

August 14, 2017

New NGH Foundation Director of Development

Kelly Isfan, Norfolk General Hospital CEO, is very pleased to announce the appointment of Jennifer White as the NGH Foundation Director of Development. Jennifer has 23 extremely successful years of experience in Fundraising, Planned Giving and Volunteer Management. Her most recent position was with Cambridge Memorial Hospital as Executive Director and Chief Operating Officer. Ms. White was responsible for creating, developing and implementing the largest campaign in the hospital's history **Transformation CMH**. She also ran the largest fundraising event in the history of CMH and the city of Cambridge - *The Great Big Sea* weekend concert.

She was also highly successful at negotiating and procuring large and historic gifts for The Scarborough Hospital and the largest corporate gift for the Breakfast for Learning program in Toronto.

"Jennifer's knowledge and experience in healthcare philanthropy will be a tremendous asset in providing leadership to our Foundation as we achieve our annual fundraising goals and set out to complete our largest fundraising campaign **Building a Better Hospital**" stated Isfan.

Exceptional healthcare services close to home are vital to the wellbeing of our community.

"Having spent my entire career in the Not for Profit Sector, with an emphasis on healthcare philanthropy, I am honoured to be joining the Norfolk General Hospital Foundation during its innovative "Building A Better Hospital" Campaign remarked White. As Director of Development, this role will provide me with the opportunity to combine my passion for philanthropy with family roots in Simcoe and Southwestern Ontario."

Ms. White is looking forward to building relationships in the community that will enhance the Foundation's ability to provide increased funding to the hospital for key capital improvements and technology.

Jennifer White's first day will be Tuesday, August 15.

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."**

