

NEWS RELEASE

For Immediate Release

Northumberland Hospice Care Centre Honouring the Journey Begins with over \$1.1 Million Raised Northumberland Hospice Care Centre Capital Campaign launches with early leadership pledges to almost 23% of private fundraising goal

FOR IMMEDIATE RELEASE Wednesday, November 29, 2017, Cobourg

The Honouring the Journey Campaign has officially launched with \$1,131,758 in private support raised so far towards the building and first-three years of operating costs for the new Northumberland Hospice Care Centre, announced today by Campaign Cabinet Co-chairs Gord and Patti Ley at a kick-off event at the Baltimore Community Centre. “This is a journey that will touch everyone in Northumberland County,” said Campaign Cabinet Co-chair Patti Ley. “We are honoured to be leading the way for individuals to be able to face death with dignity and care in our community.” Her husband and Co-chair Gord Ley added,

“We are committed to the success of this building project with our hearts and our dollars.” The team is one of the first leadership donors to support the project, along with Building Committee Chair Stewart Richardson & his wife Nancy Oliver, and Cabinet member Petra Becker. A fourth, anonymous donor has also joined these early contributors. The project has also been the recipient of a few memorial contributions and a special event.

The new free-standing structure for the Hospice Centre will be approximately 10,000 square feet with room for six beds, (site plans allow for future expansion to ten beds) to serve the 83,367 residents of Cobourg, Port Hope, Hamilton, Alnwick-Haldimand, Cramahe, Trent Hills, and Brighton and will be located in Hamilton Township. The facility will meet Hospice Palliative Care Ontario's Standards for Community Residential Hospices and will also be aligned closely with the Central East LHIN's Integrated Health Service Plan (IHSP) and current Residential Hospice Strategy.

The Northumberland Hospice Care Centre will act as a hub for Hospice programs and services, including end of life beds. The facility will offer a centralized, home-like setting, palliative navigation, bereavement services, a library of resources, a community volunteer visiting program, and the potential for day hospice programming and complementary care services. Projected costs including construction, land costs, fees, furnishings, operations, and equipment total \$7,000,000.00. Government capital support is being sought from the Province in the amount of \$1.2M, and a \$1M ask will go before local municipalities. Private support from individuals, businesses/corporations, grants, service groups and in-kind donations, in the amount of \$4.8M rounds off the \$7M campaign.

“We are grateful to have strong community leadership on this project so early in the process. Campaign fundraising efforts are well underway with the work of dedicated volunteers. With these transformational leadership pledges, we have a strong foundation to make possible an accessible and holistic suite of hospice care services to honour the end-of-life journey for people and their families in Northumberland” said Trish Baird, Executive Director of Community Care Northumberland who will be administering the project.

About Northumberland Hospice Care Centre

The Northumberland Hospice Care Centre will be a free-standing building that will provide hospice palliative care services in our area, both for the short and long-term and across the continuum of care. The NHCC will accommodate six beds, as part of a 15,000-square foot new construction in Phase One with the potential to add an additional four beds when appropriate. In addition, the hospice will build upon the continuing development of 'Hospice as Hubs' model of care, a centre for excellence in hospice palliative care, grief and bereavement support. A model where individuals with a life limiting illness, their caregivers and families, are supported through life transitions; a go-to destination for all hospice palliative care services in Northumberland County.

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