



Western Regional Hospital Foundation
P.O. Box 2005 Corner Brook, NL A2H 6J7
Phone: (709) 637-5353 Fax: (709) 637-5274
foundation@westernhealth.nl.ca
Charitable Registration #88942 0790 RR0001

March 6, 2024

Mr. Mark Kilfoil
NCRA/ANREC
PO Box 81044
World Exchange Postal Outlet
Ottawa, ON, K1P 1B1

RE: Recommendation for 100.1 BayFM for Excellence in Community Engagement

Dear Mr. Kilfoil and Board Members:

Thank you for recognizing community and campus radio stations through NCRA's CRABO Awards program. I think this is a wonderful way to celebrate and inspire radio personalities and staff for their incredible work across many exciting categories.

I would like to share my support and great appreciation for BayFM in Corner Brook, NL for the incredible work they do in community engagement.

BayFM is truly a community radio station in all senses of the word. They are always there to support local events, to share community news and to promote and cultivate local talent.

Personally, as the Executive Director of the Western Regional Hospital Foundation, the only regional Hospital Foundation on the West Coast of NL, the support of BayFM has been integral to the work we do in the community.

Their enthusiasm to help improve local healthcare has proven to be a truly wonderful asset, not only to our Foundation, but to our Regional Hospital and all the members of our region who depend on it. The staff and volunteers at BayFM have set a very high standard for volunteerism and community engagement through their immeasurable involvement and support.

In addition to the support and promotion of our events all throughout the year, BayFM came on board with our Foundation this year to broadcast our signature event, our Annual Radiothon. This event took place on September 29th, 2023 with broadcasting from 7 AM until 5 PM. There was great participation from all BayFM staff and volunteers throughout the lead-up to the Radiothon and on event day in a wide variety of capacities including recording promotional materials for the event, meeting and greeting our volunteers and donors, interviewing guests on air throughout the day, barbecuing outside the station as an additional fundraiser for our cause and absolutely anything else that needed to be done throughout the day!

This event was a resounding success and together, we raised an incredible \$457,363.79. With the Provincial Government's contribution to the event of \$200,000 that was announced on the air at Radiothon by the premier of NL, Dr. Andrew Furey, our fundraising total for the day was bumped up to an amazing \$657,363.79. This was a very proud accomplishment and we couldn't have done it without the support, professionalism and kindness of the team at BayFM.



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The Western Regional Hospital Foundation hosts a variety of other fundraising events throughout the year and BayFM always supports these in many ways. They include content promoting our events in their programming, they bring our staff and volunteers live on air to discuss our events and share with listeners how the money raised will impact the community and improve healthcare for our entire region.

Not only does BayFM support our Foundation, but they provide support to many other charities and special events in our community and help them achieve their mission and mandate. The staff and volunteers of BayFM can often be seen out in the community volunteering their time hosting and emceeding events such as trivia competitions, game nights, community fundraisers and variety shows. They also have a strong presence at community-centered events such as Winter Carnival, Corner Brook Day, Family Day in the Park, the Santa Claus Parade and Canada Day celebrations, just to name a few. Members are involved personally in organizations including but not limited to the Corner Brook Kinsmen, the Corner Brook Winter Carnival Committee, The Women's Centre, Off Broadway Players and the Alzheimer Society. They are all around community minded people in every way.

BayFM engages the community by ensuring their content is relevant and interesting to their listeners. It's radio about the community, for the community. They believe in the causes closest to home and they support them in every way they can. They are a strong team and are very committed to the needs of the people of the region. When dropping into the station from time to time, I have found them working together, brainstorming ways to improve their involvement in the community and to make a stronger connection with their listeners, always through giving back.

I would like to both commend BayFM on the work they do every day to make community radio a reality in Western NL and thank them for the wonderful work they have done for us over the years.

Without hesitation, I would strongly recommend BayFM for "Excellence in Community Engagement" and I look forward to where this station will go in the upcoming years. It is certain, their future is bright!

We are honored and privileged to have had BayFM support our Hospital Foundation this year and we look forward to working together again in the future.

If you have any questions, please feel free to reach out by phone at 709-784-5353 or by email at suzannecarey@westernhealth.nl.ca.

Kind Regards,

Suzanne Carey
Executive Director
Western Regional Hospital Foundation