FOR IMMEDIATE RELEASE

**Perley Health Foundation Celebrates Historic Success of**

**$10 Million Answering the Call Fundraising Campaign.**

**Ottawa, Ontario — November 21, 2023** — Perley Health Foundation proudly announced the successful completion of its "Answering the Call" fundraising campaign, achieving its ambitious $10 million goal. This achievement marks a historic moment in the foundation's history. It represents a significant milestone in supporting innovation and excellence in seniors and Veterans care at the Perley Health Centre of Excellence in Frailty-Informed Care.

The "Answering the Call" campaign, the largest fundraising effort ever undertaken by the Perley Health Foundation, aimed to raise funds to support research, innovation, education, and knowledge sharing to improve the lives of Seniors and Veterans. It also played a pivotal role in ensuring exceptional care for the 600 residents of Perley Health.

"We are overjoyed to announce that our community of supporters has answered the call in a remarkable way,” said Delphine Haslé, Executive Director of the Perley Health Foundation “This achievement reflects the unwavering dedication of our donors, volunteers, and partners who have enabled us to achieve our ambitious goal."

The funds raised through the campaign will enable the Perley Health Centre of Excellence in Frailty-Informed Care to undertake applied research, discover evidence-based, innovative solutions and expand knowledge sharing to address the unique care needs of Seniors and Veterans living with frailty.

"This successful campaign allows us to take significant steps forward in our commitment to transforming care for Seniors and Veterans,” added Akos Hoffer, CEO of Perley Health. “It supports our vision to help all Seniors and Veterans to live life to the fullest and to develop actionable knowledge to support person-centred care in Ottawa and beyond."

Perley Health Foundation extends its heartfelt appreciation to everyone who contributed to the "Answering the Call" campaign, making it a resounding success.

-30-

**Media Contact:**Jay Innes  
Director of Communications   
jinnes@perleyhealth.ca   
(W) 613-526/7170, x. 2207

(M): 613-608-3497

[www.PerleyHealth.ca](http://www.PerleyHealth.ca)   
  
  
**About the Perley Health Foundation:**

Perley Health Foundation is committed to improving the quality of life for seniors and veterans by enhancing the capacity and ability of Perley Health to deliver programs, services and person-centred care. Through fundraising efforts and community partnerships, the foundation empowers research, innovation, education, and knowledge sharing, ensuring seniors and Veterans receive the exceptional care they deserve.

For more information about the Perley Health Foundation, please visit [www.perleyhealthfoundation.ca](http://www.perleyhealthfoundation.ca).

**About Perley Health:**  
Perley Health is a unique and innovative community that empowers Seniors and Veterans to live life to the fullest. Home to more than 600 Seniors and Veterans in long-term care and in independent apartments, Perley Health provides a number of clinical, therapeutic and recreational services to residents, tenants and people from across the region. One of the largest and most progressive long-term care homes in Ontario, Perley Health is also a centre for research, education, and clinical innovation. The Perley Health Centre of Excellence in Frailty-Informed Care™ conducts and shares the practical research needed to improve care. Future caregivers come here to study and to acquire hands-on skills and experience. The Perley Health Foundation is the engine powering our mission to achieve excellence in the health, safety, and well-being of Seniors and Veterans. Every donation empowers us to provide exceptional care while pursuing the research needed to deliver transformative advances.