

# NORTHUMBERLAND HILLS HOSPITAL FOUNDATION

A Message to Our Community

July 29, 2020



As we head into the fifth month in this COVID-19 era, I still catch myself sometimes longing for the days before the pandemic. Looking back on these times, they seem simpler and I can't help missing the feeling of some certainty – of being masters of our own fate.

I'm a firm believer in the famous quote by Charles R. Swindell: "I am convinced that life is 10% of what happens to you and 90% of how you react to it."

Now we find ourselves in this period of the "new different," where we do not have a tried-and-true playbook at hand, but I want to assure you we are pushing forward and creating a new playbook – one that is flexible to our evolving situation, that utilizes modern technology to continue connecting us, and most importantly, one that continues to advance our critical mission to MAKE CARE BETTER.

There is no sense in looking in the rear-view mirror or longing for what we knew; instead we are looking at life through a new lens and getting excited about the possibilities this brings.

With that, I wanted to focus today's message on providing some insights on how we are doing, what we are doing, and why we are doing it.

As many of you know, we cancelled several of our in-person signature events in the form you knew them. This included Northumberland's Biggest Coffee Morning, Wine & Ale in the Park, and Colour Run for Care. With a little imagination, and with a clear understanding of the critical role these events play in fundraising for medical equipment and technology, we introduced new versions of these fundraisers to ensure we continue to raise these crucial funds.

Our biggest event of the year – the Gala – will also be re-imagined. Even if we are able to gather in larger numbers come November, we know now is not the time to take this risk. In April when we approved our fiscal budget, we were optimistic a November Gala could happen, but it is quickly becoming clear this fight is a marathon and not a sprint.

So, in the environment we find ourselves in, we have taken this opportunity to plan for our next chapter and reminding ourselves that this time to plan is truly a gift. The Hospital has signaled a significant investment in medical equipment and technology will be required in the next five years, including major items like a new MRI, CT Scanner, a Clinical Information System and other essential equipment. Our Board is building a plan that will allow us to stand on our tippy toes to reach this significant goal and ensure our community continues to have access to the best care possible at NHH.

We are optimistic, enthusiastic, and committed to our cause because you continue to give us this hope. You continue to participate in our events, you continue to financially support us with your gifts, you are checking in on us to make sure we are doing okay, and this means everything to us.

We are not drifting. We are taking control and finding the opportunities to grow in this “new different,” and we ask that you continue to stand with us as we do so.

Your support is absolutely critical to our hospital. There is one constant that we have known before COVID-19, throughout this pandemic, and will continue to experience into the future: our community needs the services of our hospital and our hospital needs our support to purchase the equipment and technology required to help see, diagnose and treat trauma, illness and pain. That’s our why; it is why we continue to show up each day and to remain positive about our future.

Thank you for all you do to help the patients of west Northumberland.

Take care,



**Rhonda Cunningham**  
Executive Director, NHH Foundation

## The Latest News from NHH

In the July In Touch Newsletter Northumberland Hills Hospital shared an update on their latest efforts against COVID-19. This includes an update on the cautious, phased return to the re-introduction of services and new visitor guidelines as in-person visiting resumes on weekends.

[Read the Latest News from NHH Here](#)

## Lace Up Your Shoes for The Virtual Colour Run for Care

With more people looking for ways to enjoy the outdoors lately, runners and walkers from across Northumberland County have the opportunity to not only get out to stretch their legs, but to get their exercise in while supporting the purchase of priority medical equipment and technology at Northumberland Hills Hospital by participating in The Virtual Colour Run for Care!

- **When:** July 25 - August 8, 2020
- **Where:** Your choice! Plan your route for a 1K, 5K, or 10K walk or run to end at one of two finish locations in Port Hope or Cobourg
- **How:** Pick your distance, plan your route, and share pictures along the way and at one of the finish signs with #CR4C2020 - be sure to tag NHH Foundation on social media as well!



[Register Here](#)

## Stay Tuned for Future Gala Announcements

After careful consideration, it is with heavy hearts we officially announce the cancellation of the in-person 2020 NHH Foundation Fundraising Gala. The health of you and of our whole community is our number one concern and while we would love to gather in support of Northumberland Hills Hospital, we feel strongly this will not be possible in the fall.

Our Gala Cabinet is still committed to celebrating the 20th anniversary of the Gala in some fashion and are busy working on those details. We will keep you informed as these are firmed up, so please stay tuned.

## Thank You, Municipality of Brighton!



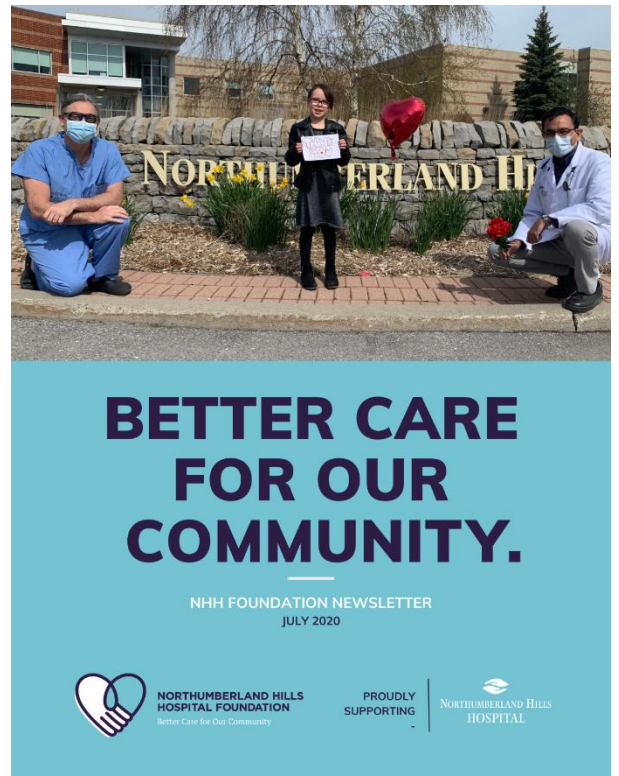
We were recently visited by Mayor Brian Ostrander, who presented a donation to NHH Foundation from the Municipality of Brighton. We want to send a huge thank you to the Municipality of Brighton for continuing to support Northumberland Hills Hospital and ensure our community continues to have access to the best care possible!

## Unmasking Gratitude in Our Print Newsletter

The COVID-19 pandemic has opened our eyes in many ways. It has reminded us how much, together, we rely on our local hospital, as well as how our local hospital relies on support from all of us. A strong hospital is truly the cornerstone of a strong community. In our recent print newsletter, delivered to mailboxes across Northumberland County over the last couple of weeks, we 'unmasked' the gratitude so many have shown for Northumberland Hills Hospital during these recent times.

If you did not receive this newsletter and would like to be added to our mailing list, please contact [jgilmer@nhh.ca](mailto:jgilmer@nhh.ca).

[Read the Full Newsletter](#)



## NHH Foundation Staff

If you're looking to reach any of the Foundation staff, you can find us at the following:

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