



Deep River & District Hospital
FOUNDATION

Your Hospital... Together we are the future!

Who we are:

The **DRDH Foundation** exists to raise funds for “**equipment**” so we can sustain the exceptional services offered at the Deep River and District Hospital.

The Ontario Government does not fund Hospitals for the purchase of new hospital equipment or the replacement of aging or obsolete equipment.

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Current Fundraising Programs

- Circle of Giving (*monthly donor program*)
- Planned Giving (*Legacy Giving*)
- Gifts of Securities
- General/One-Time Giving
- Third Party Events
- In Memoriam Giving
- Employee Payroll Deduction (*DRDH/OPG*)
- Pathway of Angels
- Corporate Grant/Giving Program
- Solar Panels

.....Generated over \$200,000 in 2017/2018

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DRDHF Major Campaign

Digital Imaging Equipment \$1.75 Million

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The Ask

- The current estimate to install new imaging equipment is \$1.75 million.
- The updated suite will contain an x-ray machine, a portable x-ray unit and an ultrasound scanner with the capability to meet new standards for province-wide accessibility of medical images, analysis and reporting.
- We are asking the community, local businesses, and individuals for support in raising the funds.

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The Smaller Picture

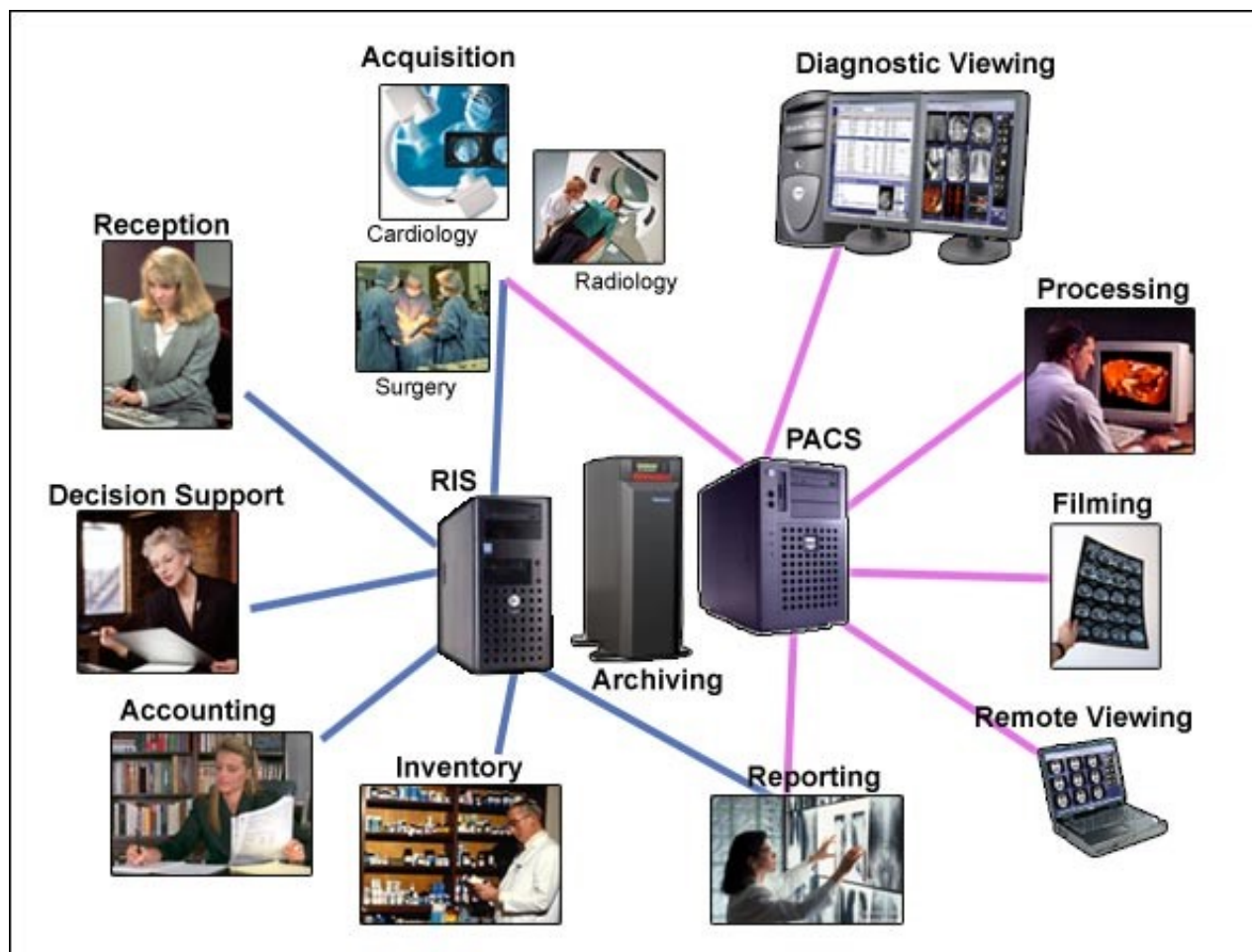


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The Larger Picture



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Creating the story

Diagnostic imaging equipment is the heart of our hospital.

We need to replace costly diagnostic equipment

- X-ray machine is 12 years old (purchased in 2006)
- portable x-ray unit, is 24 years old (purchased in 1994)
- ultrasound equipment is 5 years old (purchased in 2013)
- Digital imaging is necessary for ongoing local hospital care (data to be obtained about usage) to support the story
- Support the hospital you trust and rely on. Help ensure we have the equipment we need to care for those you love

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Campaign Charter

- Key Milestones
 - Medical staff champions
 - Campaign honorary Chairs
 - Anticipated start June 2018
 - Anticipated ending July 2020
- Communications
 - Ad hoc Committee and both Boards
- To be signed by Chairs of both Boards, CEO, ED
- Developed based on major project principles
 - Charter
 - Oversight
 - Schedule
 - Milestones
 - Project Team

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Major Campaign Team

- Position identified
 - Campaign chair
 - Project Coordinator
 - Communications Coordinator
 - Campaign Treasurer
 - Business and Service Group Liaison
 - Community/Volunteer Liaison
- Responsibilities and authority for positions have been established

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The Title

- Campaign slogan still required. Some options are:
 - Create the picture
 - Picture your future
 - Build the picture
 - Get in the picture
 - Image(in)

We would love to hear your ideas!

Foundatoin@drdh.org

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Soft Launch- June 2018

- Press release
- Communicating with councils, service groups, major businesses
- Applying for grants
- Establishing a donor wall
- Creating a major gifts program and working it into ongoing and future events
- Soliciting major donors (individual, corporate)
- Establishing mail outs- both regular and tailored appeals

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Hard Launch June 2019

- “Hitting the streets”
- Initialized once 50%-70% of funds are raised
- Ideas/Events include:
 - Mass appeal to the public
 - boot drives, a-thons, door to door
 - Mail outs, balls/gala, includes municipal support
 - Fundraising thermometer
 - Push to the finish line, showcasing fundraising success
- Major publicity

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Next Steps for the Major Campaign

- Finalize Teams
- Communicate with Councils, service groups and businesses in the area
- Gather personal stories to showcase in support of the hospital
- Select our kick-off event
- Continue to support and elevate current events- Catch the Ace, Kitchissippi, NCU Golf, Trim the Tree, Daddy Daughter Ball
- Establish near term Communication Plan
 - Press release
 - Social media
 - other

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How Can We Work Together?

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