

Believe your donations can make a real change in the lives of children.



**Start Your
Change Crusade!**

**SickKids®
Radiothon**



**NEWSTALK
1010**

**boom
97.3**
Toronto's *Greatest Hits*

**Virgin
RADIO
99.9
FM**

A
AstralMedia®

www.changecrusaders.com

Thank you for signing up to become a **Change Crusader**. It's a fun and easy way to rally the people in your community around a great cause – SickKids. Your support will ensure SickKids remains a world leader in children's health, research and care.

What exactly is a Change Crusader?

Change Crusaders are heroic volunteers who agree to support SickKids Foundation by asking their classmates, coworkers, family and friends for spare change and donations for the five weeks leading up to the Annual SickKids Radiothon broadcast on Newstalk 1010 CFRB, Boom 97.3 and Virgin 99.9 on Thursday, April 29th.

You put the "fun" in fundraising:

Donations can be accepted in coin, bills or by credit card online. Anyone making a donation online automatically receives an official tax receipt via email. We can also issue tax receipts for donations submitted on a pledge form.

(please note: if you are submitting a bulk amount of donations through our website, the system will automatically issue a tax receipt, however this receipt is not eligible for tax purposes due to CRA regulations)



Two years ago, SickKids patient Madison raised over \$22,000 as her friends, family and community rallied around her.

How to get started...

Set a goal and decide how much money you would like to raise. The most successful **Change Crusaders** set goals!

Start by listing the best places to go and collect change: school, events, stores etc.

Make a list of everyone you know who you think will make a donation. Your list can include family (anywhere in the world), friends, neighbours, teachers, hockey coaches and business people, like hairdressers or dry cleaners.

Figure out how much you want to ask for and write it down beside the person's name. Write down if you would like to ask for a specific amount, such as \$10, \$20 or \$50 or if you think the person would like to make a bigger donation than the coins in their pocket.

Figure out how you're going to ask:

- in person
- by email
- by phone

Did you know the most successful Change Crusaders use online fundraising?

The best plan is to use all three approaches! Many donations were through our online system at www.change crusaders.com. It's fast and easy and you can reach people all over the world through the website. You can tell your story by setting up a personal page and adding a photo, and that helps people know why you're raising money.

Where the money goes:

- Much-needed equipment
- Important research
- Specialized care for kids
So kids can get back to being kids!

Tell your story and why you're raising money for SickKids. You can also talk about how much you are trying to raise. You can raise money if you were a patient or know a patient who was helped by SickKids. Some people raise money because they want to make a contribution to their community and help kids. The reason is all yours.

Here's an example of what you could say:

"I was a patient at SickKids last year and I have all the doctors and nurses to thank for helping me get better. I am trying to raise \$1,200 to help kids like me who have to go to SickKids. Would you be interested in helping me reach my goal?"

Keep track of how you're doing daily and watch your donations add up!

If someone says no thanks...

Remember that not everyone may choose to donate to you and that's okay. People have a lot of different causes that are special to them, and they can't give to every one. You are giving every single person you talk to the chance to donate and make a difference to kids all over the province that have to come to SickKids for treatment.

Say "thank-you"!

Most importantly... Have fun!

Kathryn's Story

One **Change Crusader** who made some real change happen.

Last year, Kathryn was one of our top Change Crusaders and raised over \$3,300 for the campaign. Kathryn raised most of this money online since she was in isolation. Kathryn became a Change Crusader in order to give back to the hospital so its staff will have the tools to continue to cure her, her new friends and all the other sick kids that she doesn't even know.

Here is Kathryn's story:

Back in June 2008, Kathryn was diagnosed with Stage 4 Neuroblastoma, a cancer of the central nervous system. With the help of the excellent medical care at SickKids, she completed eight rounds of chemotherapy, five surgeries, two stem cell transplants and 12 rounds of radiation. Kathryn is now 7 years old and just went on her "wish" trip to Florida. She is doing well and recently started back at school.



Bring in your donations:

1. Count your coin money at home, put the coins into rolls, and take them to the bank in exchange for bills to make your donations easier to handle.
 2. Send in a cheque covering your total funds raised to:
SickKids Foundation
525 University Ave.
Toronto, ON M5G 2L3
- Or drop them off in person to the 14th Floor reception between 8:30 am & 4:30 pm Monday to Friday.
3. Collected donations can be submitted through our website via a credit card, but the e-tax receipt that is generated should not be used as these funds are not eligible (under CRA legislation).
 4. You can load up a wagon and bring your rolled up coins to the SickKids Radiothon, at the hospital between 6 am and 6 pm on Thursday, April 29th.
 5. Whatever you do, make sure the funds are credited to you, and let us know how you raised them!

Questions?

If you have any questions, please call the Foundation offices at 416-813-6166 or email captaincoins@change crusaders.com.