

Hospital campaign tops \$1.75M

Thanks to the generosity of the community, the Deep River and District Hospital Foundation is proud to announce that the “Focused on You” fundraising campaign has reached its goal of raising \$1.75 million in support of the local hospital.

With funding provided from the campaign, the Deep River and District Hospital (DRDH) was able to complete much needed upgrades to the diagnostic imaging department, including the purchase of a new X-ray machine, portable X-ray, two ultrasound units and electrocardiograph (ECG) equipment.

Renovations are now complete, and the state-of-the-art equipment is in use, allowing the staff at DRDH to continue providing excellent, compassionate care to those who need it.

The previous diagnostic imaging equipment at DRDH was outdated, and had outlived its useful life.

The “Focused on You” campaign allowed the organization to switch to industry standard digital technology, which produces high-quality, film-less images that improve outcomes for patients and reduces the need for repeat examinations.

With this upgraded equipment, digital images can be stored and accessed through a provincial database, supporting continuity of care within the integrated health system.

Physicians and specialists can now view a patient’s reports almost immediately, allowing for faster diagnosis and treatment.

MILESTONE

“Reaching this milestone during such an unusual time demonstrates just how dedicated our community is to supporting our local hospital,” said Tina Shorter, the hospital foundation’s major campaign chair.

“Of all the things we were reminded of this past year, it is clear that local access to quality healthcare topped the list.”

“The ‘Focused on You’ campaign is the largest fundraising campaign in the history of the foundation, and since this fundraising journey began in 2018, our community has rallied together with their generosity,” said Leo Buckley, DRDH Foundation board chair.

“From all of us at the DRDH Foundation, we would like to extend a sincere thank you to each and every one of the donors and volunteers who supported this campaign.”

Janna Hotson, DRDH president and CEO, expressed her enthusiasm for the success of this campaign.

“After seeing the incredible achievement our community is capable of, I am looking forward to seeing what else we can accomplish in support of local healthcare.”

The “Focused on You” campaign was made possible due to the collaborate efforts of many partners in our community.

The Foundation extends its appreciation to all of those who contributed to the campaign, including individual donors, local business owners, corporate donors, event organizers and participants, as well as everyone who has been supporting the “Catch the Ace” lottery.

With the current COVID-19 safety restrictions that are in place, the Foundation is unable to invite donors to see the new equipment and updated department in person.

Instead, a thank you video has been created to virtually



Deep River and District Hospital Foundation chair Leo Buckley updates the “thermometer” sign on Deep River Road to mark the topping up of the “Focused on You” campaign to its goal of \$1.75 million for diagnostic imaging equipment.

Submitted photo

share a message of gratitude with everyone who supported the campaign and helped reach this goal.

Funds for hospitals to purchase new or replacement equipment must be raised through our communities, as this funding is generally not provided by the Ministry of Health.

The Deep River and District Hospital Foundation raises funds to support the purchase of much-needed equipment for the ongoing delivery of healthcare services to the patients and residents in local communities.

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