



JOIN the  
**Kids Believe  
in SickKids  
Program**



**KIDS can make  
all the DIFFERENCE**

**SickKids**<sup>®</sup>  
FOUNDATION



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## What is “Kids Believe in SickKids?”



SickKids Foundation encourages youth to participate in philanthropy and supports that effort with a program designed specifically to meet the needs of kids fundraising activities.

**Kids Believe in SickKids** was launched in the fall of 2005 and has grown tremendously in the last few years. The mission of the program is to encourage children to be part of a team initiative to create a successful fundraiser and learn valuable life lessons while having fun. It’s also important for them to realize the effect their efforts have on the community they live in and what a wonderful contribution they are making to other kids who have to deal with illness or injury in their lives.

Since 2005, close to a million dollars has been raised by individual children, school groups and youth organizations. This amazing accomplishment has had a huge impact on the future of children’s health care. It’s a testament to the fact that every dollar raised is vital to the overall success of the hospital and that kids really can make a difference.



## Why SickKids?



SickKids is a world leader in children’s health research and care. We inspire our communities to invest in medical and scientific advances to help us improve the lives of children and their families in Toronto, Canada and around the world.

Without the help of our community partners – no matter what their age, we would not be able to provide the money necessary to remain one of the top children’s hospitals in the world. We believe every child deserves to be healthy- and SickKids is the engine for making this happen.

Kids can also relate to other kids, especially ones that are sick or injured in their school or community. By holding an event and supporting their friend, classmate or neighbor, they can feel like they are playing a part in that child’s treatment and recovery process.



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## How Can **Kids** Help?



### **Kids can support SickKids Foundation by:**

- Holding a fundraising event and donating the proceeds to the Foundation
- Participate in an existing event – a great example would be to get a team together to participate in one of the walk-a-thons that are held for SickKids
- Donating their allowance or savings from their piggy banks
- Asking their family and friends to make monetary donations to SickKids in lieu of receiving gifts for their birthday, graduation, first communion, bar/bat mitzvah, or any other momentous occasion where monetary gifts are typically given in lieu of buying gifts



## Who You're **Helping**

Through the **Kids Believe in SickKids** program, you are helping close to 100,000 children who visit The Hospital for Sick Children each year. SickKids patients range in age from birth to 18 years of age. They come in with broken bones and ear infections, but they also come to SickKids for cancer treatment, surgery, and many other illnesses that most children and youth have never even heard of.



**Here are a few of the kids who have received treatment at SickKids – and who are getting better faster thanks to your efforts.**

**Meet Lilah.** Lilah was born with neuroblastoma, a rare form of cancer. When she was just a newborn, doctors found a tumour near her kidneys as big as a golf ball. When Lilah was only two weeks old, she had surgery to remove the tumour. Shortly after her surgery, doctors found that her cancer had spread to her liver and Lilah had to undergo four rounds of chemotherapy and more surgery – this time to remove part of her liver. Now Lilah has a clean bill of health and her parents have started an annual picnic to raise funds for SickKids.



### **Meet Evan.**

At a regular check up when Evan was days old, his doctor listened to his heart and knew that something was wrong. Evan came to SickKids where they found that he had a variety of problems with his heart, including several holes that would need to be fixed.

**Meet Carol.** Carol was 13 when she was diagnosed with a very severe brain tumour. At SickKids, she was treated



with four courses of chemotherapy and focal radiation. She was diagnosed at the end of one school year, and after treatment over the summer, she was ready to rejoin her classmates at the start of the school year. Carol loves life and she loves music. Her love of music inspired her, along with her mother, Ellen, to organize “A Celebration of Life at the Glenn Gould Studio” in October 2004. The money raised at the event was donated to SickKids.

### **Meet Amanda.**

Amanda has been treated at SickKids since she was born. She has cystic fibrosis (CF), a fatal disease that mainly affects the lungs and digestive system. All her life, she has followed a strict routine to keep her as healthy as possible. Amanda also suffers from CF-related diabetes, and needs needles to administer insulin and to check blood sugar levels throughout the day. Amanda’s lung function eventually became so poor that the only hope was a double lung transplant to keep her alive. After waiting for almost a year, she finally received healthy lungs in June 2004.





## Getting Started



Now that you are assisting a child or group of children who have committed to support SickKids Foundation and SickKids, the first step is to decide what you will do to raise funds. You can consider any of the fundraising ideas presented in this handbook or create a new event. We encourage you to choose something that is of interest to everyone involved in the event.

We suggest that you have some knowledge of The Hospital for Sick Children and why it is important for our communities to lend their support through fundraising initiatives. There are tools available from SickKids Foundation to give you the information needed to answer these questions and materials available to assist you.

Determining the number of people needed to help raise funds is important in the success of your fundraising initiative. Having the right numbers and types of people involved will make all the difference!



- 1.** Register your event by submitting the online events proposal form at [www.sickkidsfoundation.com/events](http://www.sickkidsfoundation.com/events)
- 2.** Form a planning committee
- 3.** Establish goals – set them high but not so high they can't be achieved
- 4.** Brainstorm ideas – nothing is too silly
- 5.** Be sure you've chosen the 'right' event
- 6.** Schedule the event – give yourselves plenty of time to have a successful event
- 7.** Create a budget
- 8.** Find businesses or groups to sponsor your event or donate prizes
- 9.** Promotion and publicity – let people know what you are doing
- 10.** Collect the funds and submit them to SickKids Foundation
- 11.** Say thank you, thank you, thank you to participants and sponsors
- 12.** Celebrate your success!



Remember that the Foundation is available to offer advice, feedback and support should you have any questions or need guidance.

Feel free to contact Penny Kroll, Development Officer on the Community Involvement Team for more information by calling 416-813-7321 or by email at [penny.kroll@sickkidsfoundation.com](mailto:penny.kroll@sickkidsfoundation.com).



## Resources & Opportunities Available

Once your event is registered with SickKids Foundation, there are a variety of resources available for your fundraising efforts.

### **Promotional Supplies** -

Limited quantities of posters, stickers and donation boxes can be ordered on the event registration form to support your event

**Support Letter** - This letter confirms your partnership with SickKids Foundation. It can be used when soliciting businesses for sponsorships or prize donations for your event.

### **Virtual Tour of SickKids DVD** -

Led by two patients, this fun “YTV type” video leads you through areas of the hospital and introduces you to some of the staff members. This video is a great tool to teach your kids about SickKids and get them excited about fundraising.

### **Believe Video on DVD** - This

motivational video features hospital staff and parents of patients talking about the importance of SickKids and their personal reasons for “Believing in SickKids.” This video is suitable for older audiences.

### **Cheque Presentations** -

Arrangements can be made for representatives of your organization to come in and present your proceeds to a SickKids representative and receive a recognition certificate.

### **Online Fundraising** - Create an

online donation web page and solicit family and friends by email. Visit [www.sickkidsfoundation.com/fundraise](http://www.sickkidsfoundation.com/fundraise) for more details.



## Fundraising Ideas



Here are some standard events that seem to be popular with schools and community groups. Additional information on these events is available on our website at [www.sickkidsfoundation.com/kidsbelieve](http://www.sickkidsfoundation.com/kidsbelieve). We encourage you to be creative and try something that is out of the norm and could be the next new concept in the fundraising world!

- Walk-a-thon
- Spell-a-thon
- Read-a-thon
- Math-a-thon
- Dance-a-thon
- Skate-a-thon
- Swim-a-thon
- Bike-a-thon
- Casual or Dress-Up Days
- Coin Collections
- Bake Sales
- Book Sales
- Craft Sales
- School Garage Sale
- Cookbook Sales
- Art Auction
- Candy Grams
- Flower Grams
- Dances
- Fashion Show
- Fun Fairs
- Talent Shows
- Student vs. Teacher Sporting Events

### EVENTS

- Car Washes
- Lemonade Stands
- Treasure Hunts



## Event Tips



Walk-a-thons, Fashion Shows and Sales of various items are the most popular with groups that support the Kids Believe in SickKids Program. Here are some tips on how to organize these events to ensure their success. You may also refer to the section on how to hold a successful event for additional information.

### Walk-a-thons

Walking is one activity that requires almost no preparation, no special skill and depending on the location, is an activity that almost anyone can participate in. It's also a great fitness activity for kids.

- Decide on a distance and map out a route
- Create a pledge form or contact SickKids Foundation for a template
- Distribute pledge forms to kids at an assembly or in a group setting to get kids motivated and inspired
- Hold a group stretch session before walking to avoid injury
- Make sure water or beverages are available if it's a hot day
- Have fun!

Most any pledge-based event can be done in a similar way, including read-a-thons, skate-a-thons, dance-a-thons, head shaves, etc.

### Fashion Shows

The success of a fashion show depends on many variables. First, determine the type of fashions you wish to display and then choose your venue and set ticket prices. For example, if you are holding a fashion show to highlight prom dresses for the upcoming season, you may wish to hold it in a hotel or conference centre and set the ticket price at a higher but affordable range. Alternately, if you are highlighting the latest in fall or winter fashions for kids, it may be more appropriate to hold it in the school gymnasium and set a minimal charge to attend.



Once you've determined the types of fashions you'd like to display, contact local merchants to get their commitment to participate. Choose "models" to wear the clothing and make arrangements with the stores and models to have at least one fitting prior to the show.

Providing beverages or snacks is a great addition to the event. Set the kind of items served based on the type of venue you are holding the show in. If you are using a hotel conference room you may want to consider adding the cost of the refreshments into the ticket cost and serve a mix of hot and cold hors d'oeuvres. If you are using a school gymnasium you may want to hold a bake sale and have snacks available for a low cost.

Adding a silent auction or promotional draw can help raise additional funds. Local businesses can be contact to see if they are willing to donate an item to be used for the auction or draw. You may also want to consider soliciting sponsors to help underwrite the cost of the event, especially if you are holding it outside the school.

- Use artistic members to create posters to promote the show to students, families and your community

- Choose a host or guest emcee for the event.
- Decorate the stage or runway accordingly
- Choose music appropriate to the type of clothes being shown
- Try a practice run (or two) before the real thing
- Invite the stores donating the clothing to attend as guests – recognize them at the event
- Enjoy and have fun!

### **Sales**

Many groups chose to capitalize on the sale of an item based on the latest trends. Others created their own items to sell, including hand made jewellery, artwork, greeting cards, cookbooks and the all-time favorite baked goods.

The key to success is making sure you get the word out well in advance so people have money with them to purchase items the day of the sale. Be creative and make your own signs to promote the sale or order SickKids promotional material to help spread the word. You can also tie it in with another event happening at the school such as parent/teacher nights, concerts or sporting events and open it up to parents as well.



## Life Skills **Learned**

- Building self esteem and confidence
- Goal setting and devising work plans to achieve goals
- Becoming a team player and learning how to work constructively as a team
  - Learning how to communicate effectively with others and how to handle rejection
    - Creating budgets and money handling skills
    - Learning how to provide good customer service
    - Influencing the future of the community they live in
  - High school students may also use the time spent on planning and implementing an event towards their community service hour requirement.



## 2007 Kids Believe in SickKids Awards

A big thank you goes out to the many groups and individual children that participated in the **Kids Believe in SickKids** Program over the past year. Every dollar raised goes a long way in helping children get better faster so they can get back to being kids.

**Congratulations again to the  
2007 KIDS BELIEVE IN SICKKIDS Award recipients! They were:**

**Top Fundraising Individual(s)**

Shania Johnston

**Top Fundraising Group**

Islamic Foundation of Toronto

**Top Tribute Donation**

Sophia and Anthony DiGiorgio

**Spirit Award**

Jack Yeilding

These are some of our youngest heroes who have stood up and supported SickKids.

Together, these award winners have raised **close to \$100,000 dollars** proving that kids can make all the difference.

Since 2005, the **Kids Believe in SickKids** program has raised close to one million dollars, an inspiration to us all.

[www.sickkidsfoundation.com/kidsbelieve](http://www.sickkidsfoundation.com/kidsbelieve)



## More About SickKids

SickKids, affiliated with the University of Toronto, is Canada's most research-intensive hospital and the largest centre dedicated to improving children's health in the country.

Founded in 1875 by Elizabeth McMaster, SickKids has grown from an 11-room and six-patient cot facility to a 271-bed facility that houses 13 operating theatres and a separate Research Institute with over 1,900 employees. Each year approximately 300,000 visits are made to 100 clinics at SickKids with 15,000 children being admitted; 270,000 coming in for out-patient visits; and over 50,000 visiting the Emergency Department – enough to fill the Rogers Centre just over six times!

While most of the visits to SickKids are made by children from Toronto and other parts of Canada, there are also patients from more than 68 countries (including the U.S., England, France, Barbados, Philippines, Iraq, Australia, China, Pakistan, Africa, and Saudi Arabia) treated at SickKids.

Here are some of the things that make SickKids unique from most community hospitals:

- Approximately 15 teachers are on staff from the Toronto District School Board to assist children with school work while they are in the hospital.
- It houses a Reading Room which is part of the circulation system for the Toronto Public Library. There are two story times daily, which feature guest and celebrity readers, and are broadcast over a closed circuit television station so children in their rooms can take part as well.
- Each floor in the Atrium has four play rooms for children to enjoy. It is believed that playing is part of the healing process and the rooms, supervised by Child
- SickKids has a Therapeutic Clown Program with eight professionally trained clowns making visits to hospital rooms twice a week.
- Marnie's Lounge is a great place to visit for children who can leave their rooms. It houses a small kitchen for cooking projects, games, crafts and activities for children of all ages.
- The Bear Theatre houses a weekly performance of "Tails" for patients, their family, staff and friends.



## Special friends of **Kids Believe in SickKids**

**A MESSAGE from DANIEL COOK.** Hello fellow believers, my name is Daniel Cook and I recently joined SickKids Foundation as the official spokesperson for the Kids Believe in SickKids program. You may have seen me on my television shows I Dare You and This is Daniel Cook. When I am not working, I am inspired to support SickKids and help kids that aren't as lucky as I am. I hope you are aware of your potential to do great things as well, like raising money for SickKids and helping kids who need some extra special care. Together, we can make a world of difference and make sure that every kid can get back to being a kid.

