



Rotary Club of Calgary Sarcee

~ Partnership Proposal ~

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Children's Wish Foundation Overview

Corporate Citizenship

The Children's Wish Foundation of Canada (CWF) has earned its reputation as the authority on wish granting in our country. With more than two decades of wish granting, and over 17,000 wishes behind us, we have fulfilled more wishes for children in Canada than any other wish granting agency. In fact, we've granted more Canadian wishes than all the others combined!

What began in 1983, on the kitchen table of an inspired and committed volunteer named Laura Cole, has blossomed into a national organization with chapters in every province. From humble beginnings granting fewer than 20 wishes a year, the Foundation has established the capacity to fulfill upwards of 1000 wishes annually.

The Meaning of a Wish

"On this path littered with ups and downs, The Children's Wish Foundation of Canada has given us a breath of fresh air. The Foundation offered us the chance to live an adventure that, although it cannot change the ultimate progression of events, has made life's journey a little easier to walk"

Mother of Anne-Frederique

"We received an unforgettable gift for which we are so grateful. It allowed Donovan to think beyond what was happening in his body and his life and provided a wonderful distraction from hospital, sick time and the routine of therapy and medication that dictates his daily life. Thank you Children's Wish Foundation, for giving our son a sense of hope"

Mother of Donovan

"How can I possibly express my gratitude for not just granting the wish, but for facilitating the opportunity for my children to fall in love with the world and life again?"

Mother of Lucas

Wishes are about dignity, about dreams come true, about quality of life in situations where life is, by virtue of its finite terms, so much more precious.

For a child whose wish is about to be granted, the pain and discomfort of the illness, and often harsh treatment regimes, somehow becomes more bearable. For many, the excitement of planning and anticipating their dream has a dramatic effect on their healing. These courageous youngsters often experience a renewed sense of energy and hope as they see a different kind of light at the end of the tunnel.

Wishes are also about moms and dads, brothers and sisters. They are about families and precious moments spent together planning, enjoying or reflecting on the special magic of a wish. It's a temporary relief and much needed distraction from the endless procession of doctor visits, tests, reports, treatments and hospital stays. While more and more children today survive high-risk, life threatening illnesses, wishes are also about memories, pictures and videos the family will

treasure for a lifetime. Whether we are sending Courtney to Atlantis Beach Resort in the Bahamas to swim with dolphins, building a basketball court in Matthew's backyard, flying Dwight to Hawaii to watch the NFL's Pro Bowl game or getting Ian snowboarding lessons with the Canada Olympic Freestyle Team, the experiences are cherished.

Few would debate the value of wish granting, as the impact of a dream fulfilled reach far and run deep. We are motivated to expand our work in the community and can do so in partnership with Organizations like The Rotary Club of Calgary Sarcee who are committed to quality community investment that achieves incredible results. *Imagine the difference a wish can make.*

Accomplishments

The Children's Wish Foundation is extremely proud of the fact that we have never denied an eligible child a wish and that we have been able to fulfill some of the most complex wishes imaginable.

Once a child is referred to us, and the case has been medically approved, the child is asked to make an important decision. In the wide realm of possibilities, what would bring them the greatest happiness?

For many children, the process of narrowing down the possibilities to one wish can be the most exciting part of the process. They can choose literally any wish imaginable, without regard to cost or logistics, as long as it won't jeopardize their health or safety.

Whatever the wish, the Foundation is committed to using its talents, time and energy to ensure each and every child realizes their dream.

Granting wishes to children with high-risk life-threatening illnesses is our primary line of business and the most powerful way in which The Children's Wish Foundation fulfills its mandate. Staff and volunteers work tirelessly to maintain the highest quality of service to our wish families with attention to the most minute of detail so as to ensure the total satisfaction of each and every wish child.

This spring the Alberta and NWT Chapter of the Children's Wish Foundation of Canada achieved an important milestone: 1,500 wishes granted. Thanks to the work of our volunteers and staff, and the generosity of our donors, we celebrated this incredible outcome. Our work continues as many more eligible children still need their dreams fulfilled.

A View to the Future

Wish requests are increasing; the costs associated with granting wishes are increasing; and the sophistication of requests is increasing. Our determination to never deny an eligible child their wish is a call to action. In order to fulfill our mandate, and expand upon the legacy built by past

volunteers, donors, staff and other stakeholders, we must continue to source out new ways to contain costs and increase revenues.

CWF is looking to establish new partnerships with thoughtful, intelligent investors; organizations who understand the extraordinary difference a wish can make. Our goal in Alberta is to increase the number of wishes delivered this year over last by approximately 30%. The demands on Children's Wish are great and we'd like to add Rotary Club of Calgary Sarcee to the list of distinguished companies who have come together in support of mission fulfilment.

A Select Partnership: Rotary's *Wish Wagon*

Whether delivering wishes, making hospital or home visits, conducting events, etc, Children's wish staff and volunteers always seem to be behind the wheel. All stakeholders are reimbursed for their mileage at significant expense to the Foundation. While this expense is deemed a cost of doing business we are always trying to drive down related expenses in an effort to minimize our administrative ratio thereby maximizing our investment of donor dollars in kids and families. Numerous strategies have been employed over the years to manage transportation costs, but none have proven to be as effective as ownership of a company vehicle that serves as a shared resource for Foundation staff and volunteers.

Objective:

To be selected as Rotary Club of Calgary Sarcee's charity of choice for net proceeds of the Annual Art Auction and/or casino activity. Monies donated to Children's Wish will be used to purchase a Ford Transit Connect (or similar) and will subsidize related operational costs. The *Wish Wagon* as we have dubbed it will be a daily use vehicle for volunteers and staff.



The Wish Wagon

Considerations:

Cost savings. After analyzing staff and volunteer travel mileage and related expenses, it is apparent that a company van would clearly reduce the amount of money being spent to cover transportation. A company van would also alleviate concern about the wear and tear on personal vehicles caused by regular work-related use. Transporting of large items or volumes of supplies and equipment will be possible without the use of couriers or rentals.

Wish delivery. Large such as entertainment units, computers, horseback riding tack, play houses, musical instruments are all examples of items that children wish for. Delivery of such things would decrease the costs associated with hiring a third party for transport. Furthermore, by having a staff members and/or volunteers deliver such items, family satisfaction increases (as evidenced via comments in surveys that speak to the value of face-to-face interactions). Rush Wishes will be completed and delivered more efficiently as we will be able to use the van for pick up and delivery of items; not relying on a third party to complete time sensitive actions.

Events. The van would be used for pick up and drop off of Wish Families for special events and speaking engagements. The Wish Wagon would eliminate the costs associated with renting vehicles for transporting items to and from suppliers, event sites, etc. Parking the vehicle onsite will provide exceptional brand visibility.

Branding. The *Wish Wagon* would enable the community to see us deliver wishes. Excitement would be created for the family and the community knowing that arrival of the vehicle signaled that a dream was about to come true. This branding would serve as a reminder to people that we are active and present thereby encouraging wish referrals and/or donations.

Cultivation and stewardship of the Rotary Club. The Rotary Club has been an important, ongoing supporter of Children's Wish. Clubs across the province have indirectly helped to make dreams come true through generous donation to off set wish costs. A *Wish Wagon* provides direct involvement in the wish granting process. Your leadership will encourage other clubs to support our worthwhile cause.

Reciprocity:

The Children's Wish Foundation believes that effective partnerships have mutual benefit. In exchange for your support we pledge the following:

- Co branding the vehicle with Children's Wish and Rotary International.
- Annual report listing
- "Partner" listing on our website
- "Success Story" write-up on our website
- Newsletter write-up
- Involvement in the delivery of one wish.
- Qualified volunteers provided for Art at the Heart, including a guest speaker (Wish Family)

Rough Budget:

| Capital Cost | |
|---|-----------------|
| Purchase | \$33,500 |
| Decaling | \$2,000 |
| Winter Tires | \$1,500 |
| TOTAL | \$37,000 |
| Operational Costs | |
| Insurance & Registration | \$1,800 |
| Fuel | \$3,500 |
| Maintenance, Repair (tires changes, oil changes, etc) | \$700 |
| TOTAL | \$6,000 |
| GRAND TOTAL | 43,000 |

Conclusion

This document is only the beginning of the magic that could be created with a partnership between The Rotary Club of Calgary Sarcee and The Children's Wish Foundation of Canada. We are committed to working together and providing innovative ways to develop a strong partnership and to ensure a mutually beneficial relationship that allows us all to move forward to achieve our strategic objectives. Rotary's motto is "service above self". What better way to fulfill your mission than to raise the spirits of a child in profound ways through the granting of a wish. The smiles and joy that are created by your work will be a true realization of "fun with purpose".

Thank you for helping us to continue our tradition of excellence.

Facts and Figures

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| <u>Official Name of Charity:</u> | The Children's Wish Foundation of Canada |
| <u>Registered Charity Number:</u> | 12403 8878 RR0001 |
| <u>Mission:</u> | The Children's Wish Foundation of Canada works with the community to provide children with high risk life threatening illnesses the opportunity to realize their most heartfelt wish. |
| <u>Vision:</u> | Every child enjoys the best quality of life possible including the experience of laughter, shared joy and memories with important people in their lives. |
| <u>Wish Criteria:</u> | Any child residing in Canada between the ages of 3 and 17 who has been diagnosed with a high-risk, life threatening illness qualifies for a wish. The illness must be verified by the child's treating physician. |
| <u>Allocation of Funds:</u> | All monies donated in Alberta and NWT are directed to the fulfillment of wishes within those same provinces. |
| <u>Wish Costs:</u> | <p>Wishes vary in expense by virtue of their variety and complexity. For example, a four year-old child's desire to meet Mickey Mouse generally involves flights, accommodations, transfers, venue passes, meal per diems for wish child, siblings, and parents. Also included are additional expenses relevant to the transportation of children in wheelchairs, on respirators, or with other specific medical needs. In some cases a nurse or medical attendant may also need to accompany the child.</p> <p>Wishes can range in cost from a few thousand dollars to well over ten thousand dollars, with the average cost of a wish falling around \$10,000.</p> |
| <u>Administrative Costs:</u> | Administration costs are necessary to run a national organization. The Children's Wish Foundation of Canada is committed to keeping such costs to a minimum. Hard-working volunteers across the country make it possible for The Foundation to keep costs as low as 12.1% of revenue. |

Wish Story: Tyler gets adopted



Recently the Foundation ran an information booth at the Stollery Children's Hospital in Edmonton to raise awareness of the cause. While there Melissa, Mother of Tyler - a 14 year old boy that was in the hospital undergoing a procedure, stopped by to introduce herself. She explained that Tyler had been battling a relapse of Burkitt's Leukemia for the last few months enduring unusually aggressive chemo treatment in preparation for a bone marrow transplant in one month. Although his condition was relatively stable at the time, and folks were optimistic about his recovery, prognosis was still poor.

When Tyler found out he was eligible for a wish he was excited and overwhelmed at the prospect of having his most heart-felt desire met. Initially, Tyler's wish was communicated to the Foundation through a parent, but staff conferred with him and verified his first choice: he wanted to be adopted.

Tyler's biological father has been estranged since birth; Tyler has never really known him. Melissa raised Tyler alone for many years. Eventually, she fell in love with Jan and her family moved in with him. Tyler grew very close to Jan and although they had talked about adoption, they simply could not afford it. For all intents and purposes, Tyler felt that Jan was his Dad, but he desperately wanted the relationship to be officially recognized.

The family's lawyer was set to work right away by Children's Wish and the process began to roll out. It was understood that from beginning to end, without any hitches, the adoption would take upwards of two months to complete. At first, the timeline seemed reasonable until some devastating news was presented to the family by Tyler's doctors. His condition was deteriorating and he was soon to be palliative.

A panicked call was placed to the lawyer who indicated that nothing could be done to expedite the process. This was unacceptable and ultimately proved to be untrue. Where there is a will there is a way. In short order, an understanding judge quickly signed off on the paperwork. Within 24 hours, Tyler's longstanding father-figure officially became his Dad.

Tyler's parents had talked about getting married in the past but had never committed to do so. Knowing that Tyler wanted them to be wed, they decided to share nuptials. They did not know where to begin with planning, especially when time was their enemy. With Children's Wish's help two days after the adoption, Melissa and Jan exchanged vows before an officiate with Tyler as the Best Man. It could now be said without argument that they were a family.

To help celebrate the family's official union, The Children's Wish Foundation made arrangements for everyone to spend a few days at Tyler's destination of choice: the Rocky Mountains. The Jasper Park Lodge played host to the family and everyone thoroughly enjoyed their time together creating memories that will be treasured for a lifetime.

Sadly, less than a month after Tyler's wish came true, he succumbed to his illness and passed away the day before his birthday. The family's deep appreciation for what was done is difficult to express in words. Our experience granting this wish will not be forgotten as it represents the true spirit of mission fulfillment. Thanks to you, heart felt dreams wishes come true.