

FOR IMMEDIATE RELEASE

January 15, 2024

## PALLIATIVE MANITOBA SUCCEEDS IN FIRST MATCHING GIFT CAMPAIGN

### Community and government come together to help raise over \$60,000 for Endowment Fund

*Winnipeg, Manitoba:* With \$20,000 in matching gift funds generously donated by Johnston Group and Payworks, Palliative Manitoba was hoping to raise \$40,000 towards their endowment fund in celebration of the organization's 40<sup>th</sup> anniversary in 2023. To date they've raised over \$67,000, making this the most successful fundraising campaign in their four decade history.

*'The board and I were hoping a match campaign would encourage regular donors to give a little extra this year, but we never expected this!' says Jennifer Gurke, Executive Director. 'Not only did we exceed the \$40,000 we had hoped to raise, but a generous \$20,000 grant from the province helped knock this campaign out of the park!'*

Palliative Manitoba, which provides support and services across Manitoba free of charge, celebrated their anniversary throughout last year including a butterfly release in June and a multicultural showcase gala in October in addition to their regular annual events.

*'An endowment campaign was the perfect way to celebrate 40 years serving Manitoba. It helps us make sure there will be consistent funding in years to come.'* comments Lindsay Felstead, Development Coordinator. *'None of this would be possible, though, without the incredible support from the community. The generosity of Manitobans never ceases to amaze me.'*

*Palliative Manitoba is a registered charity focused on easing the suffering of the dying and the bereaved. Serving as a vital resource for individuals, families and caregivers, Palliative Manitoba provides programs, services, education and information to lessen the stress at end of life. Palliative Manitoba also aims to enhance the profile and understanding of palliative care in the province. For more information, visit: [www.palliativemanitoba.ca](http://www.palliativemanitoba.ca).*

-- 30 --

For more information or to request an interview, please contact:

Lindsay Felstead, Development Coordinator

204-889-8525 ext. 221

[lfelstead@palliativemanitoba.ca](mailto:lfelstead@palliativemanitoba.ca)