



**United Way  
of Peel Region**

FOR IMMEDIATE RELEASE

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## **Peel hospitals blast through goal in first-ever joint United Way campaign**

Peel's three hospitals have proven that a little competition can generate outstanding results when a healthy community is the goal. In the first-ever tri-hospital campaign for United Way of Peel Region and United Way Toronto, staff, physicians and volunteers at the Credit Valley Hospital, Trillium Health Centre and William Osler Health System joined forces to raise an incredible \$88,084. The result is almost triple their goal of \$30,000, announced three weeks ago.

"Congratulations to everyone at our local hospitals for achieving such amazing results," said United Way of Peel Region CEO Shelley White at today's wrap-up event at Osler's Brampton Civic Hospital site. "These funds will help a wide range of agencies and programs in our Peel and Toronto neighbourhoods. By supporting United Way, you are helping to create more resilient, healthier communities. Together, we are providing a circle of care for our community."

Throughout the campaign, the three hospitals competed to raise the most money, achieve the highest percentage increase in donations over last year and demonstrate the strongest spirit. Trillium Health Centre received the Percentage Increase Award for achieving a 476% increase over last year in total funds raised. William Osler Health System walked away with the Spirit Award by sending a team out into the community to visit United Way agencies and meet their clients and staff. The Credit Valley Hospital won the overall competition by raising \$40,147. To honour Credit Valley's success, leaders from Trillium and William Osler immediately donned Credit Valley volunteer vests and showed visitors how to keep their hands clean to prevent the spread of infection.

"This campaign has been a unique opportunity for our three hospitals to come together in support of people in our neighbourhoods who need the services of United Way agencies," said Matt Anderson, President and CEO of William Osler Health System. "The United Way is a critical resource in our community for our friends, our neighbours, our patients and their families."

For their campaign, the three hospitals created the slogan, "*United we can make a difference in our neighbourhoods*". The slogan helped inspire support and reminded the community that United Way and the hospitals work together to improve lives.

"We believe that by building strong partnerships with our peer hospitals and other stakeholders—such as the many agencies United Way supports—we can better serve our communities and our patients," said Janet Davidson, President and CEO of Trillium Health Centre. "As three neighbouring hospitals in Peel, we already have a number of clinical partnerships. However, this is the first joint fundraising campaign we've ever done. It's been a great experience."

The success of the tri-hospital campaign brings United Way of Peel Region closer to its 2010 campaign goal of \$13.75-million.

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“As we all know, the economic situation is less than ideal; people are working harder than ever and they are busier than ever,” commented Michelle DiEmanuele, President and CEO of The Credit Valley Hospital. “Yet our staff, physicians and volunteers gave generously of their time, money and enthusiasm to make this first tri-hospital campaign a success. We invite our entire community to join with us in supporting United Way.”

One of the highlights of the campaign was an enthusiastic game of *Jeopardy* that featured Anderson, Davidson and DiEmanuele as the contestants. Anderson won the game when he correctly identified “our community” as the ultimate winner of the hospitals’ friendly competition.

“The issues in our community are challenging and complex, but not impossible,” said White. “By working together, we can create lasting change. The great results in this first tri-hospital campaign will help provide the resources needed to help individuals develop resilience, families grow strong, and neighbourhoods thrive.”

### About United Way of Peel Region

United Way of Peel Region was established in 1967 and serves the communities of Brampton, Caledon and Mississauga. Through its Community Fund, United Way invests in services, programs and initiatives that develop resilient people, grow strong families, and build vibrant neighborhoods and communities. The mission of United Way of Peel Region is to engage with our community, through partnerships, to ensure people are cared for, connected and included.

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