

## Memo to Staff

October 5, 2015

### Launch of Agency Fundraising Initiative for the CHEO Foundation

#### Greetings Global Colleagues!

It's time for a new agency passion project, don't you think? Sure, we've raised \$70,000 for the United Way over the years, and we recently raised almost \$24,000 building the Upendo Early Childhood Education Centre in Sabaki Village, Kenya, and we've donated money, food, clothing and toys to the Ottawa Food Bank, the Snowsuit Fund, Toy Mountain, the Canadian Cancer Society, to disaster relief initiatives across multiple countries, and to local needy families connected to our agency - to name but a few of the charities and special projects into which we've thrown our time and our hearts.

After several incredibly successful years of pouring our efforts into improving the lives of young children and their families in a village in Africa, this time I thought we'd bring the focus closer to home, and I am asking you to join me in stepping up for a very local institution: the Children's Hospital of Eastern Ontario – our own CHEO.

With the help of our contact at the CHEO Foundation, we have identified Global's first fundraising goal: **\$6,000** for a **PORTABLE TRANSILLUMINATOR**.



What is a Transilluminator, you might ask? Well, nobody likes to get needles, right?

The Transilluminator is a piece of equipment that has superhero-like qualities – it allows nurses and doctors to see through the patient's skin and visualize the tiny veins in a child's arm.

This portable piece of equipment significantly decreases discomfort for CHEO's young patients, because seeing children's tiny veins helps nurses and doctors avoid having to give multiple "pokes", ensuring children receive the quickest and most painless treatment possible. It also helps relieve the stress often associated with needles for family members of the young patients, and for the clinicians themselves.

I believe this is truly a worthy cause for our famously successful fundraising efforts, and this week I'm going to personally kick off the CHEO Transilluminator Campaign by resurrecting – after a one-year hiatus – the “Tour and Lunch with the Executive Director” raffle – stay tuned for more on that.

What we all know from previous fundraising experience, is that even the smallest amounts raised – through bake sales and art auctions and 50-50 draws and countless other creative activities we have undertaken - quickly add up; that is, after all, how we built a school in Kenya.

I ask that you consider participating in this new campaign by organizing an activity with your teammates and/or by buying raffle tickets or contributing in other ways to those activities sponsored by your Global colleagues across the agency.

I'll be obtaining some CHEO banners and posters to help boost the profile of this project, and with my CHEO contact, will be exploring ways we can offer inspiration and assistance (FYI the CHEO Bear Mascot costume is available on loan for any of you who might feel the urge to channel your inner teddy bear☺). Of course, I will keep you all regularly posted on the money raised as we advance towards the goal.

Raising \$6000 so that CHEO can purchase a Portable Transilluminator means we will be making a direct and positive impact on the experience of children who find themselves in the hospital.

As with our many previous charitable initiatives, I am hoping I can once again rely on your kindness, your community-mindedness, your enthusiasm and above all, your passion for children's well-being.

Thank you in advance!

A handwritten signature in black ink, appearing to read "Arlene". The signature is written in a cursive, flowing style.