



It's Our Future



FOR IMMEDIATE RELEASE:

The Branscombe Family Foundation Donates \$2.5 Million to the "It's Our Future" Campaign

Niagara Region, ON – [September 19, 2024] – The Niagara Health Foundation is honoured to recognize The Branscombe Family Foundation as a "Founding Donor" as they came early to support the *It's Our Future* campaign. Their generous donation of \$2.5 million in support of the new South Niagara hospital will help bring this transformational project to life.

The donation will see \$2 million in support of the Mental Health & Addictions and \$500,000 towards Endoscopy equipment. In recognition of The Branscombe Family Foundation's generosity, the Mental Health and Addictions Ambulatory Services department will be named "The Branscombe Family Foundation Mental Health and Addictions Services." Additionally, three endoscopy rooms and the Outpatient Care Procedures Waiting Area will bear The Branscombe Family Foundation's name.

Established by Frank and Mildred Branscombe in 1977, The Branscombe Family Foundation has been dedicated to promoting health, education, and social well-being in the Niagara region. From the beginning, the Foundation has been dedicated to promoting higher education for students graduating from high school, and assisting in the improvement and quality of healthcare and social programs - serving the Niagara Region when and where it is needed the most. The Branscombe Family Foundation has previously donated over \$3.5 Million in support of Niagara Health over the past 30 years which has supported the purchase of endoscopy equipment, MRI equipment, CT scanners, pediatric equipment, hospital beds and other urgently needed patient-care equipment items across all the Niagara Health sites.

This transformational gift will be pivotal in improving mental health and addictions services at the South Niagara hospital, addressing a critical need that has become even more pressing in the wake of the COVID-19 pandemic. The new Mental Health and Addictions Ambulatory Services area will provide a holistic recovery model of care, focusing on the physical, emotional, spiritual, cultural, and social needs of clients and families.

"In Niagara, we are seeing a significant rise in mental health patients accessing hospital services. That's why this generous \$2.5 million gift from the Branscombe Family Foundation Mental Health and Addictions Services is so important and impactful. It will help us offer much needed care to more people in need in Niagara," - Lynn Guerriero, President and CEO of Niagara Health

"We are deeply grateful to the Branscombe Family Foundation for their incredible donation and unwavering support of the 'It's Our Future' campaign. Their generosity will have a profound impact on our community. This donation will enable Niagara Health to provide essential services and care, ensuring a brighter future for those facing mental health and addiction challenges. Thank you for being a beacon of hope and making a lasting difference in the lives of so many." - Andrea Scott, President and CEO of Niagara Health Foundation.

It's a joy to see how the Branscombe Family Foundation, long trusted stewards of the community, have come forward in such a meaningful way to support the hospital. This will be part of their legacy to Niagara's families for decades to come." - It's Our Future Co-Chairs Mayor Jim Diodati and Harry Oakes.



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Located at the corner of Montrose and Biggar roads in Niagara Falls, the new hospital will have 469 beds, adding 156 more beds to the Region. It will feature centres of excellence in complex care, wellness in aging and stroke, a full-service Emergency Department and Intensive Care Unit, surgical care, dialysis, diagnostics and more.

For more information about the new South Niagara Hospital, the *It's Our Future* campaign, and the more than \$62 million in support the campaign has received, please visit www.ItsOurFuture.com.

About the Niagara Health Foundation: The Niagara Health Foundation remains committed to its mission of enabling Niagara Health to deliver the best possible care to patients across the Region. Through collaboration with dedicated donors, the Foundation acquires and responsibly manages donations aimed at supporting the purchase of essential equipment, research, education, and funding capital and redevelopment initiatives at Niagara Health.

For more information or media-related inquiries, please contact:

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