

Community Events



Making Sick Kids better – *thank you.*

Sick Kids Foundation thanks you for fundraising on behalf of Sick Kids. We want to let you know how your commitment and dedication is making a difference.

MEET ALISON



Seventeen-year-old Alison is known at Sick Kids as the “cat with nine lives,” since she has survived many set backs from a rare illness called intestinal lymphangiectasia.

Alison was a perfectly healthy teenager until four years ago, when over a two-week period, Alison seemed exhausted all the time. She was suffering from chest and abdominal pain, nausea and her lips were blue. She reached the point that she

was not able to walk even five steps. At the local hospital, it was discovered that one of Alison’s lungs was full of fluid so she was immediately transferred to Sick Kids.

Doctors at Sick Kids stabilized Alison, but it took a medical team more than a month to diagnose her condition. Lymphangiectasia is a malformation of lymphatic vessels, which carry fluid collected from tissues throughout the body and returned to the blood.

In Alison’s case, normal drainage is blocked, causing an accumulation of lymph fluid around her lungs, bowel wall and intestinal tract. Alison’s lungs are trapped by scarring and fluid collections, causing her lungs to fail. In spite of medication and a special diet, Alison’s body is not able to absorb any fat. She has not eaten food in over a year and receives all her nutrients by IV.

Since her diagnosis, Alison has spent months at a time at Sick Kids, and has had numerous surgical procedures. During a

10-month stay in the Critical Care Unit last year, doctors told Alison’s family that she may not live through the year.

When Alison learned that three radio stations were broadcasting live from Sick Kids for the recent Have a Heart for Sick Kids Radiothon, she decided to share her story on air. With the most powerful words of courage, inspiration and hope, Alison melted the heart of every radio personality who met her. During the last hour of the broadcast, the microphone was handed to Alison. She managed to silence a room full of radio hosts and hospital staff, and captured the attention of nearly two million listeners across the Greater Toronto Area.

Her participation in the Radiothon may have been the best medicine. After a 14-month stay at Sick Kids, Alison was finally discharged one week after the event. She is now enjoying her time at home with her family and friends.

A FAMILIAR NAME – A WHOLE NEW LOOK

SickKids®

FOUNDATION

Just like walls that need painting and equipment that needs upgrading, our name and logo recently had a make-over. “The Hospital for Sick Children Foundation” will now be known as “Sick Kids Foundation,” a new official name that stems from a long history of affectionate usage. After a long selection process, it was decided that a simple word mark makes the strongest statement, and the blue colour combination was selected for its optimism, stature and general connotation of health.

GIVING AT THE OFFICE



Are you looking for new ideas to help fundraise at your office or school? Feel free to contact June McKean at 416-813-7816 or june.mckean@sickkids.ca for a copy of our new fundraising handbook – it’s full of great turn-key events to make your fundraising fun and easy. The newest addition to our fundraising program for the office are Smiling Stems – they are sure to brighten up anyone’s

day, and sales are easy to organize.

Keep an eye out for our new website specially for our workplace fundraisers coming this fall.

Success Story: Heatwave

Ten years ago, Rosanne O’Neill was walking along the boardwalk in the Beach. Seeing the empty beach, Rosanne drew upon her previous fundraising experience and thought how great a beach volleyball tournament could be.

“I was pregnant with my son, so children were on my mind” says Rosanne, “so Sick Kids seemed the natural fit.”

Heatwave was born! At the time, there were no beach volleyball tournaments around and the tournament attracted 110 teams.

This year, the number has grown to 260 teams. Rosanne said after volleyball became an official Olympic sport, more and more people became interested in the sport. “It also attracts both men and women equally, so it is very social as well.”

The event raises funds through team registrations, sponsorships and pledges. Many of the teams come from corporations. “The first year, we cold-called a lot of companies, and many entered one team. Now, we have up to eight teams from some corporations” said Rosanne. Heatwave was such a popular event, that the participants were asking what was next. So Rosanne and her group added Icewave, an indoor tournament that takes place in February.

Each year, the committee tries to add different fundraising

components. This year, the men’s Canadian Olympic volleyball team signed 50 volleyballs, which are being used as incentives for teams to raise \$1,000. Heatwave is also offering a silent auction for the first time, in hopes of encouraging the spectators to give as well.

Key to the success of the event is the volunteers. “We have close to 250 people come help out, from massage therapists, first aid and RBC staff who collect pledges, hand out incentives and help with scorekeeping.”

With more than 260 teams on board, this year’s Heatwave is shaping up to be another success! The tournament will be July 17 and 18 at Ashbridge’s Bay. Details can be found at www.heatwaveevents.com.

Our Newsletter

Feel free to use the Alison’s story or any of these pieces in your own newsletter. Please pass along to your committee member or friends, with our thanks. Send comments to katie.mchugh@sickkids.ca.

Our Mission

Children are our future. The Hospital for Sick Children Foundation is dedicated to the improvement of children’s health. Our mission is to inspire and support the philanthropic spirit in individuals and organizations. We invest our communities’ contributions in outstanding paediatric care, research, and education to help children at The Hospital for Sick Children, throughout Canada, and around the world.

www.sickkids.ca