

March, 2020



I know the growing concern around the global spread of COVID-19 (coronavirus) has everyone feeling uneasy, especially as we face more changes to our daily routines and future plans. At the time of writing this letter, I have been watching the CBC as Premier Doug Ford declares a State of Emergency in Ontario and our Prime Minister discusses plans to get our fellow Canadians home and safely under the protection of our great Canadian healthcare system.

We have all been asked to lend a hand and do our part to help, and a little later in this letter I am going to ask the same of you.

The World Health Organization (WHO) has declared COVID-19 a Pandemic, and our hospital has taken important actions to mitigate the spread of the coronavirus including questioning every person who comes into the hospital. This is for the safety of patients, staff, volunteers and visitors. We at Strathroy Middlesex General Hospital Foundation (SMGH Foundation) are all thankful for the dedication of our front-line healthcare professionals who are working countless hours to contain and reduce the impact of the coronavirus on our community.

Every year, on the 30th of March, SMGH Foundation pays tribute to the doctors and medical professionals in our community who make such a positive difference in our lives. You can honour a physician, or another member of the health care team, by donating to the SMGH Foundation. Be sure to include a personal message of appreciation to the individual(s) who has gone above-and-beyond in the care they provided to you or your loved one. You can use the form on the bottom of this letter to send your best wishes.

You may feel it's inappropriate to be asking for your financial support at this time, but like everyone else, the recent market losses will affect the Foundation and the Hospital going forward. We estimate fundraising revenues will drop from between 20% to 40% over the next year, affecting our ability to support the needs of the Hospital. As you all know, the Ontario Government does not pay for new hospital equipment, the burden to fund those items falls solely on the Foundation and you, the donor. We want to be clear; we're not asking you to give what you can't afford, but please keep us in mind as we all work together to get through these trying times.

The Hospital is well equipped to handle the day to day needs of its patients with the best possible patient care equipment available. But these are extraordinary times and I am asking you to consider making your gift to help the Foundation fund any vital equipment that the hospital, its physicians and staff need to weather this pandemic. If we are fortunate enough not to need any medical "extras" your donation will be used to fund the most urgent annual needs; patient beds, vital signs monitors and stretchers.

SMGH Foundation is dedicated to continuing to raise funds for the delivery of quality healthcare to the people of Strathroy-Caradoc and surrounding communities In Middlesex and Lambton Counties. There are so many ways to help the hospital and no gift is too small. Every donation matters and you too can make a huge difference.

Please donate today, or do as I did, and join our monthly giving program where your gift can come off your credit card or bank account every month. You will be pleasantly surprised to see how monthly giving adds up over a year.

Let's make a difference today!



Sincerely,

John Brennan, Chair, Board of Directors

Strathroy Middlesex Hospital Foundation