

Growth in philanthropic giving in New Brunswick creating opportunities

SAINT JOHN, March 22, 2019 With an ever-increasing need of support for health care in New Brunswick and the potential for donors to help meet that need, the Saint John Regional Hospital Foundation is mobilizing and expanding its resources.

To assist in reaching these new opportunities, The Foundation has hired Cindy Floyd as its newest Leadership Giving Officer.

Cindy has a successful history in the non-profit world, most recently as Vice President of Philanthropy and Communications at the YMCA of Greater Saint John.

“We have seen real growth in demand for our time and resources,” says Foundation President and CEO Jeff McAloon. “That means more people and companies are looking for a chance to contribute to advancing health care in New Brunswick. Cindy’s knowledge and enthusiasm are exciting additions to a team focussed on finding the perfect fit for donor and project.”

Cindy will use her significant experience working with volunteers and donors throughout the fund development cycle, both during and in-between major capital campaigns.

“I am very excited to join the great team at the Saint John Regional Hospital Foundation,” Cindy says. “It is an honour and a privilege to be a part of an organization that inspires the power of community to transform healthcare.”

Cindy joins the Foundation at a crucial time.

The Foundation is halfway through an ambitious, four-year, 12 million dollar plan to expand and renovate Clinic 1 at Horizon’s Saint John Regional Hospital. This clinic is the busiest in the Hospital, with some 40 thousand patients seen each year. The clinic has not seen substantive improvement in almost 40 years.

To contact Cindy, or learn more about The Give Campaign, call 506.648.6400 or email cindy.floyd@horizonnb.ca

About the Saint John Regional Hospital Foundation

The Saint John Regional Hospital Foundation raises money for medical projects, spaces and tools not covered by traditional government funding. It also supports mental wellness, research, education and patient comfort. Many of the projects supported by the Foundation’s fundraising are suggested by health care professionals who see a patient need not being met. Learn more at thegive.ca .