activities.

## **Why volunteer?**

Shannon Porter is a business owner in Norfolk. He is also a member of the Foundation Board of Directors and a passionate volunteer with this major hospital campaign. *"Essentially, I got involved because this project benefits every single person in Norfolk. I was born at NGH. My children were born at NGH. I am committed to the future of our community and our hospital. Our citizens, businesses and industry rely on and deserve the care that only a modern local hospital can provide. The upgrades through the Building a Better Hospital Campaign are only possible through community support. The province does not provide the money for this type of project. If there is to be a full service hospital in Norfolk, the people of Norfolk must fund for it."*

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## Are you ready?

Volunteers are the lifeblood of any community success. The Campaign Committee wants to talk to you as someone who is connected to the community, comfortable approaching others, community minded, and concerned about preserving and expanding excellent health care close to home.

For more information please contact:

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**“Our Mission is to Constantly Invest in Norfolk General Hospital  
by Meeting Tomorrow's Capital Needs today.”**

