

# Hospital foundation launches fundraising campaign

*A canvasser may be at your door any day now to ask for long-term pledge to help fund equipment*

The Milton District Hospital Foundation has launched a door-to-door fundraising campaign.

Canvassers, known as Charity Ambassadors, are knocking on doors on behalf of the hospital to ask for community support by joining the foundation's Monthly Giving program.

The campaign aims to raise awareness over the next few months about the hospital and foundation and provide an opportunity for the community to help ensure the high quality of health care available in Milton.

"The Monthly Giving program provides a simple and convenient way for the community to support the Milton District Hospital (MDH)," said Kim Mason, president of the foundation's board of directors.

"By joining the monthly giving program and arranging pre-authorized payments each month, donors can support the initiative to fund a transport isolette for newborns. Occasionally an infant born at MDH needs to be safely transported to another level hospital for a diagnostic test or a change in their condition requires a transfer of care. A new transport isolette with improved restraints, equipment for monitoring a baby's temperature, vital signs and oxygen needs would ensure that the transfer goes as smoothly and safely as possible."

The ambassadors are in Milton neighbourhoods Monday through Saturday, excluding major holidays, from noon to 8:30 p.m. asking potential donors to consider making a long-term pledge to the hospital.

This is done either through direct debit or credit card payment. Cash won't be accepted.

Each Charity Ambassador has a photo I.D. that's clearly visible. There's also a toll-free number for any potential donors who require more information before making their decision.

The foundation has partnered with a company called Fundraising Initiatives Inc. (FII), which specializes in door-to-door fundraising, to execute the campaign for MDH.

The Fundraising Initiatives community fundraising program is different from others in that it only seeks out donors who are

committed to making long-term monthly pledges.

The unique program began in Canada in early 2000. Now, more than 15 non-profit organizations have partnered with FII in this type of initiative.

The Milton District Hospital Foundation was established in 1980 and is celebrating its 25th anniversary this year. It raises

funds exclusively for MDH.

With community support, the foundation can help ensure that essential health care services are available today and for years to come.

For more information on the program call Donna McLaughlin at (905) 876-7014.

## Encouraging today's youth

### Nominations are now being accepted for the Ontario Junior Citizen of the Year Awards

The strength of our community lies in solid citizens. Today's youth are tomorrow's leaders. If you know a young person, aged 6 to 17, who is involved in worthwhile community service; a special person who is contributing while living with a limitation; a youth who has performed an act of heroism; or a 'good kid' who shows a commitment to making life better for others, doing more than is normally expected of someone their age - help us recognize their contribution - nominate them today!

**Nominations will be accepted until November 30.**

Contact this newspaper or the Ontario Community Newspapers Association at [www.ocna.org](http://www.ocna.org) or 905.639.8720.

**ACCEPT THE CHALLENGE - NOMINATE SOMEONE TODAY!**



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