

Memo to Staff

June 22, 2017

Launch of Agency Fundraising Initiative # 3 for the CHEO Foundation

Greetings Global Colleagues!

Following my announcement at the AGM/Staff Appreciation Event on May 11th regarding the launch of our 3rd fundraising campaign for the Children's Hospital of Eastern Ontario, I am excited to share additional information with you about our latest goal for CHEO.

With the help of our contact at the CHEO Foundation, we have identified Global's new fundraising goal, which is to raise **\$6,000** for **EYE GAZE TECHNOLOGY EQUIPMENT**.

What is Eye Gaze Technology?

It's a communications system using infrared lighting that follows a child's eye movements as their eyes move across and connect with icons on a computer touch screen – a computer-generated voice then voices what the non-verbal child wishes to communicate!

For children who are not able to verbalize their thoughts, ideas and emotions to their loved ones, their educators and to others around them, this is revolutionary.



Please see the article attached to this memo *Young Boy Overcomes Challenges with Eye-reading Technology* and view a brief, heartwarming video of little Oliver's experience here: <https://www.youtube.com/watch?v=7UOYn4tJglQ&feature=youtu.be>. As a parent, imagine hearing the words "I love you" aloud for the first time from your non-verbal child with the help of this technology.

As some of you may know, CHEO amalgamated with the Ottawa Children's Treatment Centre (OCTC) in October 2016. OCTC offers a lending library filled with specialized resources and equipment to help children and youth maximize their independence and reach their potential as individuals. The children struggle daily with speech and language disorders, autism spectrum disorders, cerebral palsy, developmental delays, brain injuries, and other special needs and disorders. OCTC helps children to learn, to communicate, to become mobile and to integrate into society. Purchasing adaptive technology like Eye Gaze Technology for the OCTC lending library will assist countless families to access this equipment for their children.

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.

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 were able to fund CHEO's purchase of two Portable Transilluminators, not to mention how we built Upendo Early Childhood Education Centre in Kenya.

We are already on our way towards our goal - \$425 has thus far been raised, including the \$350 from the 50-50 draw we held at our Staff Appreciation Event in May and \$74 raised in a teddy bear raffle, because I once again shamelessly exploited the knitting talents of my mom. Rideau Valley Child Care Centre already has a big fundraising event planned for the end of the month – yay to the Rideau Valley Rebels!

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

I promise to keep you all regularly posted on the money raised as we advance towards our \$6000 goal.

Thank you in advance!

