

SPECIAL FRIENDS of KIDS BELIEVE IN SICKKIDS

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.



TORONTO ARGONAUTS-
BIG MEN, BIG HEARTS

Five of the largest
Argos players including:
Jonathan Brown,
Chad Folk, Jeff Keeping,

Jude St. John and Brian Ramsay are part of the Big Men, Big Hearts program that are helping to support the **Kids Believe in SickKids** program. The largest members of the Argos will help support some of the smallest members of the community through inspiring them to fundraise for SickKids by visiting schools, sending special messages and attending the **Kids Believe in SickKids Awards**.

KIDS BELIEVE IN SICKKIDS AWARDS

Last year, SickKids Foundation honoured more than 80 young philanthropists in the inaugural Kids Believe in SickKids Awards. These awards celebrate the spirit of giving among youth and awards are distributed in the following four categories:

Top Fundraising Individual(s)

Justin Bonfini & Anthony Mascarin

Top Fundraising Group

St. Ignatius of Loyola High School

Top Tribute Donation

Cole Rodness

Spirit Awards

Sydney Whyte

You could be the next award winner by being a leader in your own community and making a difference in the lives of children.



Kids Believe in SickKids
is a program of SickKids Foundation.
For more details or to register an event through the
program, please contact:

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SickKids
FOUNDATION



KIDS can make a DIFFERENCE



**JOIN the
Kids Believe in SickKids Program**

WHY WE NEED YOUR HELP

You know what it's like to wish for something – a puppy, a new bike or even good grades. At SickKids, most children's dream is as simple as wanting to be healthy. Here are some wishes from SickKids patients:

“I wish my new kidney would have worked. But it did not, so someday I wish to try again.” – Robin, 13 years old

“I wish I could go to school everyday instead of coming to the hospital.”
– Suleman, 8 years old

You can help these kids get their wishes, so they can get back to being kids - just like you.



The **Kid's Believe in SickKids** program is an easy way to get involved and raise money for SickKids. Be an inspiration to everyone by standing up for what you believe in – that every kid deserves to be healthy.

Every donation makes a difference, no matter how big or small and helps kids spend less time in the hospital and more time with their friends and family.

SOME FUN IDEAS



We know the greatest thing about being a kid is being able to use your imagination.

Don't be afraid to try new things and come up with a creative way to help SickKids such as:

- Hosting your own “Idol” or “Can you Dance” contest
- Host a “Kids Believe in SickKids Day” at your school
- Student vs. Teacher games
- Host the “ultimate yard sale” at your school
- Tour De SickKids – a bicycle race
- SickKids Street Jam

Turning Lemons into \$14,335 for SickKids



HELPING SICKKIDS IS SIMPLE

Now you know you have the power to make a difference, it's time to get started! You can support SickKids by holding an event, participating in an event, donating your allowance or piggy bank savings or asking for donations instead of gifts for birthdays or other occasions.



Belonging to the **Kids Believe in SickKids** program, you will learn that raising money for the hospital is as easy as 1, 2, 3!

1 Visit our web site at www.sickkidsfoundation.com/kidsbelieve to register your event and download a complete handbook to help you reach your goals.

2 Speak with a SickKids representative at 416.813.7321 who will answer any of your questions and give you helpful tips.

3 Your SickKids representative will then send you fun SickKids promotional materials such as stickers, posters and donations boxes to help make your event a success.

WE CAN HELP YOU GROW AND SUCCEED



The **Kids Believe in SickKids** program is a great way to build confidence and self-esteem. Not only are you helping others, but you will also gain valuable life skills such as organization, goal setting, team building and managing money.

For those in high school, you can also use the time spent organizing your event to your community service hour requirement.

We also have many resources to help you, your classroom or children's group host a successful event. Here are a few:

VIRTUAL TOUR OF SICKKIDS – this fun DVD features a tour through the hospital led by two of our young patients. This video is suitable for all ages.

BELIEVE VIDEO – This motivational DVD features SickKids staff and patient families talking about SickKids. This video will appeal to an older audience (13+)

PROMOTIONAL SUPPLIES – Depending on your fundraising activities, we can provide posters, stickers and donation boxes.

SUPPORT LETTER – this letter will confirm our recognition of your fundraising activities and can be used

when soliciting businesses for sponsorships or prize donations for your event.



SickKids
FOUNDATION