



Physicians for a Bright Future Campaign Update

A Proud History, A Bright Future



FUNDS RAISED TO DATE

PHYSICIANS FOR A BRIGHT FUTURE

\$165,000 (including cash and pledges)

PROUD HISTORY, BRIGHT FUTURE

\$12.76M (including cash and pledges)

CAMPAIGN UPDATES

- **Google doc pledge sign up form** will be circulated to each department to help facilitate pledge sign ups, campaign support and physician engagement. Please email me if you would like to be the champion and leader of this for your department. All of the information and tools will be provided to you and all follow up will be done by the Foundation.
- **Friendly Department Competition**
 - Thank you to the Emergency Department physicians and Orthopedic Surgeons who have kicked off the group/department fundraising efforts with a combined pledge of \$100,000!
 - We truly believe that our medical staff can attain a joint donation goal of \$1M within the next 4 years with all pledges being complete by the end of 2024.
 - We want to encourage you to talk to your group and consider assembling members of your department to contribute to a department goal.
- **Two separate physician specific landing pages will be created on bhfoundation.ca.**
 - Public facing webpage connected to the, *Proud History, Bright Future* campaign. This page will include physician contributions to the campaign and the hospital and highlight and feature group and individual gifts, doctor stories and profiles as well as the running total of contributions to date toward the goal of \$1M.
 - Non-public facing URL (not linked to site navigation) for physician specific access only. This webpage will include information on different programming and opportunities to engage with the Foundation and contribute to the campaign. Additionally, supplementary materials such as pledge forms and related collateral will also be housed here.

We welcome your feedback and fundraising ideas – please contact Danielle Sleiman.

Thank you for your support.

For more information or to donate: danielle.sleiman@bhfoundation.ca , 778 865 9952 or [Medical Staff Donation Webpage](#)