

# Planning for Kids

SickKids Gift Planning Newsletter

## The James Fund

“Ya Can’t Let Cancer Ruin Your Day”. That’s the title of the book written by James Birrell’s father Syd, chronicling the many adventures James’ family shared as he battled neuroblastoma. James was an adventurer: every day was about something new. From the time he was diagnosed with neuroblastoma at three, until the day he died, when he was eight, he never let his illness ruin the adventure that was life.

Neuroblastoma is one of the most fatal childhood cancers, and one of the most common. When James developed the disease, it was not a focus of research, or research funding.

That’s why the Birrells started the James Fund for Neuroblastoma Research: they wanted a cure for James. Today, at SickKids, the James Fund supports the researchers who are, in James’ words “working to figure it all out.” As well, the James Fund supports families at SickKids in their battle against neuroblastoma.

Dr. David Kaplan, head of cancer research at SickKids, knows how great the impact of the fund, and those who donate to it, is: “The James Fund gives us the ability to complete studies based on new or out-of-the box ideas. When those ideas come to fruition, we can then apply for large grants with the big agencies like the Canadian Institutes of Health Research (CIHR), the Stem Cell Network, or the Canadian Cancer Society. The James Fund is an enabler that – with small



James promised he’d ‘always be fighting cancer’. And he is.

amounts of money – we can leverage so we are able to do experiments in very expensive areas, like genetics and drug discovery.”

A specific example: thanks to seed funding from the James Fund, Dr. Kaplan and his colleague Dr. Meredith Irwin secured a significant CIHR grant that supports their long-term work to create a first-of-its-kind mouse model that mimics how neuroblastoma spreads. Another is the TOPAZ trial, which aims to determine the best dose combinations of particular anti-cancer drugs in paediatric patients with recurrent or refractory solid tumours, like neuroblastoma.

The James Fund was founded on the conviction that the best way to find answers is to fund research. SickKids is seeking those answers every day. A gift in your will to the James Fund brings them closer, every day.

# An allergy advocate

Rebecca Walters and her son Evan had to start dealing with allergies early. When Evan was weaning, he was exposed to cow's milk for the first time, in formula. Rebecca knew something wasn't right: "He turned into a lobster."

"I'm not complaining," she says. "But I've always wished Evan didn't have to deal with everything that comes with severe allergies."

This Caledonia parent is definitely not a complainer; she's a doer. Knowing the potentially lethal consequences for Evan if exposed, even second-hand, to the foods to which he's severely allergic – peanuts, dairy, eggs, sesame, mustard and fish – Rebecca has become an allergy advocate and educator. For a presentation to Evan's classmates, Rebecca had a simple, smart idea: glitter. Students took a piece of bread. A jar of craft glitter substituted as their morning peanut butter. She instructed the students to spread their 'peanut butter'. The result was, predictably, glitter everywhere. It even continued to sparkle stubbornly on hands that were theoretically washed. Rebecca had made her point about contact, in a way kids could understand.

Rebecca is truly heartened by the mission of the SickKids Food Allergy and Anaphylaxis Program: to prevent and ultimately cure food allergy in kids within 10 years. "It means so much," says Rebecca, "that someone is doing something so that I can say to my son this won't go on for the rest of his life." And the rest of his family's lives: allergy affects them all. The Walters have two



Evan's family, the Walters, making their donation to SickKids Allergy Program. Evan is at the bottom right.

"I can say to my son this won't go on for the rest of his life."

allergy-free daughters, one and three, and making sure everyone stays in their own seat makes even a family meal a source of anxiety and stress.

Donors who decide to make a gift to SickKids in their will make a difference to families like Rebecca's. The interdisciplinary approach of the SickKids Food Allergy and Anaphylaxis Program, based on 3 pillars – disease models, population health, and genomics – brings together the best immunology and allergy experts in Canada and the world. Each gift to this donor-funded program keeps SickKids at the forefront of solving the challenge of allergy. Evan, Rebecca, and so many others look forward to the day we do.



Evan and friends, united against allergy. Just after the fundraising walk his family organized for SickKids.

# Dancing, cancer-free

“I wouldn’t be here, doing what I love, without SickKids”, says Madison Scott. ‘Here’ is alive and well, in her second year at Elon University in North Carolina. ‘Here’ is on-stage with her college dance team, and performing in the ‘Sound of Music’ in Toronto. ‘Here’ is being a SickKids patient ambassador. ‘Here’ is interning at SickKids Foundation for the summer as a way of giving back.

Madi (as she’s known to friends) has so many ‘heres’ in her life because of SickKids cancer expertise. A born performer, Madi was starring at Stratford in ‘To Kill a Mockingbird’ when she was 10. But mounting exhaustion and back pain made it difficult to go on. After referral to SickKids, her diagnosis was critical: acute lymphoblastic leukemia. It’s fatal, if not caught in time. Thankfully, with Madi, it was.



Actor, dancer, and SickKids Ambassador Madison Scott, then and now.

## “SickKids saved my life, and performing gave it back to me.”

She was treated at SickKids for two and a half years. Since her last treatment, on January 29, 2010, Madi’s gone on to do theatre and TV in Toronto, graduate from the Etobicoke School of the Arts, and embark on an unlikely double major in university – performing arts and business. “I go from acting to accounting class with a ballet bun. And no one realizes,” says Madi, laughing.

Madi’s here today because SickKids is winning in the fight against childhood cancer. 80% of kids today survive, versus only 10% fifty years ago. There’s still 20% to go – a gift in your will can help finish the fight.

## A Great Way to Invest in SickKids

Those who own stocks or mutual funds are happy when their assets increase in value. This is known as a capital gain. Unfortunately, when you decide to sell these investments, the capital gain is taxed. In 2006, the Income Tax Act eliminated the capital gains tax for publicly listed securities if they are transferred to a charity as a gift.

By directly donating all or a portion of your publicly listed securities to SickKids Foundation as a cash-less transaction, you will pay no capital gains tax on their increase in value and receive a tax receipt for the value of the stocks, making a gift of appreciated stocks a cost-effective way to make a large impact at SickKids. And the best part? Donating securities is easy! Just have your gift of securities electronically transferred from your brokerage account to the SickKids Foundation brokerage account.

This is a great method to make a difference in the lives of sick children and their families. SickKids sells the securities and receives the funds that same day, enabling us to provide immediate help to families. You may designate your donation of securities for a specific area of research, education, or patient care, or you may leave your gift unrestricted, allowing us to direct your money where it is needed most.

Discuss with your financial advisor how you can plan wisely and continue to make an impact at SickKids.

# J.P. Bickell Society

On Wednesday September 21st, SickKids Foundation hosted its annual J.P. Bickell Society luncheon at the Peter Gilgan Centre for Research and Learning (PGCRL). The luncheon honours those who have made future gifts to SickKids and was emceed by SickKids Foundation CEO Ted Garrard.

Guests enjoyed listening to the wonderful lineup of speakers including 12 year old patient ambassador Anisa Ashe, who despite having ten surgeries at SickKids and more to come, was her usual dynamic and bubbly self. Anisa shared her remarkable story and thanked donors on behalf of all the kids at the hospital.

Dr. Gabrielle Boulianne gave an intriguing presentation on research in fruit flies and how they've discovered genes leading to obesity, and links to other areas of research like diabetes and Alzheimer's. She also shared how important unrestricted giving has been in allowing this research to happen.

Those who stayed after the luncheon were treated to a tour of Dr. Boulianne's lab to see some of the groundbreaking research taking place.

A great big thank you to all our wonderful donors who attended. We encourage anyone who has included or is thinking of including a gift in their will to SickKids Foundation, to reach out to us. We are happy to help you create a legacy in our shared vision of healthier children. Hope to see you at our next luncheon.

Warm wishes for the fall,

The Gift and Estate Planning Team



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## Bequest Information

SickKids Foundation is the hospital's parallel charity which raises money, performs estate administration and manages endowments on behalf of The Hospital for Sick Children (SickKids).

Do your estate plans include SickKids Foundation? Let us know! We are grateful for your gift and would love to say thank you. You may also wish to become part of our J.P. Bickell Society, which honours members at an annual luncheon and by placing their names on our Donor Wall of Honour. If you plan to make a bequest, the name you should include in your will is:

**The Hospital for Sick Children Foundation**

## Privacy

SickKids Foundation respects the privacy of its donors. Please read our full privacy policy at [www.sickkidsfoundation.com](http://www.sickkidsfoundation.com).

## About Planning for Kids

Planning for Kids is a charitable gift planning newsletter published twice a year 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.

## Share with us

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, please call 416.813.8271 or send an email to: [gift.planning@sickkidsfoundation.com](mailto:gift.planning@sickkidsfoundation.com).

## About the cover photo

Jadon was born with a serious heart condition which required multiple surgeries and lengthy hospital stays. Today he's living at home with his parents and siblings and constantly amazes them.

