



MEDIA RELEASE

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Google Us!

The Winchester District Memorial Hospital Foundation is pleased to announce that our new website is now live. Check it out at www.wdmhfoundation.ca.

"We have been working on the new website for several months. It provides us with a new way to connect with our donors and local communities," notes Kristen Casselman, Managing Director. "The new site is user friendly and we hope that visitors can easily find the information they are looking for."

In addition to ongoing Foundation updates, the new website features information on WDMH's greatest needs. It has donor resources on everything from organizing a fundraising event to information on planning the best future gift for both you and WDMH.

One of the more robust sections is on gift planning, including printable resources like a fact sheet to take to your lawyer when planning an estate gift, an FAQ on gift planning, and an executor's guide. Chelsea McIntyre, Manager of Major, Planned and Sponsorship Giving, shares that "there are in-depth information sheets on four types of planned gifts: estate gifts, gifts of life insurance, gifts of RRSPs or RRIFs, and gifts of shares or mutual funds. We also wanted to ensure professional advisors are well supported, as we consider them partners in our donors' philanthropic journey. They have their own page of resources."

Another interesting addition to the site is an illustrative online tool, kind of like a calculator. It looks at your financial situation and the gift you are considering and determines an approximate tax credit and resulting "actual donation cost".

The site has an easy-to-use online giving section as well as printable donation forms. "In both cases, donors can choose what type of gift they would like to make such as a one-time or monthly gift, a donation to honour a caregiver, or a gift in memory or honour of a friend or loved one," adds Kristen.

"We've been in need of a new site for a few years now, so it's been an exciting week here. I hope that everyone will take a moment to have a look around," sums up Kristen.

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The screenshot shows the homepage of the WDMH Foundation. At the top left is the foundation's logo, a stylized tree with the word 'FOUNDATION' below it. To the right of the logo are social media icons for Facebook and Twitter, followed by a 'TEXT SIZE' selector and a search bar. Below this is a dark blue navigation bar with white text links: Home, Greatest Need at WDMH, Giving, Our Sponsors, Plan Your Gift, News, About Us, Contact Us, and Donate Now. The main content area features a large banner with the text 'We are proud to work with donors to raise much-needed funds for WDMH' on the left and a photograph of a group of people in yellow shirts holding a large check on the right. Below the banner are four buttons: 'Inspiring Stories', 'Donate Today', 'Thank You to Our Sponsors', and 'Contact Us'. The lower section is divided into three columns. The first column is titled 'A New Way to Give' and features the 'Family Care Fund' logo with the tagline 'Supporting care for families just like yours.' The second column is titled 'Please have a look around!' and features a photograph of a wooden 'WELCOME' sign on a teal wall. The third column contains four buttons: 'Make A Donation' (with a heart icon), 'Sign Up for Our Newsletter' (with an envelope icon), 'Contact Us' (with a phone icon), and 'Watch Our Video' (with a play button icon).