

**Memo to Staff**  
from the Executive Director  
**March 15, 2024**

**Global's Fundraising Campaign #9**  
**for the CHEO Foundation**

**Greetings Global Colleagues!**

With the help of the CHEO Foundation, we have identified Global's next fundraising goal for the Children's Hospital of Eastern Ontario: **\$5,000 to support the work of CHEO's Child Life Department.**

Through therapeutic play, CHEO's Child Life Specialists help child patients and their families cope with the stress and uncertainty of short-term and long-term illness, injury, trauma, disability, hospitalization and loss. The Child Life Specialists play an important role in supporting children through their encounters with the range of medical equipment and procedures required for surgery and treatment. With funds we raise in this campaign, Child Life Specialists will plan, resource and deliver a variety of engaging and distracting activities for children, with a focus on helping prepare children for the treatments they will need to undergo, and assisting them in developing a coping plan.



This heartwarming 1.25 minute video illuminates some of the ways the CHEO Child Life Specialists adapt and customize toys and materials to the specialized needs of the children in a hospital environment: <https://vimeo.com/553112498>.

We're already off to a fantastic start in this campaign, because fundraising for CHEO has continued unabated since the wrap-up of our last campaign (when we raised \$8,219). I'm happy to report that **over \$2,000 has already been raised** to put towards this campaign.

Please chat with your teammates about how you might be able to support our CHEO campaign at your worksite through a fundraising initiative.

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

*Arlene*