

# Hospital surpasses \$3.2 million target

by [John Campbell](#)  
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Campbellford Memorial Hospital has achieved its goal of raising \$3.2 million – and then some.

“Two recent gifts made all the difference,” said Neil Hannam, executive director of Campbellford Memorial Hospital Foundation. One was the largest bequest the hospital has ever received – \$650,000. It came from the estate of Joseph Carl King, who taught at Campbellford District High School in the 1950s and later returned to the area following his retirement. Mr. King, who died last year at the age of 93, had no children.

The other gift was presented by a family in Hastings who asked that their name not be publicized. “(They) wanted to honour their 50 years in Canada by donating \$50,000 to acknowledge how good life in Canada (has been) for them as immigrants,” Mr. Hannam said.

Hospital CEO Kelly Isfan thanked the donors for helping to finish the campaign and the foundation for its “great work.”

The foundation launched the Quality Care Close to Home capital campaign in the fall of 2004 with campaign chair Don Pearson making the first donation, for \$10,000.

“It was easy to make the gift,” Mr. Pearson said, once he “realized how important the hospital” was to him and his wife Carol. He subsequently visited more than 80 organizations and families to ask for their help in raising money to pay for building repairs (\$1.3 million), retirement of the mortgage on the Campbellford Memorial Health Centre (\$1.25 million), computed radiography (\$550,000) and electronic medical records (\$100,000).



The late Carl King



Campbellford Memorial Hospital Foundation executive director Neil Hannam, lawyer Wally Brown, hospital CEO Kelly Isfan and campaign chair Don Pearson had reason to smile last week. The hospital was bequeathed \$650,000 by Joseph Carl King, who taught at Campbellford District High School in the 1950s. Mr. Brown acted as the trustee for Mr. King's estate.

He and Mr. Hannam started out by getting commitments of about \$175,000 in total from other foundation board members, hospital trustees and physicians before looking elsewhere for contributions.

"The turning point was when the municipality kicked in with the levy," Mr. Pearson said. There was some initial resistance to the idea of raising \$1 million over five years through municipal taxes but the hospital held three public meetings to explain its needs. "By the end of those three sessions, they were all basically onboard," he said.

Contrary to the predictions of some, the special levy "had absolutely zero impact" on the hospital's traditional mail campaign to raise funds. "In fact, the dollars went up," Mr. Pearson said.

Getting the municipality's support "was critical," Mr. Pearson said. "It just opened the floodgate after that."

The two gifts leave the foundation with about \$100,000 in excess of its original target. The money will go toward the purchase of a fluoroscopy unit to replace the one CMH currently has that has reached the end of its functional life. The estimated cost of the equipment installed is \$400,000.