



Quarterly Impact

Haliburton Highlands Health Services Foundation
October 2024

Dear HHHS Supporters,

Since the "Here for You in the Highlands" campaign began, I have frequently been overwhelmed by the generosity of people who love the Highlands. When we launched nine months ago, we knew raising \$4.3 million in one of Ontario's statistically poorest counties would be a challenge. Although the Foundation has a loyal donor base, we also knew that it would be critical to expand our reach and bring more supporters into the HHHS family. One of our biggest challenges has been connecting with those spread across the 4,000 square kilometers of Haliburton County.

We started strong with Haliburton County Council committing \$1 million over two years. We're grateful to Dysart Mayor Murray Fearrey and Deputy Mayor Walt McKechnie for connecting us with key donors like the Cockwell Family and the Haliburton Forest & Wild Life Reserve, and Scott and Chere Campbell.

We are also working to cultivate a culture of giving across the Highlands, with local businesses like Haliburton Timber Mart, Emmerson Lumber, and Minden Subaru leading the way. Special thanks to Larry Hewitt of Hawk River for his significant contributions.

The 2024 Health Radiothon, hosted by Rick Lowes of Moose FM, was a testament to the generosity of this community. Breast cancer survivors shared their stories, highlighting the importance of breast screening technology. Before noon on the first day, the Radiothon surpassed last year's total, ultimately raising a record-breaking \$600,000 for the campaign—with a large part of the success thanks to Richard Muir, who generously doubled his matching challenge to continue to encourage the community to give.

We thank the people who hosted events on major lakes in the area introducing us to new supporters. We are also grateful to the many lake associations and service organizations for spreading the word and making contributions.

The arrival of fall brought us a new matching challenge from Kennisis cottagers Christine Tutssel and Rob Holl to help us bring the campaign to a successful close. Another special moment of extraordinary generosity from people who love the Highlands!

I can't thank the Campaign Cabinet (Greg Bishop, Kurtis Bishop, Michael Harrison, Peter Henry, Pat Kennedy, Klara Oyler, Keith Sjögren, Dale Walker, Foundation Board Chair David Blodgett, and Campaign Vice Chair Roger Trull) the small but mighty Foundation staff (Lisa Brandeis, Melanie Klodt Wong, Kathryn Quick), and all the volunteers enough for their tireless efforts.

Of course, this campaign has been about more than just funding the right equipment for HHHS—it's about embracing the vision of HHHS's new President & CEO, Veronica Nelson, who is committed to building health care capabilities for the future. Our community is increasingly confident in her leadership which (in my opinion) is well-deserved.

Above all, I want to extend a giant "Thank You" to the over 600 people who have contributed to this campaign thus far. Whether you dropped a toonie in a donation jar at the Radiothon or made a significant personal gift, you've helped your community bring life-changing equipment to the county and ultimately saved lives. You are what makes Haliburton so special!

We are close to reaching our goals to bring all the diagnostic imaging tools desperately needed at HHHS including replacing outdated X-ray equipment and I look forward to celebrating more successes with you in (hopefully) the near future.

Tayce Wakefield
Chair, Here for You Campaign
Haliburton Highlands Health Services Foundation



Diagnostic Imaging UPDATE

On July 10, 2024 the HHHS CT Scan started to welcome patients, leading the way for a centralized Diagnostic Imaging hub that now includes: CT, ultrasound, echocardiography, and bone densitometry. All are accessible through the Main Entrance at the [Haliburton site](#).

As of October 8, 2024, Medical Radiation Technologists have provided:

900 CT Scans to patients in need

- 432 emergency scans
- 468 booked scans

900 times that EMS was available to stay local

900 patients who avoided the arduous trip outside the County to access imaging

900 scans to help doctors provide timely, informed care

900 opportunities to be grateful for the generous donors who made this possible!

More on the way...

Thanks to exceptional support for the Here for You campaign, state-of-the-art Mammography equipment is expected in January 2025 to provide **screening mammograms**. New Ultrasound equipment is expected by the end of 2024. The X-ray equipment is the last diagnostic imaging tool we are working to fund and HHHS hopes to have new equipment in place early 2025. The impact of your support is quickly coming to life.

Thank YOU for investing in making exceptional health care locally available.



Inspired to Match?

Kennisis cottagers Christine Tutssel and Rob Holl are generously matching all gifts made until the end of October to the Here for You in the Highlands campaign, up to \$500,000. “Haliburton has a very special place in our hearts for our family. Our kids grew up on Kennisis Lake and now our grandchildren are enjoying the same privilege. “Let’s show Haliburton County how thankful we are for everything it has to offer.”

They are encouraging you to make a Thanksgiving donation to help bring this campaign home. This will help boost the campaign to raise the necessary funds for urgently needed new x-ray equipment for HHHS. “We reside in the Kitchener Waterloo area where resources are relatively abundant to support local needs, but the need in Haliburton County is great and resources are far more limited. We are making this contribution here because we know that in Haliburton, it will make a real difference,” Tutssel added.

Match my gift.



Discovering our Champions

The Here for You campaign has connected us to more champions than we could have imagined. Over 50% of donations came from new donors, helping us create a sustainable future.



Special recognition goes to two lake communities for their

Bruce Down, above, one of a kind birdhouse, below



If you visited the **Minden Farmer's Market** this season, we hope you noticed these beautiful bird (and bat!) houses. Bruce Down makes these handcrafted beauties from recycled fence posts and gifts them to people in exchange for a \$50 charitable donation. This summer, he chose to donate to **Hyland Crest Long-Term Care** in memory of his late wife, Joan. Thanks to his talent, we have processed over 50 donations. Thank you for giving back so generously Bruce!

incredible engagement and generosity.

First, to the ***Eagle Lake*** community who gave nearly \$1.5M, earning them the largest dollar value distinction.

And, to the folks on ***Kennisis*** who delivered the highest participation rate, with 13.5% of property owners contributing over \$900,000 to the campaign.

Remarkable support to make exceptional health care available in Haliburton County.

We will spotlight more champions in our year end Impact Report in December.

2024 Haliburton Health Radiothon a jaw dropping success!

With a focus on mammography and women's health, funds raised through the 2024 Health Radiothon this year boosted the *Here for You in the Highlands* campaign by a whopping \$600,000.

Over two 12 hour days, Rick Lowes from 93.5 Moose FM and volunteers at five locations in Minden and Haliburton answered calls, took pledges and filled cash boxes. Everyone stepped up to show their commitment to making mammography available in the Highlands.

On the morning of Day Two, Richard Muir doubled his \$100,000 matching donation when it became clear that his initial contribution would be completely spent! Several local businesses called in their support, with Emmerson Lumber and Minden Subaru helping to significantly bump the total with their generous donations.

By the final hour of Radiothon on Friday, over 250 people had made meaningful donations! With the "double match" created by Scott & Chere Campbell and Richard Muir's generosity, every \$1 donation resulted in a \$3 impact and Radiothon raised \$600,000 for the *Here for You* campaign. This chart topping rural community radio fundraiser result was a record breaker according to Moose FM's parent company, Vista Radio. What a proud moment we can all celebrate!

The collaboration and connection felt at all the Radiothon locations exemplified

the community of support that we are so grateful for.

Thanks to your generosity, life-saving digital mammography is expected to be operational at HHHS by early January 2025.



Upcoming...

Book your Calendars: October 19, 2024 at Sir Sam's Ski Chalet

The Haliburton Highlands Arts Extravaganza is an event not to be missed - a fun night of cocktails, canapes, live music by Carl Dixon, silent auctions, door prizes, and ending with a live art auction of original works. Head to hhs.ca/foundation/shop to learn more.



50/50 Double Month Lottery is BACK

The HHHSF 50/50 lottery will once again have a double month JACKPOT for the November and December draws. Last year, Lauren McInnes won **11,300** in the December 31st Grand Prize.

We would love to give away even more money this year! With two EARLY BIRD draws and a JACKPOT, don't miss out on the DOUBLE MONTH fun.

The October EARLY BIRD draw is October 18 with the JACKPOT to be drawn October 31, 2024.

Visit [50/50 tickets](#) to buy tickets for all draws.

The 2024 **Believe in the Magic of Giving** holiday campaign is just around the corner! This has been a whirlwind year as we witnessed the unprecedented success of the campaign to make crucial diagnostic imaging services available locally. Watch for more information on year end giving and the impact it has all year.

make a difference and donate
today



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