



MEDIA RELEASE

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Heartfelt Matching Gift Response to a Generous Anonymous Donor

The WDMH Foundation's Thanksgiving Matching Gift program began in 2015 as the result of a generous anonymous donor who wanted to encourage giving by offering to double the impact of donors' gifts by providing a matching gift opportunity within a set time-frame. Since then, over \$151,000 has been raised as a result of the initial three gifts - and the 195 matching gifts.

"After three years of facilitating this program, we can safely say that our existing donors - and quite a few new donors - are inspired and motivated by the opportunity to give gifts that are matched dollar-for-dollar," shared Kristen Casselman, the Foundation's Managing Director.

Awareness has spread as well. Twenty-two new donors have made their first gifts to the matching gift program over the years, many of whom made substantial first-time gifts, and/or have been loyal donors ever since. There have also been several donors who have recalled the program and stopped in to give to it, before even seeing it advertised.

Over the years, a lot of equipment has been purchased with funds raised from this program. In 2015, for example, the program was not designated to support a specific piece or pieces of equipment, but 17 new pieces of equipment were purchased that year, including stretchers, scopes, blood pressure monitors and more. In 2016, the matching gift program was designated to support the purchase of equipment like the Automated Dispensing Cabinets (ADCs). This equipment has now all been purchased, and is currently in the initial testing phase of a several months-long process. It is hoped that these medication dispensing cabinets will be operational in the spring of 2018.

This year, the matching gift program supported the purchase of equipment again, for things like a replacement Echocardiogram. We all know our hearts are what keep us going, so having the best diagnostic imaging tools to be able to clearly diagnose and create treatment plans is so important. This year, the program was very well supported, inspiring almost a third of what will be required to replace WDMH's aging Echocardiogram.

Kristen offered: "I would like to say thank you very much on behalf of the Foundation Board and staff to all of the donors who continue to support this program, and through it, Winchester District Memorial Hospital (WDMH). We are so grateful and encouraged by your loyalty and thoughtfulness. It's only because of our donors that we are able to fund this much-needed medical equipment for WDMH patients."

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