

Alexandra Marine & General Hospital Foundation Kicks off Two-Year Regional Magnetic Moments Capital Campaign to Purchase an MRI for Local Hospital

- Fundraising goal of \$6,500,000 to be pledged over the next 24 months
- \$960,423 raised to date
- Local doctor and Chief of Surgery Dr. Tiffaney Kittmer to chair the Magnetic Moments capital campaign

Tuesday, Dec 2, 2025, (Huron County) - Today the Alexandra Marine & General Hospital Foundation officially launched their two-year Magnetic Moments capital campaign with a goal to raise \$6,500,000 to bring an MRI machine - the first in Huron County - to Goderich. This diagnostic imaging machine will strengthen regional health care and expand the hospital's suite of top-notch diagnostic services provided locally.

Having quietly kicked off the Magnetic Moments campaign during the foundation's annual Long Table Dinner on August 24, 2025, Foundation executive director Kimberley Payne announced during the December 2 launch at Cowbell Brewing that the AMGH Foundation has raised **960,423** to date through gifts, pledges and third-party events.

Local doctor and Chief of Surgery at Alexandra Marine & General Hospital, Dr. Tiffaney Kittmer will lead the campaign as chair, with community champions Natasha Fritzley, Liz Higgins-Sager, Vanda McNeil, Justin Reid, Tracy Telfer, and Florence Witherspoon serving as the campaign cabinet providing strategic direction. Ambassadors Ralph Rubino and Pamela Somers, with other community folks stepping forward, will assist with securing the funds needed within the timelines established.

Says Dr. Tiffaney Kittmer of her role as Magnetic Moments campaign chair, "I was honoured to be asked to chair this committee. In reviewing the business case submitted to the Government of Ontario and reading the 14 signed letters of support from various government officials, doctors, community and business associations, and all 23 of the radiologists who support our current imaging department, I knew that there was not only community need, but strong community support. These words of support sealed my decision to chair a committee that will certainly leave a legacy in the community."

Approved by the Government of Ontario and announced on December 19, 2022, the AMGH Foundation has two years to raise the funds within the community. The strategy shared during the kick-off event includes major gift solicitation, community appeals, special events, speakers' tours at local businesses and community organizations, third-party fundraisers, and grant applications.

Says Kimberley Payne, Executive Director of the AMGH Foundation, "What most people don't realize is that hospital foundations cover the costs of any hospital equipment over \$1,000 with

funds raised by the community. The \$6,500,000 required to purchase and install the MRI machine here in Goderich is no exception.”

While the RFP for the MRI machine is currently live, hospital management intends to announce the vendor in January. Structural updates required to house the machine on the ground floor of the hospital will commence in due course with for a plan for the unit to be installed in 2027 and operational in 2028.

Says Laura Herman, Chair of the AMGH Foundation, “We have a team of dedicated community champions ready to not only raise the funds needed, but reduce wait times, the need to travel long distances for an MRI, and truly strengthen regional healthcare in Huron County.

For more details or to get involved in the campaign, please visit: [AMGH Foundation - Magnetic Moments](#).

– Ends –

High resolution images available at:

https://drive.google.com/drive/folders/1EzF9x5GWRMUxcSnXjxZICDP5oaTfu8TP?usp=drive_link

For more details, please contact

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