

SickKids “Believe” Campaign

In September 2005, SickKids publicly launched a historic five-year, \$500 million SickKids “Believe.” campaign – the largest hospital fundraising campaign in Canadian history. This campaign will enable SickKids to remain the best hope for the most critically ill children in Canada and around the world. From the invention of Pabulum, to revolutionizing heart transplants for infants, to mapping the human genome, SickKids is an international leader in advancing children’s health.

**Healthier Children.
A Better World.™**

Completing the circle

We thank you for sharing our belief in the importance of children’s health. To learn more about the Janice and Earle O’Born Fund or to make a donation, please contact:

416-813-8602

or email ccc.info@sickkidsfoundation.com

or visit our Web site at:

www.sickkidsfoundation.com/ccc

Double the impact of your gift

New donors giving at the Children’s Circle of Care level will be eligible for participation in the Janice and Earle O’Born Challenge Fund. Gifts made personally or directed through a family foundation or privately held company are all eligible. Gifts of \$10,000 or more will trigger an additional \$10,000 contribution toward the hospital’s highest priority needs. New donors can have their gifts matched in their first year of participating in the Children’s Circle of Care program. This is a wonderful opportunity to double the impact of your gift to SickKids.

SickKids®
FOUNDATION



Children’s Circle of Care™

The Janice and Earle O’Born Challenge Fund
Doubling the impact of your Children’s Circle of Care gift



Janice and Earle O’Born Friends with a vision

Janice and Earle O’Born emerged as two of Canada’s most visionary philanthropists in 1983 when they created the innovative Charitable Office of their business, The Printing House Limited, which has been awarded the CIBC “Spirit of Leadership” Community Award for excellence in corporate giving. The O’Borns are among SickKids most dedicated volunteers and supporters. Janice O’Born provides strategic guidance as a member of the SickKids Foundation Board of Directors and serves as Chair of the SickKids Children’s Circle of Care program.



Children’s Circle of Care Stronger Together

An international community dedicated to children’s health, Children’s Circle of Care was founded in 1995 by 23 of North America’s prestigious children’s hospitals, including SickKids. The mission of the program is to advance philanthropy and recognize leading benefactors to paediatric hospitals. SickKids Foundation welcomes individuals as Children’s Circle of Care members who make gifts totalling \$10,000 or more in a calendar year. Each year, members gather in a host city to learn about global child health issues and recent research innovations. The international Children’s Circle of Care conference includes members from all 23 participating hospitals and has been hosted in such places as Washington, Philadelphia, Vancouver and Los Angeles. The conference has included such speakers as Hillary Rodham Clinton, Melinda Gates, the Duke of York, and Jean Chrétien.

What is the Janice and Earle O’Born Challenge Fund?

In 2005, Janice and Earle O’Born created a special \$1 million challenge fund to encourage new contributions to SickKids at the Children’s Circle of Care giving level (\$10,000 or more per year). The Janice and Earle O’Born Challenge Fund provides a matching gift of \$10,000 for each new Circle of Care gift. The fund will match the first 20 new gifts each year from 2005 through 2009. By inspiring 100 new donors to participate in the Children’s Circle of Care program over this five-year period, the Janice and Earle O’Born Challenge Fund will help provide the support needed to solidify the hospital’s position as one of the world’s pre-eminent paediatric health-care institutions. It will also enable SickKids to become a leading participant in the international Children’s Circle of Care program.

