



Memo to Staff
from the Executive Director
October 9, 2024
Global's Fundraising Campaign #9 for CHEO
The Results are in!

Greetings Global Colleagues,

I am thrilled to report that our 9th fundraising campaign for CHEO's Child Life Department significantly exceeded its \$5K goal, thanks to all of you: we raised **\$8,509!**

The number of inventive fundraising initiatives undertaken by enthusiastic community-minded Global staff is head-spinning, and these activities were supported just as enthusiastically by the older children in our care, who provided direct assistance to the planning and implementation of many of the fundraisers, and our client-families, who dug into their pockets. The activities are too numerous to mention in full, but here's a snapshot: Winterwood held a bake sale & art auction that raised \$711 ... Heritage raised \$623 with a lemonade stand (what the heck was in that lemonade?) ... Canyon Walk had treat days and held a 50-50 draw at their family BBQ, raising \$529 ... Forest Valley held summer lunches and an art auction that raised \$503 ... the 50-50 draw at our Staff Appreciation event in May raised \$571 ... Fallingbrook and Trillium each raised hundreds and hundreds of dollars doing pizza lunches and spaghetti lunches ... and Rideau Valley Child Care Centre raised a *whopping* \$1,647 at an end-of-summer event for families that included bake sales, art sales, popsicle sales, surprise bags and a farm stand!

My very grateful contact at the CHEO Foundation sent us this video of thanks from the Child Life Department: <https://vimeo.com/1013281079/ce3d104b40?share=copy>.

Campaign #10, anyone?

I say ONWARD to Campaign #10 for CHEO's Child Life Department and the inspirational work of their Child Life specialists. Their work in Child Life is about combining play with care, to make children feel at ease. Major surgeries and demanding treatments can be daunting for adults, so imagine how difficult and frightening it is for children. Child Life specialists build trust with children so they always feel safe and comfortable at CHEO. Global's fundraising efforts will allow them to purchase more tools and toys to prepare children for medical tests and surgery by using developmentally-appropriate and age-appropriate language and medical play materials, and to help them become more comfortable with the medical tests and equipment that is a necessary part of their care at CHEO.

If you have not already watched this brief video, which provides a glimpse into their work with children in the hospital environment, I encourage you to do so: <https://vimeo.com/553112498>.

Across nine campaigns, we have now raised **\$64,768** for CHEO, and I thank you so much for your generous community spirit, and your enthusiasm for the cause.

Arlene