

our INSPIRATION

A MONTHLY NEWSLETTER FROM SICKKIDS FOUNDATION

Newly renovated lounge promises to be 'home away from home' for patients

Patients, their families and staff at The Hospital for Sick Children recently celebrated the grand reopening of Marnie's Rainbow Lounge – all thanks to funds generously provided by Mattamy Homes Limited through SickKids Foundation.

After undergoing a lengthy reconstruction, Marnie's Rainbow Lounge now offers a wider variety of programming, along with cooperative and competitive games, music players,



computers, movies and a full-size pool table. There is also a brand new kitchen with height-adjustable countertops and more functional activity space, accommodating patients who are solely dependent on walkers, wheelchairs and IV poles. For those wanting some peace and quiet, a 'rest and relaxation' area is readily available.

In the playroom and at the bedside, the hospital's Department of Child Life is responsible for supporting the psychosocial wellbeing of children and adolescents by providing opportunities for creative expression and self-mastery. In the new space, hospital staff will be better equipped to assist patients with their special needs, according to Child Life Specialist Jane Darch, who supervises Marnie's Rainbow Lounge.

"This was the little project that grew into a dream playroom. It's simply amazing," Darch said. "Marnie's Rainbow Lounge is truly a 'home away from home' for kids when they come to the hospital. It is designed to be a recreational space that brings patients together with their family and friends. It's also everything a child specialist could want for any patient population."

Darch added that it is vital to care for and nurture sick children, so that they can progress to become healthy and productive adults in our society. "To do this, we must make patients feel like

they're not missing out and minimize their trauma of being at the hospital."

In 2006, Mattamy Homes Limited – through its "Tour de Blue" cycling team – raised the bar in their fundraising efforts for SickKids Foundation and Marnie's Rainbow Lounge, collecting \$390,000 through personal and corporate sponsors.

"Mattamy Homes has been pleased to be involved with the efforts at SickKids Foundation to renovate Marnie's Lounge," said Peter Gilgan, president and CEO of Mattamy Homes Limited. "We believe that this area of the hospital serves as a valuable resource for children and their families, during a difficult period in their lives. We hope that the renovations to Marnie's Rainbow Lounge, including improved services, enhanced technology and increased comfort, will bring a smile to the faces of these brave children."

To view the video of the renovated space, please visit www.sickkidsfoundation.com and click on the Tour of Marnie's Lounge – hosted by several Children's Council members.

Employee Profile Meet Dr. Ute Bartels

As a staff oncologist in SickKids Paediatric Brain Tumour Program, Dr. Ute Bartels is hard at work helping patients battle their childhood cancers.

Practicing medicine since 1990, Dr. Bartels first worked at the Children's Hospital of the University of Mainz/Germany, where her paediatric oncology training took place. She then joined SickKids Paediatric Brain Tumour Program within the Division of Haematology/Oncology in 2002 – first as a fellow and then as an assistant professor with the University of Toronto.

Recognizing the importance of philanthropy to the hospital, she also regularly participates in SickKids Foundation's initiatives. For example, every year, she joins Meagan's Walk, a 5 km-walk on Mother's Day that starts at Toronto's Ontario Place and ends at SickKids with a human hug of more than 1,500 participants around the hospital.

"I wanted to share the experiences of children and families within our program and the challenges of their illness to raise awareness and money for research or others facing similar struggles," Dr. Bartels said.

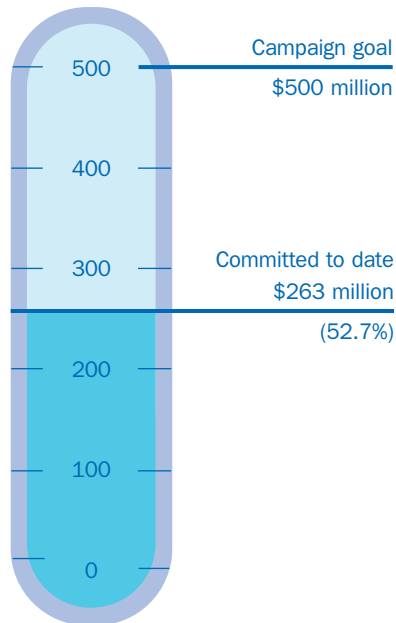
"Since I started at SickKids, I have witnessed the Foundation's many engaging endeavors that facilitate funding for research and enhance medical knowledge. I feel very fortunate being surrounded by so many dedicated people – those who don't hesitate to invest their time, energy and creativity in order to help bring forward optimized treatment of children suffering from life threatening diseases – and hope for a cure. If I was able to contribute a tiny bit in the spirit of the Foundation, I am happy."

Thank you Dr. Bartels!

How Donations Help SickKids

In December, SickKids Foundation granted \$5.2 million to the hospital, including \$193,793 to provide educational funding for nurses and professional services staff. Over the past eight months, the Foundation has granted more than \$49 million to the hospital.

SickKids Believe®. Campaign Update



The SickKids Believe Fundraising Campaign has already reached almost 53 per cent of its goal with \$263 million raised towards world-leading paediatric health care and research at SickKids. Between September to December of last year, through strategically placed advertisements in shopping malls, magazines and on various websites, we continued to educate the public about the importance of philanthropy to SickKids. Our “Lean on Me” commercials ran in movie theatres across the Greater Toronto Area and on select television stations.

These efforts, combined with ongoing Foundation activities, proved to be worthwhile as we celebrated a very successful holiday season, thanks to our committed donors. While the response was truly outstanding, it emphasized the ongoing need to support the level of health care and research for which SickKids is known.

Private donations cover the high costs of things that make SickKids a world leader in paediatric health research and care. They ensure that we are able to appeal to the best medical practitioners in the world and to provide the equipment they need to better serve children in Canada and abroad.

We hope that more people continue to “Believe. Donations make a difference.”



Foundation team profile: Meet the Individual Giving team

Private philanthropy from individuals is a long-standing tradition at SickKids Foundation – and is a critical part in advancing children’s health at The Hospital for Sick Children (SickKids). The Individual Giving portfolio is comprised of many hardworking professionals whose goal is improve the lives of sick children by securing sizable donations through various ways. Within this portfolio lies the Major Gifts team, the Gift and Estate Planning team, Children’s Circle of Care, and the Foundational Relations team.

Major gifts are defined as gifts of \$100,000 or more and support many of the priority initiatives at the hospital. The Major Gifts team works very closely with donors, often over many months or even years, to provide high level information about SickKids and to identify funding opportunities aligned with the donor’s area of interest. Endowments at SickKids require a minimum commitment of \$50,000 and can be individually named to honor a donor, family or loved one. Through their relationships with current and prospective donors, the team hopes to raise the funds required to allow the hospital to continue its important work in advancing children’s health. “Many major gifts, because of their size, provide significant resources to help meet the needs of the hospital, such as the recent expansion of the Haematology/Oncology department and the Cardiac Diagnostic Interventional Unit,” said Mridula Joyner, Senior Director, Major Gifts.

The Foundation’s Gift and Estate Planning team works closely with prospective and existing donors interested in making a future gift to SickKids. The goal of this team is to help donors structure a gift that is meaningful and that also suits their circumstances, including bequests, charitable remainder trusts, gifts of securities, life insurance, charitable gift annuities and donor advised funds, to name a few.

The Foundational Relations team works to build relationships between private funding foundations and SickKids Foundation, in support of research and clinical care initiatives at SickKids.

The Children’s Circle of Care (CCC) at SickKids Foundation is one of 22 chapters in the Children’s Circle of Care organization that spans North America. The mission of CCC is to advance philanthropy, which supports patient care, teaching, research and advocacy through educating and recognizing leading benefactors of participating children’s hospitals. On an annual basis, SickKids Foundation welcomes individuals as CCC members who make gifts totaling \$10,000 or more in a calendar year.

“The SickKids Believe Campaign has helped focus our fundraising efforts. We are confident that the Foundation can, and will, assist the hospital in achieving its aspirations for the future,” Cindy Yelle, Vice President, SickKids Foundation.

GET INVOLVED: EVENTS FOR SICKKIDS

Check this column every month for fundraising events happening in our community for SickKids and join in the fun!

Ciao Bella Dance Studio Dinner & Dance

• February 3, 2007

The Ciao Bella Dance Studio invites you to attend a special dinner and dance at the DaVinci Banquet Hall (5732 Highway 7 in Woodbridge, Ont.) Tickets are \$60 per person and include dinner, drinks and a classy DJ. For ticket information, contact Dana Vena at 416 938 3267 or ciaobella123@hotmail.com

Pedal Power Spinning Event

• February 4, 2007

Join us at Carpe Diem Fitness (3300 Ridgeway Drive Unit #14 in Mississauga, Ont.) between 8 a.m. and 6 p.m., and participate in the Pedal Power Spinning event in support of Hats Off 2 Kidz group, which benefits Leukemia Research at SickKids. Ride, donate, sponsor a rider, volunteer, bid on a silent auction item, buy a raffle ticket and be involved in an amazing community event. For more information, contact Barb, Rocchina or Karen at 905 699 1120 or www.carpediemfitness.ca

11th Annual Icewave Volleyball Tournament

• February 3 & 4 and February 17 & 18, 2007

Enter the largest indoor beach volleyball tournament in Ontario (Beach Blast, 15 Leswyn Drive, Toronto) and support The James Fund at SickKids Foundation. In 2001, eight-year-old James Birrell lost his life to neuroblastoma, a childhood cancer of the central nervous system. But an ever-expanding group of supporters are leading the charge to cure neuroblastoma and many other forms of children's cancer, through innovative research conducted through a fund bearing James' name. For more information, please visit www.heatwaveevents.com or call 416 237 0123.

From the Heart • February 9, 2007

From the Heart Fundraiser Gala & Silent Auction will take place at the Paramount Conference and Event Centre between 6 p.m. and 1 a.m. (222 Rowntree Dairy Road, Woodbridge, Ont.). All proceeds will support cardiology at SickKids. For ticket information or to make a donation, contact Cristiana Deachman at 416 902 6175 or kcaideachman@sympatico.ca

6th Annual Meagan's Walk Dinner and Dance Gala

• February 23, 2007

Join us for the 6th Annual Meagan's Walk Dinner and Dance Gala at the spectacular Liberty Grand (25 British Columbia Drive, Exhibition Place). All proceeds will support b.r.a.i.n.child and the Meagan Bebenek Endowment Fund at SickKids. B.r.a.i.n.child is a volunteer group of parents, family and friends who have the common experience of caring for children with brain tumours. SickKids houses the only research laboratory dedicated to paediatric brain tumour research in Canada. Tickets are \$100 each and include dinner, auctions, entertainment and cocktail drinks. The event starts with a cocktail reception at 6 p.m., followed by dinner at 7 p.m. For tickets or sponsorship opportunities, please call the Meagan's Walk office at 416 239 7843 or visit the web site at www.meaganswalk.com

SickKids Foundation Believes in SickKids

Thanks to the generous commitment of the staff at SickKids Foundation, a new overhead warmer was recently purchased for the Neonatal Intensive Care Unit through the SickKids Foundation Believe Fund.

Launched in 2005 in conjunction with the Believe Campaign, the Fund created an endowment through gifts and pledges from employees totalling an impressive \$316,901. Board member Kathleen Taylor also agreed to match the annual disbursement to the hospital.

More important than the total money raised was the overwhelming response received by the committee, which is made up of representatives from each department in the Foundation. This ensures that all opinions are carefully considered when it comes to voting on the item that will be purchased each year.

The workplace campaign helps the hospital purchase much needed medical equipment. It creates a family-centred environment and helps fund innovation through research. Recent significant breakthroughs at SickKids include discoveries related to infant heart transplants, stem cell research, kidney disease and cancer.

"Our warmest thanks go out to staff members who generously gave donations," said Diane Armes-Redrupp, who co-chaired the Believe Fund Committee along with Joanne Fraraccio. "Working in the Foundation gives us a unique perspective on the wonderful accomplishments of the hospital and the impact on the patients. We're really proud to support such important work for children."



21st Annual SickKids Radiothon

Mark your calendars, as the "Believe in SickKids" Radiothon is scheduled to take place live from the hospital's Garden Patio on March 28, 29 and 30. If you have been touched by a special patient or family who would be willing to tell their story on air, we would like to hear from you. Your story can make a difference. Please contact Lisa Charendoff, ext. 1372, Caroline De Silva, ext. 2039 or Lori Gilis, ext. 2040 .

Our Inspiration is published for the staff of SickKids by SickKids Foundation.

For submissions, inquiries, or comments, contact lori.gilis@sickkidsfoundation.com 416 813 6166, 1, ext. 2040

THE DEADLINE FOR THE MARCH ISSUE IS FRIDAY, FEBRUARY 16TH AT 5 P.M.

SickKids
FOUNDATION