

Taking the Plunge, A Community United for Better Health Care



Published by: Hani Roustom, CEO, Friday Harbour Resort

“It takes courage to step into freezing water, but it takes a community to build a hospital.”

That thought crossed my mind as I stood on the dock overlooking our Marina during this year’s Take the Plunge event at Friday Harbour Resort. Even though it was a warmer day, the water was unmistakably cold. And yet residents, partners, our team members, and supporters, all stood along the Marina’s edge in support of a common purpose.



Some had come ready to leap into the icy waters, while others came to cheer from the sidelines. What united everyone that day was the shared belief that together, we can make a meaningful difference.

Community is at the heart of Friday Harbour, and Take the Plunge is a perfect example of our team, residents, and visitors coming together for a meaningful cause.

Each year, Take the Plunge brings us together in support of the Keep Life Wild campaign, an initiative led by the Royal Victoria Regional Health Centre Foundation. The goal is ambitious: raise \$100 million to expand healthcare services in our region and build a much-needed healthcare facility in Innisfil.

For many families in our growing community, access to healthcare still means travelling elsewhere for urgent care and hospital services. The vision behind this campaign is simple: we need to pull together to bring quality healthcare closer to the people we love here at home.

What continues to inspire me most about this event is the spirit of the people who show up year after year. Standing there and looking out across the Marina, my first thought was “wow, these people are brave.” But I was also reminded how powerful a community can be when it rallies around a shared cause. Participants embraced the challenge with enthusiasm, our team members supported them behind the scenes, and spectators brought their warmth and encouragement.

Moments like these show us that meaningful change is possible when individuals, organizations, and communities come together with a common purpose.

Thank you so much to everyone who participated, supported, and helped make this year’s event possible. There are too many names to thank, but we are grateful for the recognition extended by MPP Andrea Khanjin in honour of this event, highlighting the impact of our collective efforts on the community. I would also like to thank Mayor Lynn Dollin, Fire Chief Brent Thomas, and our councilors for their presence and continued support of our community.

While the water may be cold, the warm spirit of our community only grows stronger each year.

I look forward to seeing many of you again next year as we once again take the Plunge for Our Community’s Future.