

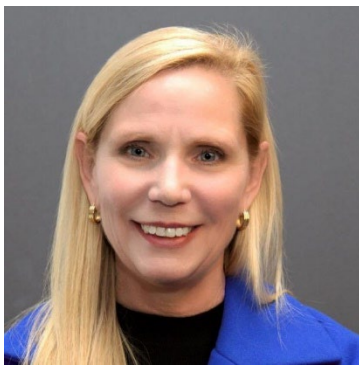
January 9, 2025

MEDIA RELEASE

For Immediate Release

SMGH Foundation Board of Directors Announce New SMGH Foundation CEO

(Strathroy, ON) – Thursday January 9th, 2025 - Welcoming Michelle Hancock as the New Strathroy Middlesex General Hospital Foundation CEO



Following a robust and extensive executive search, the Strathroy Middlesex General Hospital (SMGH) Foundation Board of Directors is thrilled to announce that Michelle Hancock will be joining the Strathroy Middlesex General Hospital (SMGH) Foundation as its new Chief Executive Officer, effective February 3, 2025.

Michelle brings 20+ years of experience in healthcare philanthropy, strategic planning, and fund development. Her impressive track record includes leading transformative initiatives, fostering community engagement, and securing major gifts that have made a lasting impact on healthcare organizations and the communities they serve.

In her most recent role as Executive Director of the McCormick Care Foundation, Michelle:

- Transformed the Foundation into a resilient, high-performing organization, increasing revenue, strengthening governance, and establishing a culture of trust and major gift fundraising that positions the Foundation for long-term success.
- Revitalized community engagement through impactful events, including the Ritz Gala, Maggie's Run, and the Light Up McCormick holiday campaign, which collectively boosted awareness, participation, and funding for vital programs.
- Led fundraising efforts to support innovative projects such as the Day Spa, Virtual Learning Hub, and McCormick Mobile, significantly enhancing the lives of clients, residents, and families.

Prior to her role at McCormick, Michelle held senior leadership positions at the London Health Sciences Foundation, including Vice President of Marketing and Donor Relations. During her tenure, she spearheaded

strategic planning initiatives, managed large-scale campaigns, and secured major gifts, including a \$5 million contribution to support vital healthcare services.

According to Mike McGuire, SMGH Foundation Board of Directors Chair, “Michelle’s results-driven and collaborative approach to leadership is perfectly aligned with our mission to support Strathroy Middlesex General Hospital in delivering high-quality, patient-centered care. She is passionate about advancing healthcare excellence and excited to engage with the community to build on our Foundation’s strong legacy.”

As we begin this exciting new chapter, we look forward to the incredible opportunities ahead under Michelle’s leadership and are confident that her vision and expertise will elevate our fundraising efforts and deepen our impact on the health and well-being of our community. The SMGH Foundation also wants to sincerely thank the MHA Board of Directors and Julie McBrien, MHA President & CEO, for their support during this time of change and transition.

Please join us in welcoming Michelle to the SMGH Foundation, and to our community!

About Strathroy Middlesex General Hospital Foundation

Through community philanthropy, SMGH Foundation supports patient care, and the equipment needs at Strathroy Middlesex General Hospital. As a charitable organization SMGH Foundation is dedicated to raising funds for the delivery of quality health care to the people of Strathroy and surrounding communities. The SMGH Foundation was incorporated as a registered charity in 1989 with the objective to encourage, manage and receive donations that support the needs of SMGH.

About Strathroy Middlesex General Hospital

Strathroy Middlesex General Hospital (SMGH) is a medium size community hospital located in Strathroy, ON. The hospital is committed to exceptional patient/family/caregiver care and experiences and meeting the evolving healthcare needs of the communities it serves.

For more information, please contact:

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