

For Immediate Release
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MEDIA RELEASE

Announcing Southlake Regional Health Centre Foundation's new President and Chief Executive Officer

Newmarket, ON – Following an extensive Canada-wide search, we are pleased to announce Susan Mullin, CFRE as the incoming President & CEO of Southlake Regional Health Centre Foundation, effective August 28, 2017.

Ms. Mullin brings to the role 30 years of fundraising experience in the health care and higher education sectors, including as the executive lead accountable for campaigns, major individual and corporate giving, as well as community programs. She has worked extensively with business and community leaders along with physicians and researchers on campaign cabinets and boards of directors, as well as on building motivated and donor-centered staff teams focused on creating opportunities for meaningful philanthropic impact.

Most recently, Ms. Mullin spent eight years with the Centre for Addiction and Mental Health (CAMH) Foundation as Senior Vice President, Philanthropy shaping and driving two important campaigns, including a soon-to-be-completed \$200 million campaign – a new benchmark for mental health fundraising in Canada. Prior to that, Ms. Mullin helped to build a strong major gift program at York University as part of an ambitious \$200 million York to the Power of 50 campaign. Ms. Mullin focuses on partnering with the leaders of the institutions she supports – executives, doctors, researchers and academics – to build a strong culture of philanthropy that inspires donors at all levels of giving.

Ms. Mullin received the Association of Fundraising Professionals (AFP) Greater Toronto Chapter's Outstanding Fundraising Professional Award in 2010. She is a respected contributor to the profession having served in many capacities including as the President of AFP's Greater Toronto Chapter; the Chair of AFP's Canadian Government Relations Committee; and as a member of national and international conference planning committees; and as a speaker. Ms. Mullin is currently a mentor in AFP's Fellowship in Inclusion and Philanthropy Program.

Southlake Foundation recently developed a revenue generation plan that will serve as the basis for a 10-year fundraising strategy. Working closely with the incoming President and CEO of Southlake Regional Health Centre, Ms. Mullin will be instrumental in putting this plan into action over the next several years, implementing new strategies to meet these bold fundraising goals that will allow the Foundation to support the urgent priorities for equipment, technology, infrastructure and more, required for Southlake to meet and exceed the expectations of people of York Region.

“At Southlake, we are fortunate to be part of such a generous community,” said Ms. Mullin.

“And it’s that support that has truly built this hospital from the ground up. My commitment is to work with and for the community and our generous donors, who share the same passion of our physicians, staff and volunteers to stay on the cutting edge of innovation. Philanthropy can transform the way we do things. Together, we will achieve the ambitious vision for the future of Southlake.”

About Southlake Regional Health Centre Foundation

Since the inception of Southlake Foundation in 1980, over \$100 million dollars has been raised in support of Southlake Regional Health Centre. Working with members of the community, hundreds of volunteers, the Southlake Family and our incredible donors, Southlake Foundation will continue to support life-saving medical equipment, infrastructure upgrades and expansions, patient programs and staff education, all for the goal of transforming the lives of patients and families, close to home. For more information visit: www.southlakefoundation.ca

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Michelle Waller

Associate Vice President, Donor Experience
Southlake Regional Health Centre Foundation

e: MWaller@southlakeregional.org

c: (289) 380-2041

toll free: 1-877-457-2036