

Grand ROUNDS

Reaching out to our seniors during the pandemic



At Renfrew Victoria Hospital, we care about the donors who support us and their wellbeing.

On January 11, the RVH Foundation launched round two of its “Touch Base” program. Foundation staff have been reaching out to senior donors just to say hello and see how they are coping with the current COVID-19 lock down situation, and to provide an opportunity for friendly conversation.

“Our donors are important to us and we want them to know we are thinking about them. We just call to have a friendly chat,” shares Melanie Clemmer, RVH Foundation Development Coordinator.

Between January 11 and 28, they will try to reach as many seniors on their donor list as possible and there’s absolutely no ask to donate. They will also be sending out some Touch Base cards to donors.

“We know how difficult it is to for everyone during this time to be isolated from others, but it is especially hard on our senior community. We simply want them to know that we are here for them,” says Patti Dillabough, RVH Foundation Executive Director.

Barb, one senior who received a call, noted, “It’s so nice to see the Foundation making these calls. It never hurts to have a phone call. We appreciate that these days more than ever.”

The Foundation also ran this innovative program in early May after the initial shut down, and received many positive comments from the folks they were able to connect with, confirming how much it meant to them.

“We did the phone calls in May and then sent out Kindness Grows cards with some seeds for Senior’s Month, so our Senior members could plant a flower and watch it grow over the summer and remind them that they are appreciated,” notes Dillabough.

