



Investing in CHILD HEALTH

We make every dollar count.

SickKids
VS

Maximize impact

SickKids is a top-ranked, global leader in paediatric health care, but we will not rest on our laurels. In the groundbreaking SickKids VS Limits campaign, SickKids Foundation raised nearly \$1.7 billion, surpassing our \$1.5-billion goal by 12.5 per cent. For every 30 cents invested, we raised a dollar and saw a remarkable 56 per cent increase in annual fundraising revenue. This required a strategic investment in the Foundation to increase efficiencies and productivity, resulting in a higher return on investment and generating additional funds to address the hospital's most critical needs.

With the launch of the new [SickKids Precision Child Health](#) (PCH) campaign – a movement to understand and treat each child with individualized care – we continue to carefully invest in the Foundation's priorities to deliver on our fundraising aspirations and demonstrate the impact of the community's remarkable generosity.

Ensure transparency

SickKids Foundation optimizes the funds available to support the life-changing work of the hospital. While the cost to raise dollars is not a standard calculation across the sector, SickKids Foundation still compares itself to 20 related charities and foundations of similar size and scope every year. In 2022-23 our three-year cost per dollar average was in the mid-range at 29%. This is primarily driven by the Foundation's drive to raise significant unrestricted donations to support the hospital's core priorities. A large portion of unrestricted donations sustains funding for the world-class SickKids Research Institute (RI), a hub for discovery and big breakthroughs in children's health.

Our cost per dollar also reflects our diverse fundraising portfolio, which allows us to reduce risks, engage a wider group of supporters, and adapt to the changing external environment – all while strengthening our capacity to remain sustainable and advance child health.

Support a better future

The RI spends about \$300 million a year; donations comprise about one-third of that total. Donors help nurture the next generation of child health leaders and support their innovative ideas. Past donations enabled several significant research advancements like the discovery of the cystic fibrosis gene, part of the legacy of breakthroughs that transformed knowledge of the disease, leading to new diagnostic tools, treatment methods, and today's precision therapies. RI research also led to the world's first in-utero cardiac surgery, revolutionizing the outcomes for fetuses with congenital heart conditions, and an increase of knowledge through genomics for autism, cancers, cerebral palsy, rare diseases, and many more.

Commitment to research

Research dollars are among the most challenging funds to raise, and paediatric health research is consistently underfunded. SickKids Foundation has made one of the most significant commitments to child health research in Canada with a national and global impact. In Canada, only the government invests more than SickKids Foundation in child health research. As such, philanthropy is a pillar of research funding at SickKids. Every year, donors contribute about a third of research funding – with an excellent return on investment. For example, in 2022-23, every \$1 of unrestricted donor revenue invested in the SickKids RI attracted an additional \$7 in external funding. In 2022-23, the RI generated \$185 million in external research grants and awards to take on some of the greatest challenges in child health and drive partnerships to improve care for children here and beyond our borders.

Facts



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