

## **Perley Health Launches Biggest Campaign in its History**

### ***Funds will go towards further research in Frailty-Informed Care.***

**Ottawa – June 6<sup>th</sup>, 2022** – Hitting fundraising milestones is always a big deal, but it becomes an even bigger celebration when you reach them ahead of schedule. Two years into a planned five-year campaign, Perley Health Foundation has already raised more than \$7.5 million of the \$10 million goal.

“We are so grateful for the community’s response so far, especially during a pandemic and with many other worthy causes needing funds,” said Delphine Haslé, Executive Director of Perley Health Foundation. “We hope that people can dig a little deeper so we can fully fund the Centre’s plans to improve Senior and Veteran’s care in Ottawa and across Canada.”

The money raised through the Foundation’s Answering the Call campaign will support the Perley Health Centre of Excellence in Frailty-Informed Care™ focusing on exceptional care, research, innovation, and education. This is the largest fundraising campaign in Perley Health’s 25-year history.

Traditionally, senior-focused health research receives much less support than other health sectors. The Perley Health Centre of Excellence in Frailty-Informed Care was created to help fill this gap with applied, action-oriented research that has been proven to lead to improved care and quality of life for Seniors and Veterans.

Enhancing and innovating Senior and Veteran care is what Perley Health does best. One of the Centre of Excellence’s projects is studying the benefits of social visits between university students and residents. The results will help improve care here in Ottawa and will be shared across Canada to help Seniors and Veterans nationwide.

In essence, that is what Perley Health is all about. Combining innovative research with exceptional care to help educate today’s and tomorrow’s Long-Term Care professionals on best practices in frailty-informed care. That recipe for success is what drives Perley Health forward and is what older Canadians and their families deserve.

“The COVID-19 pandemic was very challenging for older adults, it increased their isolation and eroded their sense of community which is vital to their health,” said Dr. Annie Robitaille, the Centre of Excellence’s Research Chair. “June is Senior’s month, which makes this an opportune time to think about the lessons we have learned and better inform our future health care and policies.”

Perley Health Foundation launched its campaign, Answering the Call this morning at Ottawa City Hall to raise the last 25% of its target.

The fundraising effort is ongoing, so if you would like to support the important work done by Perley Health Centre of Excellence in Frailty-Informed Care™, please consider donating to the campaign.

### **About Perley Health**

Perley Health is a unique and innovative campus of care. Home to more than 600 Seniors and Veterans living in independent apartments or receiving long-term care, Perley Health is also a centre for research, education, and clinical and therapeutic services. From the person-centred and frailty-informed care we provide within our walls to the imperative research we conduct to inform the greater community – everything we do ensures Seniors and Veterans can enjoy their best quality of life, at any stage of the aging process.

To learn more about the fundraising campaign and the Centre of Excellence, please visit <https://www.answeringthecall.care/>.

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