

****FOR DISTRIBUTION TUESDAY, APRIL 21, 2020 AT 6 A.M. ET****

CANADIAN HOSPITAL FOUNDATIONS LAUNCH THE FRONTLINE FUND TO SUPPORT THE FIGHT AGAINST COVID-19

New fund provides Canadians with a way to donate money that will go directly to more than 100 participating hospitals battling COVID-19 from the front lines

\$8.5 million already committed from Canadian organizations

(TORONTO) April 21, 2020 - Canadian frontline healthcare workers are caught in a fight with COVID-19 and need our support to help fight this crisis. In response, hospital foundation leaders across Canada have come together to launch The Frontline Fund - a way for all Canadians and Canadian corporations to help arm frontline healthcare providers with the supplies, supports and research funding they need to fight this public health emergency and to support northern communities and indigenous health.

“The situation our frontline healthcare workers are facing is unprecedented,” said Caroline Riseboro, President and CEO, Trillium Health Partners Foundation, a member of the steering committee for The Frontline Fund. “They are working around the clock, at risk of contracting COVID-19. They are isolating themselves from their families to avoid spreading the virus. They are tired, anxious, and under relentless pressure to keep fighting. And yet, every day, they go back to work to protect us. We need to protect them, too.”

Due to all the important work going into fighting the novel coronavirus, hospitals are facing unprecedented costs and strain, which are being shouldered by the healthcare workers on the frontline. When Canadians donate to The Frontline Fund, they will be providing relief to these valiant caregivers through three key pillars:

1. **Supplies:** From personal protective equipment (PPE) like masks, disinfectants, and disposable clothing; to life-saving ventilators and testing equipment; to the digital infrastructure needed to enable virtual patient care, frontline healthcare workers need more tools to win this battle and keep Canadians safe.
2. **Supports:** Being on the frontlines of this pandemic takes a huge toll. Gift cards, peer-to-peer mental health support, and hotel rooms near the hospital will help our frontline workers protect their families, get much needed rest, and prepare themselves for the effort ahead.
3. **Research:** Hospitals need funding to conduct vital research like clinical drug trials to discover therapeutic breakthroughs and intense vaccine development efforts.

The Frontline Fund is grateful to its founding partner donors for their generous early support. These include Lead Financial Institution donor TD Bank Group with a donation of \$1 million, Maple Leaf Foods with a donation of \$2.5 million and the CMA Foundation, with a donation of \$5 million for a combined total of \$8.5 million in contributions to date.

Michael McCain, CEO of Maple Leaf Foods, made a generous donation on behalf of the company in hopes of inspiring others to give. “Our governments are doing everything they can to help, but they can’t do it alone,” said McCain. “Our healthcare workers are not just on the front lines - they are the last line of defence against COVID-19 and without them, we are hopeless. We need to do everything we can to support them right now.”

The Frontline Fund has partnered with CanadaHelps.org to make it easy and efficient for Canadians to get involved. All donations from individuals will flow through Canada Helps and be aggregated so that funds given remain in the province of the donor. Individuals and corporations can donate to The Frontline Fund by visiting FrontlineFund.ca. The first round of fund disbursements will take place on April 30, 2020.

Additional Quotes

For the CMA Foundation, which provides charitable giving to registered Canadian charities and qualified donees that further excellence in health care on behalf of Canada's physicians, Frontline Fund for healthcare workers represented the right opportunity to benefit hospitals and health care workers on the front line of COVID-19. "Physicians and healthcare workers are facing unprecedented pressures and challenges and it is important that we all step up to help in whatever way we can. We are confident that this initiative will bring support where it matters most at this moment: in our hospitals where COVID-19 patients are being treated."

-Allison Seymour, Executive Vice-President, Strategy & President, CMA Foundation

"TD has a long-standing history of community support and, in the face of COVID-19, our commitment is more important than ever. The Frontline Fund provides an opportunity for all of us to give our healthcare workers and hospitals a fighting chance through this pandemic. In addition, through our global corporate citizenship, the TD Ready Commitment, which leverages the power of our business, philanthropy and human capital together, TD will be matching colleague donations directly made to The Frontline Fund, along with other on-the-ground organizations that need it the most."

-Andrea Barrack, Global Head, Sustainability and Corporate Citizenship, TD Bank Group

About The Frontline Fund

The Frontline Fund was created by leaders in the healthcare fundraising sector who formed a national coalition to help leading Canadian hospitals and foundations raise urgently needed funds to support the highest priority needs of participating hospital foundations, including to support COVID-19 and support for the Northern Territories and Indigenous health. The goal is to provide Canadians with an easy, streamlined way to support hospitals in the form of financial assistance. The hope of this national collaborative effort is to raise awareness for this urgent need and to provide an easy, one-stop solution for Canadian individuals and businesses who want to help. To learn more, visit FrontlineFund.ca.

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