

October 29, 2019

No tricks, all treats this Halloween as RVH Auxiliary completes its \$2 million Hearts & Minds pledge

Halloween just got sweeter as Royal Victoria Regional Health Centre's Auxiliary announced the completion of a \$2 million pledge to the Hearts & Minds campaign.

Lise McCourt, president, RVH Auxiliary, presented the final installment of \$200,000 which took the original pledge over the finish line. Hard work, determination and a strong community presence were at the forefront of the massively successful campaign, with funds supporting RVH's Simcoe Muskoka Regional Heart Program and the Simcoe Muskoka Regional Child and Youth Mental Health Program.

"The Auxiliary has an established history of fundraising in support of patient care at RVH," says Lise McCourt, president, RVH Auxiliary. "Our volunteers and community members across the Simcoe Muskoka region understand the importance of coming together and improving healthcare for our region."

The Auxiliary has been tireless in its efforts to raise money and enhance patient care. These efforts included a variety of fundraising activities and events to support the pledge's success, which included Tag Days, raffles, bazaars, Nevada Ticket sales and the two Auxiliary run businesses – Café Royale and Victoria's Gift Shop. In addition members of the Auxiliary, known as the Blue Brigade, also volunteer in more than 80 different areas of the health centre.

"When it comes to commitment and passion for RVH, the dedication from the members of the RVH Auxiliary are unmatched," say Janice Skot, RVH president and CEO. "This successful pledge completion will be crucial in supporting new equipment and expanding services for our cardiac care and child and youth mental health programs."

Cutline: Members of Royal Victoria Regional Health Centre's Auxiliary recently celebrated the completion of their \$2 million pledge to the Hearts & Minds campaign in support of the Simcoe Muskoka Regional Heart Program and the Simcoe Muskoka Regional Child and Youth Mental Health Program.

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