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# Headwaters Health Care Centre kicks off $3.5 million fundraising campaign

Written By **Sam Odrowski**

Headwaters Health Care Centre (HHCC) is launching a $3.5 million fundraising campaign called ?Investing in a Clearer Picture? that will bring state of the art diagnostic imaging technology to the hospital.

The diagnostic imaging department at Headwaters is struggling with aging equipment that's at its end of life, due to exponential growth in patient volumes and tremendous wear and tear on the machines over the last decade. On average, Headwaters does 91,000 diagnostic imaging tests and delivers 900 babies per year.

?We know the diagnostic imaging touches just about every single patient that comes into the hospital, whether it's a kid with a broken arm or cancer treatments,? said Danielle Gibb, director of leadership and planned giving at Headwaters Health Care Foundation (HHCF).

While health care is free in Canada, hospitals have to fundraise to cover the purchase of new equipment, so Headwaters is looking to the community for monetary donations. During the last six months, the hospital has reached out to its donors and quietly raised over $1.1 million to jump start the campaign.

For the months of April and May, all donations will be matched dollar for dollar to a maximum of $200,000, by an anonymous first-time supporter of Headwaters and will go towards purchasing two new ultra sound machines.

?We are thrilled to have a first-time supporter challenge the community with a matching gift to support our urgent campaign needs. The Headwaters community has been very supportive during the unprecedented challenges presented to us by COVID-19, and we hope they continue and support the equipment needed to diagnose and ensure excellent care close to home,? said Dora Boylen-Pabst, CEO of HHCF.

A total of four ultra sound machines will be purchased through the campaign, along with a new mammography machine with tomosynthesis (3D breast screening device), a bone density machine, a new and fully outfitted X-ray room and a C-Arm for the hospital's surgical suite to display high-definition video.

Gibb noted that new diagnostic imaging equipment has evolved greatly since the original machines were purchased 10 years ago. The new equipment provides better imaging quality, faster imaging times, and emits less radiation.

?I am living proof that having proper technology can improve our quality of life. Because my cancer was detected within the early stages, I was able to have my chemotherapy treatment at Headwaters,? said Jamie Willcott, Headwaters' patient and cancer survivor.

To make a donation, visit: https://www.hhcfoundation.com/ and select the ?Donate Now? button at the top right-hand side of the webpage. Individuals looking to make a donation can also call Headwaters Health Care Foundation at 519-941-2702 (ext.2303).

Gibb said she encourages people to create their own personal fundraiser for Headwaters on social media and challenge their friends and family to donate.

?Every dollar helps,? she stressed. ?A lot of people think their $5 doesn't matters, but if 100 people give $5, what is the impact of that??