

planning *for* KIDS

A Charitable Gift Planning Newsletter for SickKids Donors

HEALTHIER CHILDREN. YOUR LEGACY FOR A BETTER WORLD.

Dear Friends,

It was an honour and a privilege for me to be appointed President and Chief Executive Officer of The Hospital for Sick Children in November 2004. In my role as the leader of this amazing organization, I have had the opportunity to draw upon my skills and expertise gained by my longstanding career in children's health that brought me to SickKids some 20 years earlier. In 1984, I joined the SickKids staff as a manager in the Neonatal Intensive Care Unit. Since then, I have held several leadership positions at SickKids, including: Executive Vice President and Chief Operating Officer, Chief Nurse Executive, Vice President Child Health Services and Director of Neonatology and Critical Care.



As part of Canada's most research-intensive hospital and largest centre dedicated to improving children's health in this country, I am proud to be leading a group of extraordinary people who are driving innovation to improve outcomes and enhance the health-care experience for children and their families at SickKids, in Ontario, Canada and even around the world.

At The Hospital for Sick Children our mission is clear: to provide our patients who have complex health issues with the highest level of compassion, innovation and respect; to conduct pioneering research that transforms care now and in the future; and to train the next generation of health-care professionals, locally and internationally. This clarity of purpose attracts talented and dedicated researchers and clinician-scientists, physicians and health-care professionals, staff and volunteers, who come together as champions of children's health and help us achieve our vision: Healthier Children. A Better World.™

Donations help shape our extraordinary culture. Without the generous support from our community, we simply wouldn't be the internationally renowned leader in paediatric health care, education and research – a role that we cherish. These wonderful gifts make an immediate and profound impact on the care we provide today and the research that makes such an important difference for the children of tomorrow. The long-term impact is vital and compelling.

Community support is why improvements in children's health happen. It is the lifeblood for new ideas in research. It funds science during its most vulnerable and critical stage, so scientists can then leverage the initial donations and generate further funding from large granting agencies. Donations also provide a state-of-the-art environment in which this research can take place.

As a donor, you should feel extremely proud to make a bequest to the Hospital. Certainly, we at SickKids are enormously grateful to those who do so. While a researcher, a surgeon, a physician or hospital staff member can make an indelible footprint in the life of a child through research or care, a financial commitment to our future can have that same effect. A bequest provides the opportunity to leave a legacy to help us all contribute to a healthier future for children.

What a remarkable gift to leave to future generations.

Warmest regards,

A handwritten signature in black ink that reads "Mary Jo Haddad".

Mary Jo Haddad
President & CEO, The Hospital for Sick Children



WHY DONATIONS ARE IMPORTANT – THE IMPACT OF GIVING

SickKids Foundation made a significant investment in children's health this past year, granting \$64.4 million to paediatric research, education and care across Canada.

SickKids Foundation granted \$60.4 million to The Hospital for Sick Children directly, including:

- **\$34.6 million** to the SickKids Research Institute
- **\$8.6 million** for capital equipment and projects at the Hospital
- **\$2.1 million** to clinical and research equipment
- **\$3.9 million** to training and education
- **\$434,351** to patient amenities in order to help SickKids patients and their families with expenses not covered by insurance including parking, an overnight stay or essential drugs
- **\$1.6 million** to special programs including art therapy, bereavement, Therapeutic Clown program and the eating disorders program



The Hilker Family Two generations of legacy

When we contacted Fred and Berla Hilker to talk about their daughter, Jennifer, they readily agreed, but Fred admitted, quietly, that there are a lot more dramatic and extraordinary stories to be told than their own. Such is this family's way.

Indeed, aside from a 48 hour labour, all seemed ordinary to the Hilkers when Jennifer was born. Then, at three months old, during a routine examination in Kitchener where the family lived, the doctor measured Jennifer's head circumference, and sent the Hilkers to an emergency visit with a paediatrician in the same town. That doctor also measured Jennifer's head, and recommended that her parents take her to SickKids in Toronto – now.

A little more than one hour later, the Hilkers were at SickKids where they met with a neurosurgeon who examined her carefully and confirmed that Jennifer had been born Hydrocephalic – a congenital condition in which an abnormal accumulation of fluid in the cerebral ventricles causes enlargement of the skull and compression of the brain. Over the course of the three months of her life, her head circumference had grown significantly, suggesting a swelling of the brain that gave some cause for alarm. Following the tests and ultimate diagnosis, and in spite of a large waiting room full of people, he took the Hilkers back into his office and spent more than one hour with them, explaining what they, and little Jennifer, were dealing with.

That day was the first of many trips to the Neurology department at SickKids.

The Hilkers later learned that Jennifer had an 'arrested' case of Hydrocephalus, a very rare occurrence in which the volume of liquid in the brain in someone with Hydrocephalus stops producing. In Jennifer's case, the doctors estimate that this liquid 'arrested' production when she was 30 days of age. As a result, and in spite of the fact that Jennifer was also diagnosed with Spina bifida – a developmental birth defect caused by the incomplete closure of the embryonic neural tube that often afflicts those who suffer from Hydrocephalus – Jennifer's afflictions were mild. While many hydrocephalic patients have severely impaired brain function, can be quadriplegic, and the disease sometimes results in death, Jennifer's condition did not worsen. She had a speech impediment, but she crawled and walked and hit other milestones right on schedule. Jennifer stayed in school and added several courses to her highschool diploma, graduating at the top of her class when she was 21. Today, at 28,

Jennifer is an active, busy young woman who enjoys spending time with her friends and working as a Crew Trainer at McDonald's.

"She is an unbelievable human being," said her father, Fred.

From the time that she was three months old, until the time that Jennifer was 7 or 8 years of age, the Hilkers stayed with SickKids' Neurology department. The family later returned with Jennifer when she needed corrective eye surgery and greatly appreciate all of the care that she has received at the Hospital. Fred and Berla have been donors to SickKids since that time, donating each year through various fundraising campaigns. Recently, when they were updating their Wills, they included Jennifer in their discussion. Jennifer has savings and investments of her own, and her parents wanted to help her to draft a Will that set out what she would do with her money if her parents and others close to her predeceased her.

...The lawyer explained that if this were the case, Jennifer could choose to leave her money to someone or something that mattered to her. After the shortest pause, Jennifer stated simply, "SickKids."

All three of the Hilkers sat down with a lawyer who took the time to help Jennifer to understand the magnitude of the decisions that she needed to make. There were tears in the process as Jennifer tried to imagine that she needed to plan for the possibility that something could happen to her parents and to others that were included in the Hilker's Wills. The lawyer explained that if this were the case, Jennifer could choose to leave her money to someone or something that mattered to her. After the shortest pause, Jennifer stated simply, "SickKids."

Her parents were amazed. They knew that Jennifer understood that SickKids was at the end of their own succession planning in their Wills and she knows that her parents feel strongly about the connection that they all have to SickKids. Today, the family has created two generations of a legacy at SickKids. Thank you Fred, Berla and Jennifer for your extraordinary support.

Interview with Ted Garrard, President & CEO, SickKids Foundation



Ted Garrard joined SickKids Foundation as President and CEO on July 6, 2009.

Prior to joining SickKids, Ted was Vice-President (External) at the University of Western Ontario, a position he held since 1996. Ted began his career in the not-for-profit sector in 1982 at The United Way of Greater Toronto; holding the position of Vice-President Campaign from 1991-1995.

Ted is widely recognized as one of the top fundraising executives in North America. In 1997, he received the "Outstanding Fundraising Executive Award" from the National Society of Fundraising Executive Toronto Chapter. In the following year, he was named one of Canada's Top 40 under 40 and recognized by the United Way/Centraide Canada for outstanding volunteer service.

WHY DONATIONS ARE IMPORTANT

Donations are a critical source of funding for SickKids' Research Institute and SickKids' Learning Institute. This year, SickKids Foundation granted \$34.6 million to the Research Institute alone, and supported the launch of the new SickKids Learning Institute space at 525 University Avenue.

SickKids Research Institute by the numbers

- Home to almost **2,000 researchers**
- **2,309 funded research projects** are underway
- Engaged in **2,900 approved studies** involving human subjects
- Scientists produce **1,550 peer-reviewed publications** annually
- Has **130 active licenses** for SickKids-owned intellectual property technologies

SickKids Learning Institute by the numbers

- Trains more than **2,300 professionals** annually
- Has formal partnerships with more than **18 universities and colleges**
- **Largest, most comprehensive paediatric medial and surgical training program** in Canada
- Over the last year, SickKids received **1.4 million visits** to the patient and family education site AboutKidsHealth.ca

"We make a living by what we get, we make a life by what we give."

~ Winston Churchill

Planning for Kids conducted an interview with Ted Garrard in early October. The Q&A from that interview follows:

What is your vision for SickKids Foundation?

Having worked in the charitable sector for more than 25 years, I appreciate the importance of transparency and accountability to our donors and other partners. I want SickKids to be a model that donors and other charities point to. I want our fundraising programs to be best-in-class and known for their innovativeness. I want us to find ways to better engage donors in the work of SickKids and to demonstrate the impact and outcome of their philanthropy. Most importantly, I want our donors to know how deeply we appreciate and value their critically important support.

How does gift planning fit into your vision?

I joined SickKids because I believe passionately in the work SickKids does to improve the health of children. I also believe strongly in the vision of SickKids – Healthier Children, A Better World. Planned gifts provide the Hospital with the means to fulfill this vision and enable donors to perpetuate their giving in support of world leading care, research and learning.” Planned gifts mark a lifelong commitment to SickKids and provide the Hospital with the means to deliver on future priorities and provide world-leading care, research and learning opportunities that will affect children that aren’t even born yet.

Why should donors be inspired to leave a legacy gift to SickKids?

Donors who make a legacy gift have the security of knowing that they have invested in the creation of a better future for children. These donors recognize that one of the most powerful ways to improve society is to invest in the health and scientific advances to improve the lives of children and their families in Canada and around the world.

SickKids has an outstanding track record of financially managing donor assets. Since March 31, 2009, SickKids Foundation’s investment performance has ranked in the top 98 per cent of all charitable foundations in North America. All of our endowed funds are professionally managed and have a strong, long-term return.

In addition to the very real tax benefits of providing a charitable donation in one’s Will, leaving a bequest provides a donor with the satisfaction that they have helped a world class institution to carry on its work.

Finally, I believe that leaving a bequest to a charitable organization that means something to you sets a powerful example for others to follow.

I am proud to have made a bequest to SickKids Foundation and to know that my support will ensure that the kids of the future will continue to have access to this extraordinary institution.

FOR MORE INFORMATION:

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Planning for Kids is a charitable gift planning newsletter published biannually by SickKids Foundation. The information provided is general in nature and not intended to be a substitute for professional legal and financial planning advice. The Foundation encourages donors who are planning a significant donation to seek legal and financial planning advice.

SickKids Foundation respects the privacy of its donors; we do not sell, rent or trade our donor lists. The information we collect is used to process donations, keep our donors informed about the activities of the Hospital and Foundation, and ask for their support for our mission to improve children’s health. If at any time you wish to be excluded from future contacts, or to discuss our privacy options, please call us at 416.813.8271.

We would like to thank Invesco Trimark for their donation of graphic design and editing services.



For more information on how you can build your legacy, please contact:

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SickKids[®]
FOUNDATION

Do your estate plans include SickKids Foundation? Let us know! If you plan to make a bequest to The Hospital for Sick Children (SickKids), the name you should include in your Will is “The Hospital for Sick Children Foundation.” The Foundation is the Hospital’s parallel charity, which raises money, performs estate administration, and manages the endowment on behalf of the Hospital.

We invite you to share your comments and ideas with us. If you have an idea for a story or would like to make a general comment or suggestion about the contents of the newsletter, send an e-mail message to gift.planning@sickkidsfoundation.com or call 416.813.8271.