

July 30, 2014

Re Reference Letter for Donna Dixon

Shortly after being hired by the Board of Directors for the Chilliwack Hospital & Health Care Foundation (CHHCF) to begin setting up the organization, Donna came to me and asked if I would consider joining the Board as a representative of the family physician community. Although I had to consider the impact of adding yet another responsibility to my busy practice and family life, when Donna shared the exciting new healthy living mandate of CHHCF, I could not resist being part of something that aligned so well with my own values.

From the outset, I appreciated that Donna worked hard to ensure consistent and thorough board communications and it was frankly sometimes difficult to believe that one person was accomplishing so much from week to week. A passionate health advocate herself, Donna felt it was very important to ensure that board members and staff were authentic to the brand and she worked hard to ensure that our partners and sponsors clearly knew that we intended to change the health of our community.

As a family physician, I am actively involved in the leadership of our local Division of Family Practice and in working with young doctors completing their residency in Chilliwack. Despite being the sole employee for the first six months and tremendously busy with the logistics of setting up a new organization, I was always impressed with how quickly Donna responded to emails and to suggestions that required follow up that I would send her. She was always eager to find ways to enhance an existing program, involve a new partner or find a way to engage our sponsors.

Board meetings were consistently an uplifting experience thanks to Donna's great and thorough reports combined with the always enthusiastic discussion around upcoming meetings and presentations in the community.

Through the partnership she secured with the Chilliwack Division of Family Practice, Donna found multiple ways to engage and assist us in our mandate to increase community engagement and raise our profile. Her creative and passionate commitment to finding a way to get things done resulted in a very impressive list of accomplishments within two short years.

As a passionate advocate for breastfeeding, I have been delighted with the tremendous progress made in creating awareness about the benefits of breastfeeding throughout the community using effective marketing strategies supported by, and leveraged through, CHHCF.

Using social and traditional media, combined with a very consistent and brilliant marketing strategy, Donna quickly garnered brand recognition for CHHCF and inspired our community to believe that we could change the dire health statistics of our region and improve the health of our citizens. Despite political and difficult circumstances beyond her control, Donna was always determined to find a way to move forward and beyond the challenges.

I enjoyed working with Donna and believe any organization would be fortunate to have her working on their behalf. She is motivated, committed, requires very little direction and applies limitless passion and enthusiasm to any task she is given. We will miss her in Chilliwack.

Sincerely,

Dr. Chantal Chris, MD CFPC