

A million reasons to support hospital fundraising campaign



Starting this month, the public will see and hear more about London Health Sciences Foundation's efforts to raise \$200 million in support of leading-edge patient-care, research and education initiatives in six priority areas.

London, Ont. – London Health Sciences Foundation is now entering the public phase of a major fundraising campaign to support the current and future needs of London

Health Sciences Centre. Each year, LHSC receives more than one-million patient visits and cares for the most medically complex patients in southwestern Ontario and beyond.

At some point, our hospital will touch the lives of most everyone in our region whether as a patient, a family member or a friend of a patient, “says LHSF President and CEO John MacFarlane. “We want to build awareness of that fact and create a broad base of support that enables LHSC to provide the best care for everyone for generations to come.”

MacFarlane says the foundation and the hospital are grateful for the generosity already shown. To date, southwest Ontario's largest-ever hospital fundraising campaign has succeeded in generating \$180 million in pledges and funds, primarily from major corporate and private donors. With expanded support, LHSF hopes to break through its \$200 million goal by 2018.

Every donor dollar makes a huge difference; whether supporting the modernization of cancer care facilities, advanced and highly personalized women's care, joint regeneration research to prevent disability, expanded and more precise diagnostic imaging to speed care and recovery for cardiac patients, early interventions that are so critically important for mental health patients, or the ability to acquire emerging technology and other high priority needs of LHSC. While enabling care, research and teaching excellence at the hospital itself, donor support also helps LHSC reach beyond the walls of University and Victoria hospitals to collaborate with health care partners across the community and region in developing new approaches to care.

“Together, we are investing in transformative models of care and building new capacity across the region to help patients more effectively and closer to home, while improving health outcomes,” says LHSC President and CEO Murray Glendining.

For more about fundraising priority areas, and to view patient stories that demonstrate the impact that donations have at LHSC, visit www.lhsf.ca/campaign.

