



Memo to Staff

May 23, 2018

Launch of Agency Fundraising Initiative # 5 for the CHEO Foundation

Greetings Global Colleagues!

Following my announcement at the AGM/Staff Appreciation Event on May 3rd regarding the launch of our 5th 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: to purchase **Bone Conduction Hearing Aids (BCHAs)** for as many children as possible.

Every year, approximately 1,500 Canadian babies are born with hearing loss or will develop early progressive childhood hearing loss. Many children with hearing impairments cannot use a conventional "air conduction" hearing aid. In these cases, a Bone Conduction Hearing Aid is the *only* device capable of giving a child the gift of sound. I don't need to tell Global employees about the importance of early intervention in the early years of children's lives!

CHEO's Audiology Department has identified an annual need for 12-15 BCHAs for children who are unable to use conventional hearing aids. Government funding does not support BCHAs. Providing 12-15 BCHAs will cost \$50,000. The soft band devices cost approximately \$4K each and the implanted devices range from \$6,500 to \$12K.

So...let's start with a target of \$4K, and just keep going...☺. We are, in fact, already well on our way. Thanks to our 50-50 draw on May 3rd, and the wonderful efforts so far of the Heritage and Fallingbrook teams, we have to-date raised \$1,548!

You will be interested to learn that currently, three children followed by CHEO are wearing BCHAs on a trial basis only: a 9 month old girl from Akwesasne, a 9 year old boy from Nunavut, and a 10 year old boy from the Mohawk Nation in Quebec. These children have atresia, which means they are either missing one or both ear canals, or their ear canals are very tiny and close off before the ear drum. During the trial period, their CHEO doctors are determining which type of BCHA will best meet the needs of each child. However, without donor funding, these children - and others like them - will have no hope of wearing the hearing aids on a go-forward basis.

I know I can once again rely on your generosity, enthusiastic spirit and compassion for our CHEO children. I look forward to hearing about your fundraising activities across the agency.

Onward for CHEO...and **thank you!**

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