

The Memphremagog hospital Foundation launches its third major fundraising campaign «Your partner in health to fight cancer!»

Victoria Vanier

«As individuals and as a society, it is in our interest to invest in healthcare...The Memphremagog Hospital Foundation periodically reminds us that it is wise to invest in healthcare while we are healthy, not once we become sick...»

It is with these words, spoken by Mr. Stéphane Bégin, founder of Conceptromec Export Inc., and campaign Co-Chair, that the Foundation officially launched its \$2.5 million fundraising campaign (2012-2016). «We have already raised \$1,250,000, which represents half of the objective». Mr. Bégin underlined the participation the internal campaign of the CSSSM, which has also met its objectives.

HEALTH PARTNERS IN THE FIGHT AGAINST CANCER

«We are partners in health to fight cancer!» continued Ms. Line Couture, Notary at Cabinet Gérald Pomerleau Couture and campaign Co-Chair, during the press conference. The event was held at the chapel of Memphremagog Health and Social Services Centre (CSSSM) and attended by noble citizens, donors, volunteers, friends of the Foundation, the Board of Directors of the non-profit

organization, staff members of the CSSSM and regional media.

Actress and Honorary Chair Sonia Vachon, a Magog native and former student was also present, as well as Ms. Monique Corbeil, Executive Director of the CSSSM, who presented the results of «local business solidarity»: launched in 2012, the campaign raised in a few months \$1.25 million, representing half of the \$2.5 million objective- another success story for the most active foundation in the region!

Mr. Pierre Riverin, Chair of the campaign committee MRC 2012 proudly presented a cheque for \$500,484 from the 14 municipalities that have accepted to help fight cancer, here in our region.

A UNIFYING THEME

Launched under the theme Your partner in health to fight cancer, the campaign calls upon the solidarity of residents, businesses and institutions of the RMC. For the Executive Director of the CSSSM, the campaign will help raise awareness to certain realities facing the population of Magog:

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Major challenges ahead

«We are facing a population growth as well as a rapidly aging population: from now until 2016, the number of people 65 years and older will represent 25 % of the population, a phenomenon that will be present throughout Quebec in the next 10 years (2025)... This means our services will be increasingly important in the upcoming years, in terms of what we have to offer and in terms of volume.»

A DYNAMIC FOUNDATION

Active for close to 30 years, the Memphremagog Hospital Foundation is now launching its third major fundraising campaign. The previous campaigns held in 1999-2003 and 2004-2008, were able to raise \$2.4 and \$3.6 million thanks to the unremitting work of volunteers and the generous support of donors.

On average, the Foundation has reinvested \$500,000 annually in the acquisition of equipment and specialized medical and paramedical tools. For Ms. Monique Corbeil, Executive Director of the CSSSM « the Foundation is a source of pride for the population, businesses and institutions in the community. It has, and will continue to support Magog health care in its development...»

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