

“We can’t do that Here!”  
(Yes you can, and your donors  
will love it!)

*How to Disrupt with Love*





## **Stephanie Highfield**

*Fundraising Strategist*

*Blakely*

At Blakely, Stephanie Highfield embraces a creative and multichannel approach to annual fundraising programs, supporting charities in providing all donors in their community with an opportunity to give.



## **Brock Warner, CFRE**

*Director, Community Giving and Innovation*

*War Child*

Brock Warner is responsible for the growth and operations of War Child's Community Giving opportunities which includes annual giving, monthly giving and community-driven events along with War Child's legacy giving program.


We all want to  
change the world  
and do our best  
work. But how?

# Goals

- ▶ Learn how to disrupt in a way that is authentic to you
- ▶ Skills to build relationships before you need them
- ▶ Tactics to push new ideas forward in a risk-averse sector
- ▶ Confidence to lead change in your organization

“What if we tried...?”

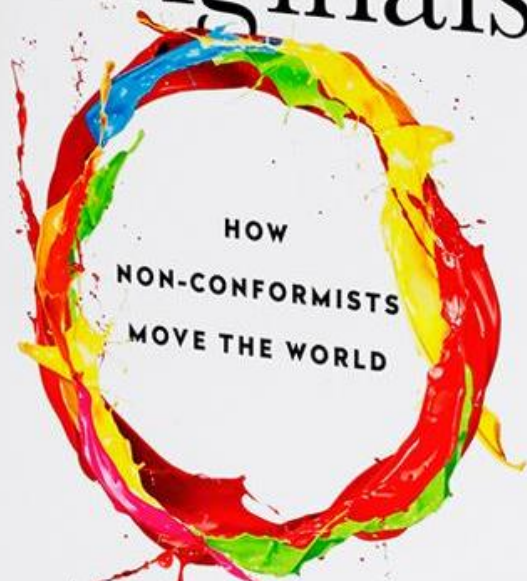
The traditional  
approach isn't enough  
anymore.



We will  
only succeed if  
we try new things.

"An insightful, wonderfully new take on the world from one of my favorite thinkers." —MALCOLM GLADWELL

# Originals



HOW  
NON-CONFORMISTS  
MOVE THE WORLD

Adam Grant

New York Times bestselling author of  
*Give and Take*

Foreword by SHERYL SANDBERG

## PRAISE FOR Originals

"This extraordinary, wildly entertaining book sheds new light on the myth of Disruption. By debunking myths of success stories, challenging long-held clichés of process, and finding commonality among those who are agents of profound change, Adam Grant gives us a powerful new perspective on not just our place in the world, but our potential to shake it up entirely."  
—J. J. ABRAMS, director of *Star Wars: The Force Awakens*, cocreator and executive producer of *Lost*, and cofounder of Bad Robot

After launching hundreds of businesses—from airlines to trains, music to food, and now a space—my biggest challenges and successes have come from convincing other people to see the world differently. *Originals* reveals how that can be done and will help you inspire creativity and change."  
—SIR RICHARD BRANSON, founder of Virgin Group

"*Originals* is a fascinating, eye-opening read that will help you not just recognize your own unique gifts, but also find the strength to challenge conventional wisdom to bring those gifts to life. Using surprising studies and riveting stories, Adam Grant brilliantly shows us how to champion new ideas and bust persistent myths that hold us back."  
—ARIANNA HUFFINGTON, cofounder and editor in chief of *The Huffington Post*, and author of *Thrive*

"*Originals* is one of the most important and captivating books I have ever read, full of surprising and powerful ideas. It will not only change the way you see the world; it might just change the way you live your life. And it could very well inspire you to change your world."  
—SHERYL SANDBERG, COO of Facebook, and author of *Lean In*

can sometimes seem as if one must learn everything old in order to earn the privilege of doing anything new. Adam Grant does a masterful job showing that is not the case; we are lucky to have him as a guide."  
—PETER THIEL, cofounder of PayPal and Palantir, and author of *Zero to One*

## HONORS FOR Give and Take

AMAZON'S BEST BOOKS OF 2013 • OPRAH'S RIVETING READS  
WALL STREET JOURNAL'S FAVORITE BOOKS OF 2013  
HARVARD BUSINESS REVIEW'S IDEAS THAT SHAPED MANAGEMENT



ISBN 978-0-14-42096-2

47400



Adam Grant Originals







Be a wolf.

...or a beaver.

Anyone can be an  
innovator or a disruptor.

Seriously.

Be kind

Be honest

Be present

Be a person.



#DonorLove

Listen

Plan Your Battles

Build Bridges

Do Your Homework

Meet People Where They Are

Report Back

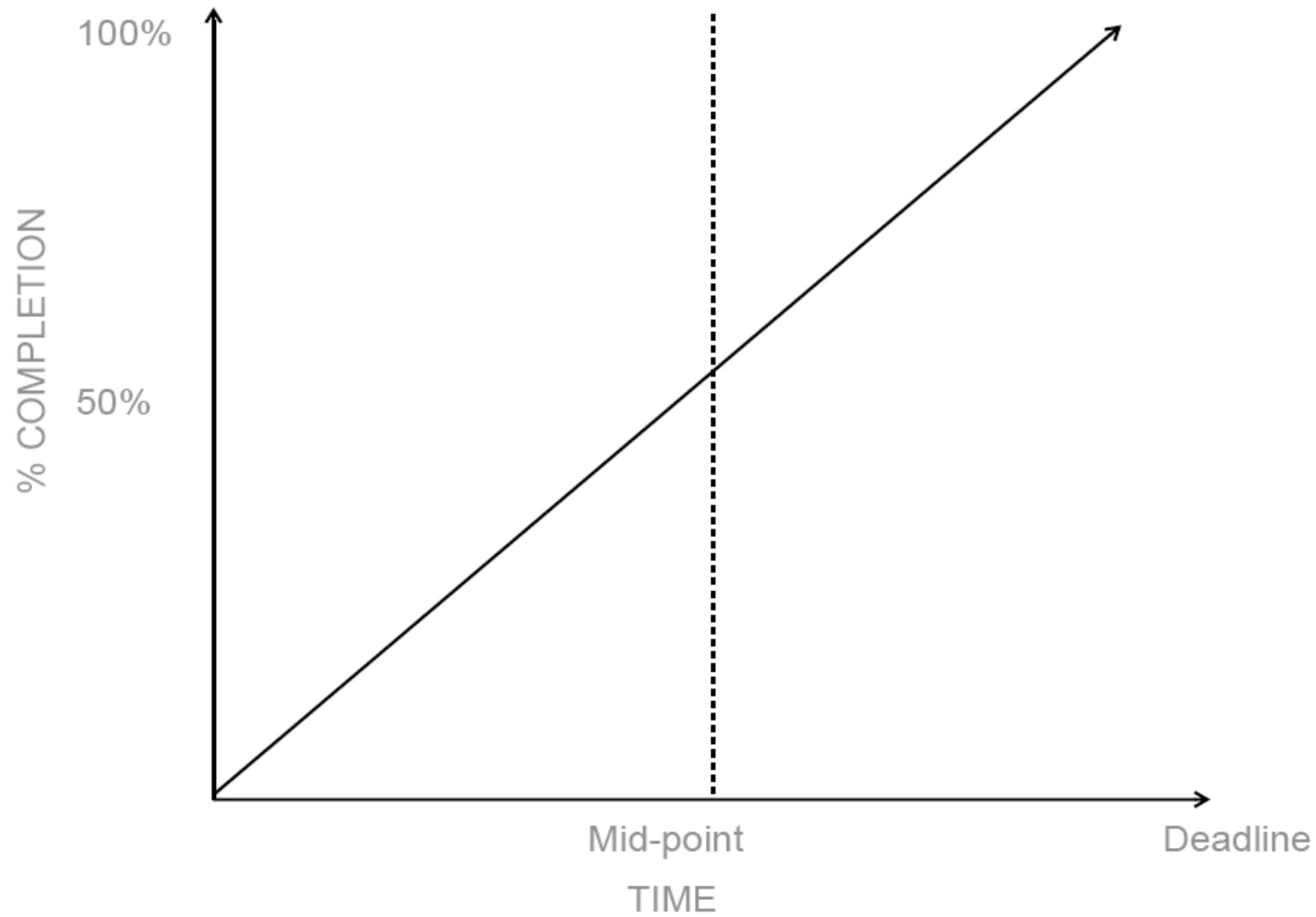
Listen.

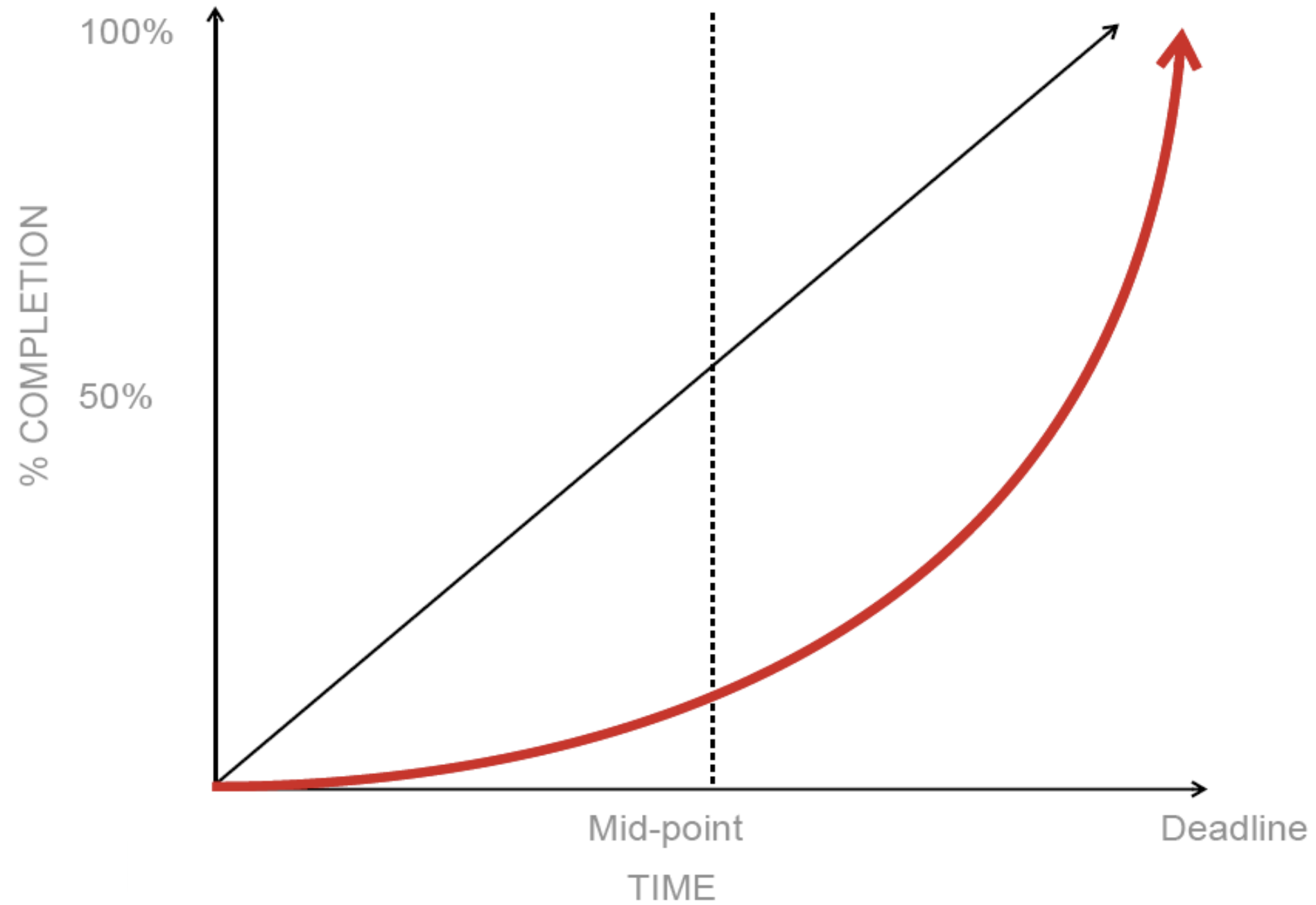


# Why?

- To help you understand your environment and context.
- To read the room
- To help set realistic expectations

Make sure it's the right thing,  
Before you design the thing right.







# STUDENT ENGAGEMENT ROUNDTABLE

// SMALL GROUP DISCUSSION  
DIRECTLY IMPACT OUR STRATEGY //

**JULY 13, 2018**

**9:30 AM - 12:30 PM**

**WAR CHILD HQ**

---

67 MOWAT AVE. SUITE 405  
TORONTO ON, M6K 3E3

CONTACT: [DONATIONS@WARCHILD.CA](mailto:DONATIONS@WARCHILD.CA)









@ HOME

2018  
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# MAKE \_\_\_\_\_, NOT WAR

*Support War Child's mission to protect children affected by war by doing what you love to do, share it with friends and family, and ask them to support you with a donation to War Child.*

*Start making your mark in three simple steps:*

## 1. Do What You Love

As a group or on your own, choose an activity that you love to do.

## 2. Share it with Friends

Broadcast it live on social media, create a Facebook event or any other big idea you may have for telling the world.

## 3. Ask For Support

Tell your supporters that the best way to support you, is by giving a gift to War Child.

**GET STARTED NOW**



# Student Roundtable Insights

- Suggested animating the title with suggested ideas
- Liked the flexibility of the *Make\_\_\_\_* concept
- Very enthusiastic about the T-Shirt design
- Would like to see ‘social proof’ at the outset (e.g, IG carousel)
- A Step-by-Step signup appreciated (versus all at once)
- Existing materials are good, but hard to find

**MAKE stories, NOT WAR**

**make.warchild.ca**



art

rhymes

noise



# MAKE art, NOT WAR

Protect children affected by war by doing what you love.  
Share it with friends and family, and ask them to support you with a donation to War Child.

## DO WHAT YOU LOVE

*As a group or on your own, do whatever it is that you love to do. Big or small, your call.*

## SHARE WITH FRIENDS

*Broadcast it live on social media, create a Facebook event or any other way you'd like to tell the world.*

## ASK FOR SUPPORT

*Tell your supporters that the best way to support you, is by giving a gift to War Child.*

**GET STARTED NOW**

## FREE DOWNLOADS

*Make your own merchandise with a local retailer and design your own materials. Remix and reimagine. Just add them to your cart then check out. Download links will be emailed.*



Handwriting Font  
(OTF)  
\$0.00

MAKE \_\_\_\_\_, NOT WAR

Make\_ Logo, High  
Res (JPEG)  
\$0.00



DIN Pro Font  
Package (otf)  
\$0.00



War Child 'In  
Support' Logo  
(JPG)  
\$0.00



Offline Pledge  
Sheet (PDF)  
\$0.00



Fundraising  
Toolkit (PDF)  
\$0.00



Offline Donation  
Form (PDF)  
\$0.00



Information  
Handout #1 (PDF)  
\$0.00



Information  
Handout #2 (PDF)  
\$0.00



Information  
Handout #3 (PDF)  
\$0.00



**BRAND AND DESIGN GUIDE**

Brand and Design  
Guide (PDF)  
\$0.00

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Make Origami, Not War

Shortcuts

Make Friends, Not War

Tegan and Sara's fundr...

Changing Kids' Lives - ...

Calum's birthday fundra...

Help me put an end to s...

See more

+ Raise money

You donated \$20 to this fundraiser

MAKE origami, NOT WAR

Make Origami, Not War

Fundraiser for War Child Canada by Brock Warner ·

Invite

Donate

Share

More

\$317 of \$400 raised

You, Stephanie Highfield and 10 others donated.

Post

Photo/Video

Live Video

Write something...

Fundraiser progress

This fundraiser raised \$317 and reached 79% of the goal. You're on your way!

12 donated

25 invited

2 shared

Invite Friends

People who invite friends raise more money. We recommend inviting about 130 people.

Add friends to fundraiser...

Wendy Warner- McCuaig

+ Invite

Brad Warner

+ Invite

Susan J. Warner

+ Invite

See more

Share update

Each time you share, new friends will learn about your fundraiser. Keep sharing and asking for support.

Chat (34)

<https://www.facebook.com/donate/308055266696765>

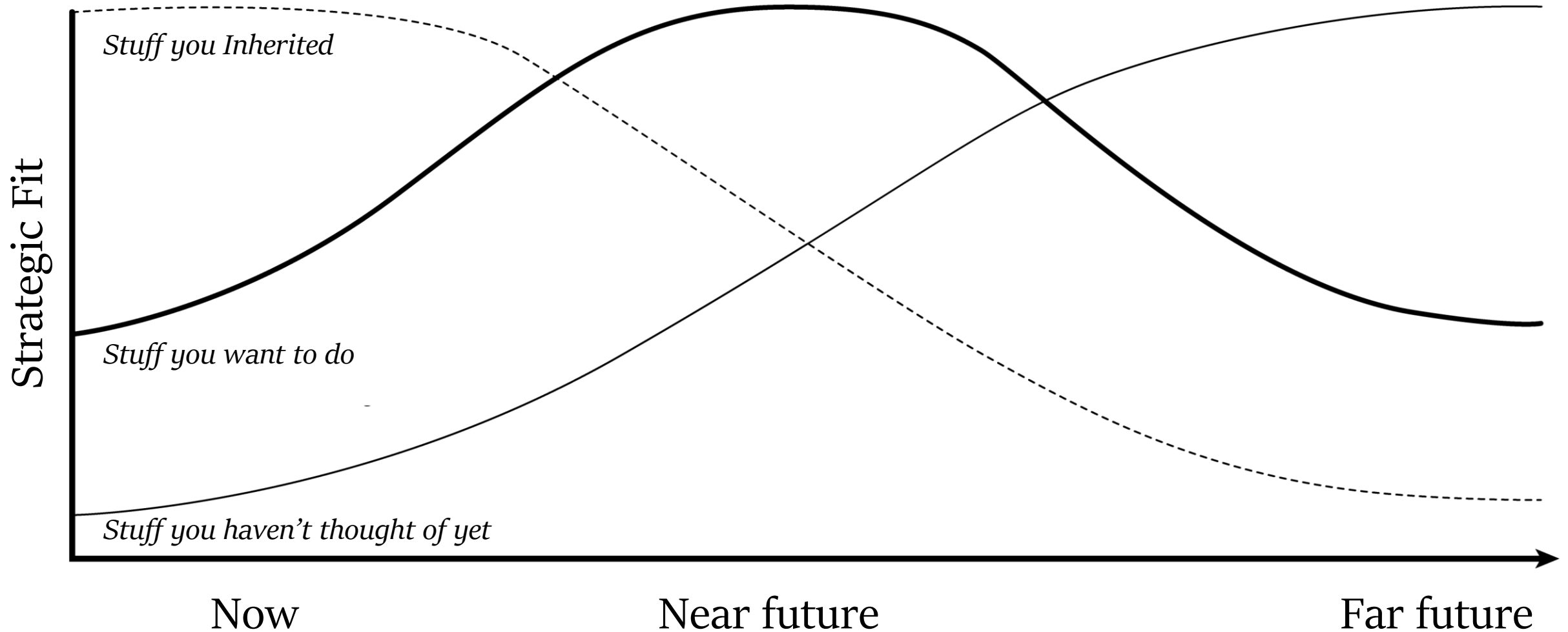
Plan your Battles.

# Why?

- “If I want to say yes to this, I’ll have to say no to...”
- Identify the easy wins
- Build trust and confidence internally by demonstrating your thoughtful approach to innovation. You’ll likely get more freedom over time



# Three Horizons





Taking Risks.

Never having to say  
“we don’t have time”.

*Or, doing the things you want to when you want to do them requires planning.*

Guest Appearance!  
Laura Champion  
and Jason Novelli



Crohn's and  
Colitis Canada  
Crohn et  
Colite Canada

# *Case Study*

Crohn's and Colitis Canada  
Online Tribute Giving


# Barriers

- Time – the tribute program was a “set it and forget” as we were a team of two and had many other priorities
- Investment needed – how would we digitize this with management being skeptical that this would generate any additional revenue
  - Like in many organizations the assumption that the tribute money will just continue to roll in, was the mentality at CCC
- Systems – CCC was in the middle of a database transition and had many online vendors for different programs
  - How would it integrate with the DoR and who would do the work
- Management – as noted above the assumption that this would not make a difference in revenue and would just be an expense

# *We went Rogue*

- We found the investment
  - The events team had recently invested in a platform for their walk
  - We did a bit of digging and found that there was an additional module that would facilitate the tribute piece
    - Because the events team had made the very large investment our module was cost effective
      - we found the money in the annual budget
- We asked for forgiveness rather than permission
  - We knew it would work and were willing to do it off the side of our desk for a little


# What did it look like?

**CROHN'S & COLITIS**

**Our Promise:** To cure Crohn's disease and ulcerative colitis and improve the lives of children and adults affected by these chronic diseases.

Make it stop. For life.

[Home](#) [Create a Personal Page](#) [Donate Now](#) [Search](#) [Contact Us](#) [Login](#)



[CREATE A PERSONAL PAGE](#) [SEARCH PERSONAL PAGES](#) [LOGIN](#)

### Share the memory of your loved one by creating a personal fundraising page

Help to fund the research to cure Crohn's disease and ulcerative colitis

Personalize a page in memory of your loved one with photos, videos and messages to tell their story and share it with others. Create content or use the templates provided to tailor your page to best honour your loved one.


The page is an opportunity not only remember and share but to raise funds for Crohn's and Colitis Canada as they work to improve the lives of children and adults affected by these diseases.

The site comes with tools and tips to make setup quick and easy but if you run into any problems and need personalized help please reach out - [abatchelor@crohnsandcolitis.ca](mailto:abatchelor@crohnsandcolitis.ca)

#### RECENTLY ADDED PAGES

- 25 June, 2018  
> [Urmilaben Amratbhai Patel](#)
- 8 May, 2018  
> [Alison Frances Smith](#)
- 6 March, 2018  
> [CHRIS STOCKWELL](#)
- 6 March, 2018  
> [In Memory Of George Swinburne](#)
- 1 March, 2018  
> [Lorraine MacAulay](#)


[more...](#)



Like 0 Share

[Home](#) [Create a Personal Page](#) [Donate Now](#) [Search](#) [Contact Us](#) [Login](#)





## Alison Frances Smith



[DONATE NOW](#)

#### MY HONOUR ROLL

Geoff Wilkinson	\$125.00 CAD
Demetrios Savvides	\$100.00 CAD
Lesley Wyles	\$100.00 CAD
Wendy Hamden	\$100.00 CAD
Anita, Shavne and Brianne Skinner	
<a href="#">Start</a>   <a href="#">Pause</a>	



0

Alison Frances Smith passed away suddenly on Friday May 4th, 2018 at the age of 54. In addition to being a loyal and supportive friend to many, Alison was a successful entrepreneur who turned a hobby into a thriving custom cookie business. But her most important role was that of devoted mother to three wonderful children, Trent, Mason and Peyton, and wife and soulmate to Anthony Cox. She was the energy that motivated us to be better people, and the rock that helped us succeed in life. In lieu of flowers the family is asking for donations to Crohns and Colitis Canada

[Like](#) [Share](#) Be the first of your friends to like this.

#### Guest Book

Eric & Christine Munro, 4 June, 2018 12:28 PM  
Anthony, Words fall short of expressing our sorrow for your loss. Our prayers are for you and your family during this sorrowful time. Eric & Christine

D'Arcy DeGeer, 15 May, 2018 2:09 PM

Ann, Geoff, Courtney and Makenzie Wilkinson, 15 May, 2018 12:22 PM  
In memory of our good friend Alison. God Bless.

[More...](#)

[DONATE NOW](#)

If you think this page contains objectionable content, please inform [abatchelor@crohnsandcolitis.ca](mailto:abatchelor@crohnsandcolitis.ca)

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# How did we manage?

- At the time Laura was a coordinator fresh out of Humber college
  - Little to no coding background but keen to make a change and as a result found a way to make the time to make this happen
  - Allowed for skill set development in a young fundraiser
  - Allowed for a “win” for Laura resume
- Jason
  - Protected the project – ensured that it wasn’t ended before it had the chance to start
  - Encouraged the trial and error and managed timelines to keep the project moving
- For both it was always priority #2 but the time was made as we knew that this would generate more revenue

# It wasn't easy

- Laura learned html and CSS to keep costs contained and launch the site
- It was a SLOW process as it was off the side of the desk
- Internal resistance was high
  - Getting folks to do a little more to make this happen was like pulling teeth
  - Countless hours talking about codes in the database, finance & receipting implications, brand, etc.
- Once we launched there was a lot of hand holding with the first users to ensure they had what they needed and to help to work out the bugs
  - Became a technical support help desk for the end user

# But it was worth it

- The first page: An 'in honour' page for a 90 year old gentleman who was skydiving to honour his daughter who had Crohn's
  - His page raised \$8,000 (this was more than the initial financial investment)
- In the first year the pages raised \$70,000
  - Offline tribute remained flat year over year so these are donors we might otherwise not have had



*Ken Tessier*

# Side benefits!

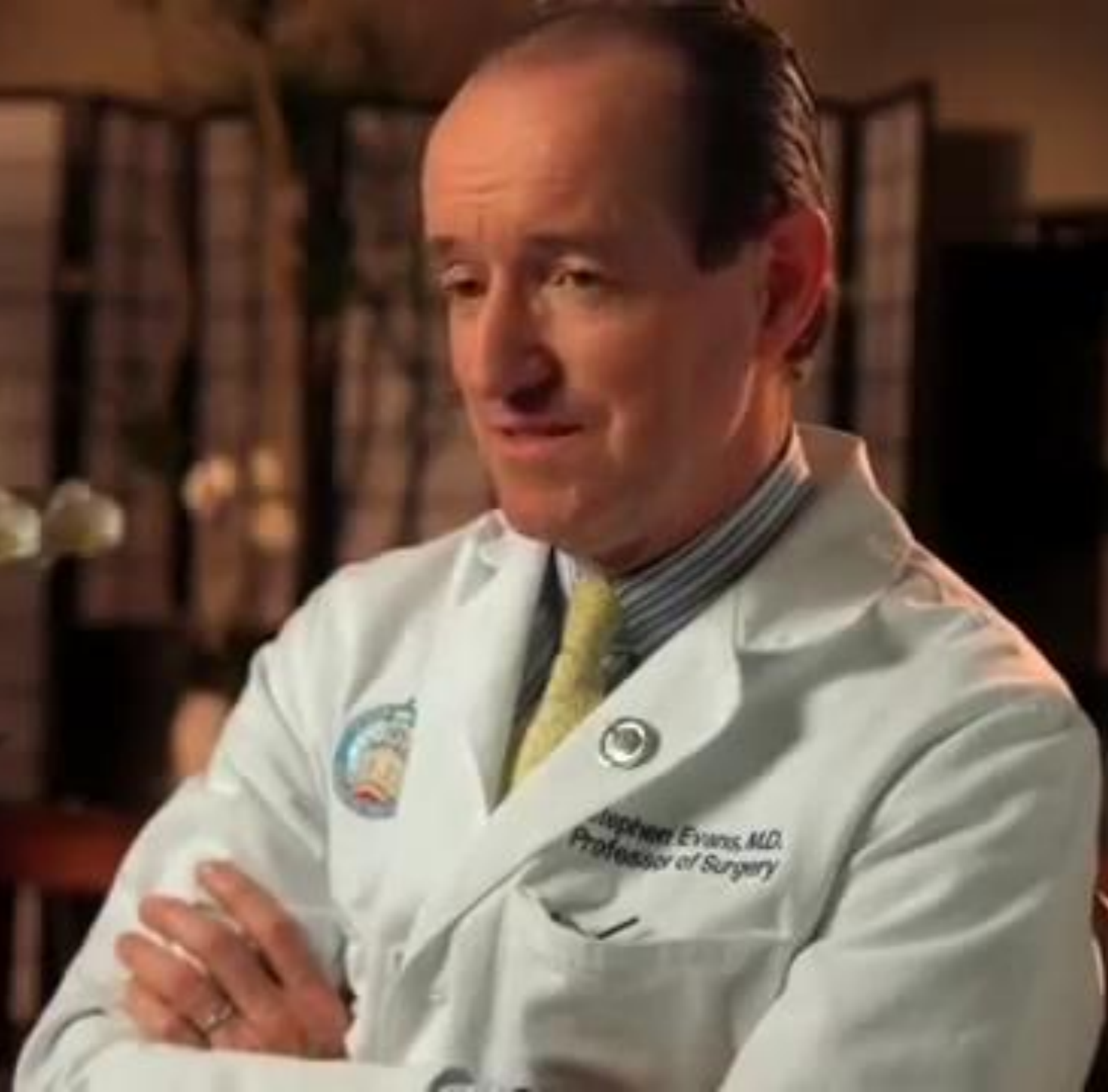
- Relationship building
  - Some of the honourees became folks who we spoke to frequently and folks who we could investigate further as they might be leads for mid-level/major gifts
  - Within the organization we made friends by learning from others, respecting their processes but improving where we could – senior management liked that we raised more money!
- Story collection
  - 90-year-old skydiver became the focus of a DM package that we sent
- Multichannel
  - We gave donors another way to give/grieve/share about their loved ones

# Takeaways

- Find a keen member of your team who is looking to do more and willing to learn on the fly and invest in them
  - Lowers the financial investment needed up front to help you make the case
- Make friends with the right people and use them in the right way
  - Ensure that what you are asking for is a simple, quick and directed task
- Don't create a working group to explore the viability of investing in the possibility of a digital tribute platform

*Just do it!*

Build Bridges.



Fundamentally,  
fundraising is about  
relationships...

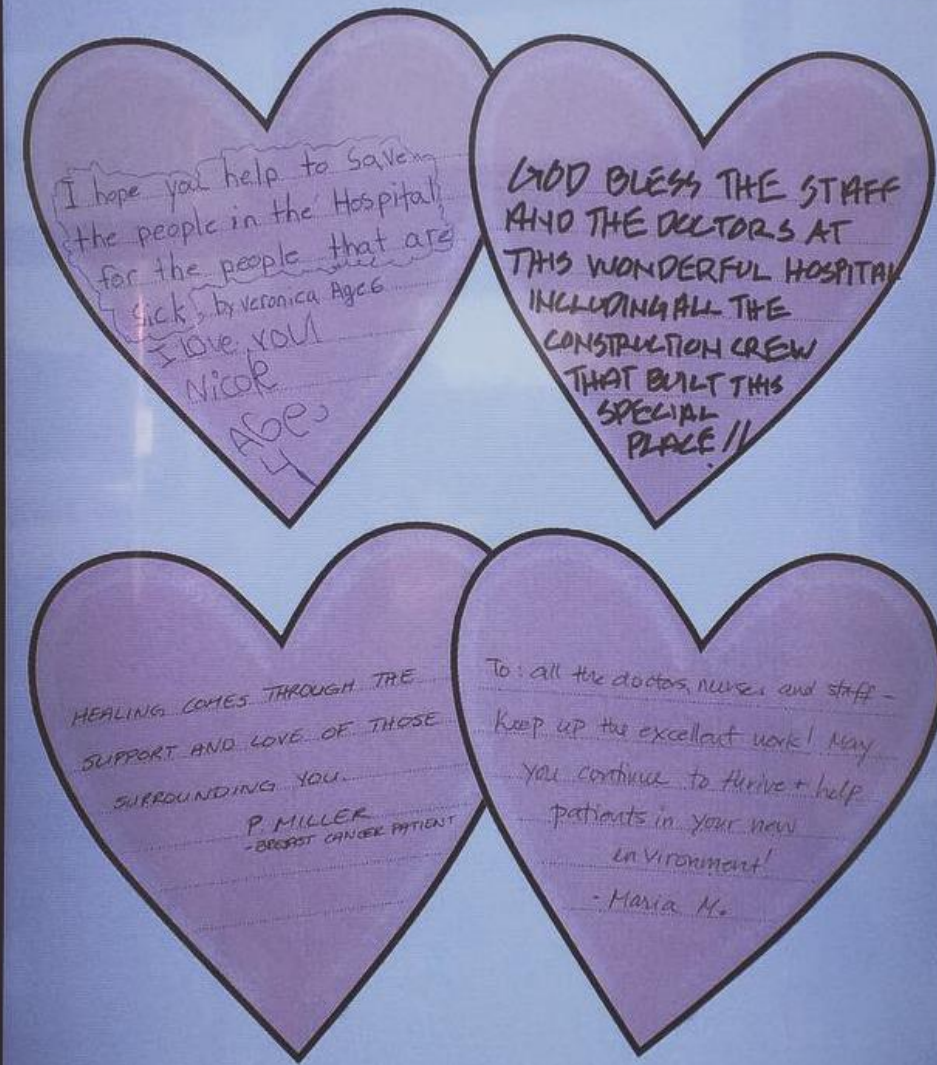
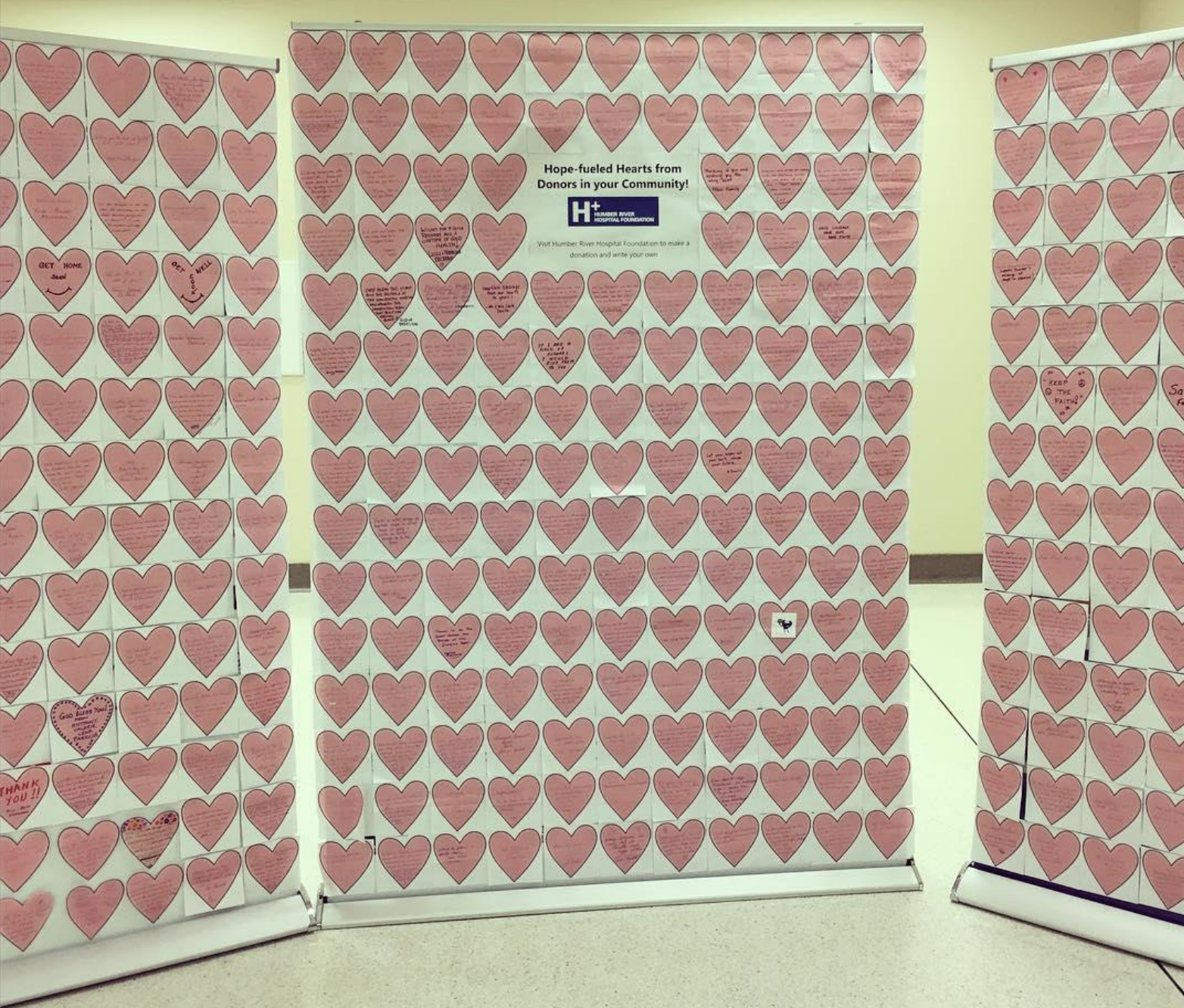


... And that includes  
internal relationships.

Find  
your  
BFF





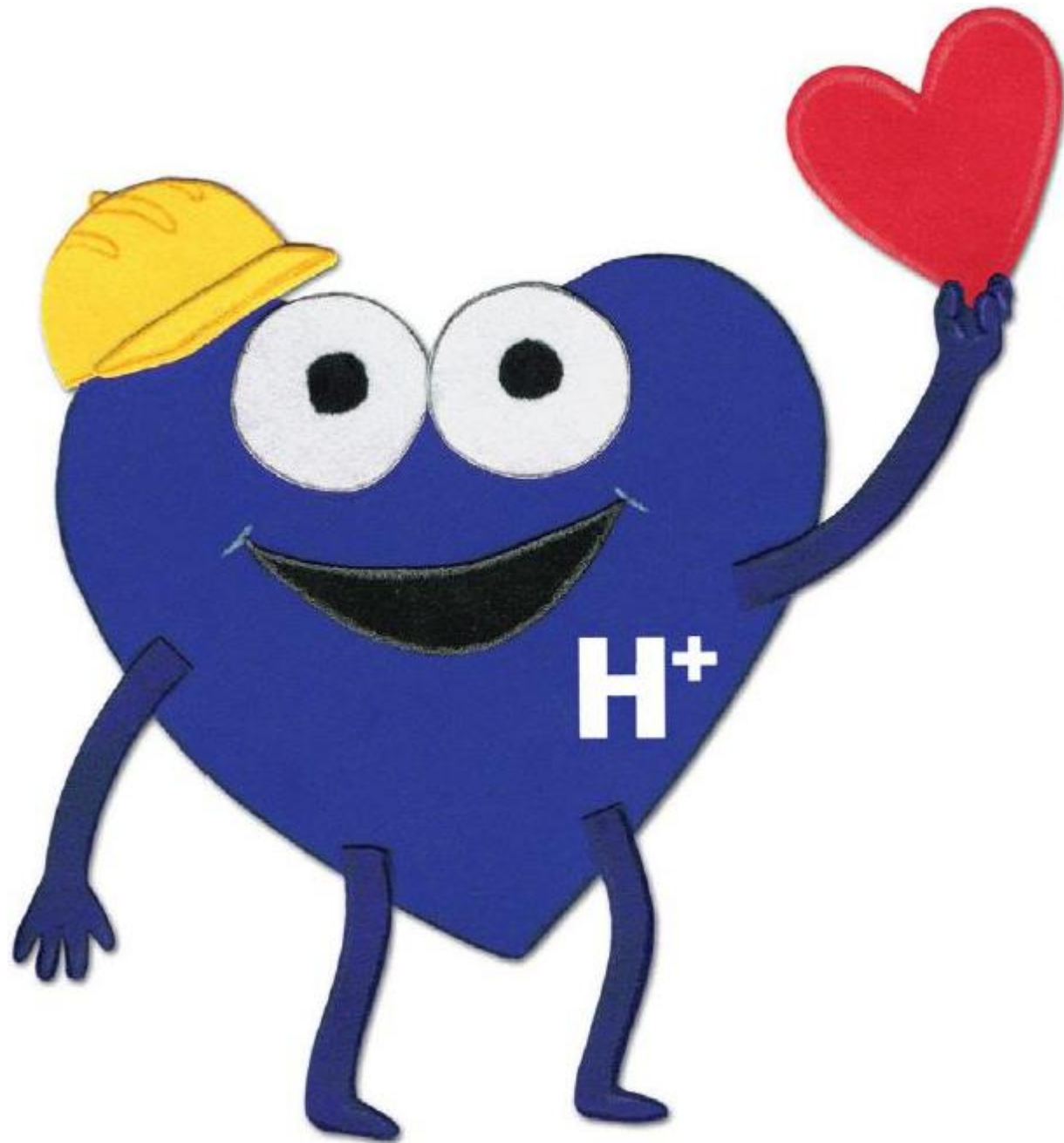


# Hope-Fueled Hearts

Visit the Foundation Office on level 1  
to fill out your own heart!



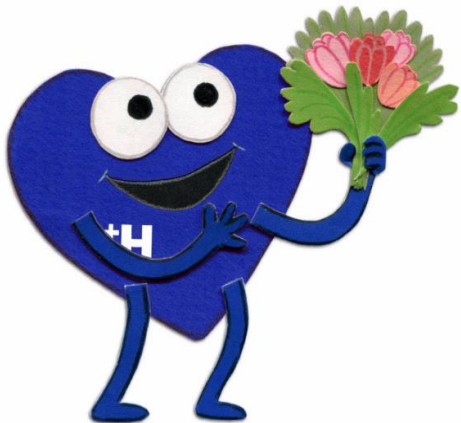




Humbert.

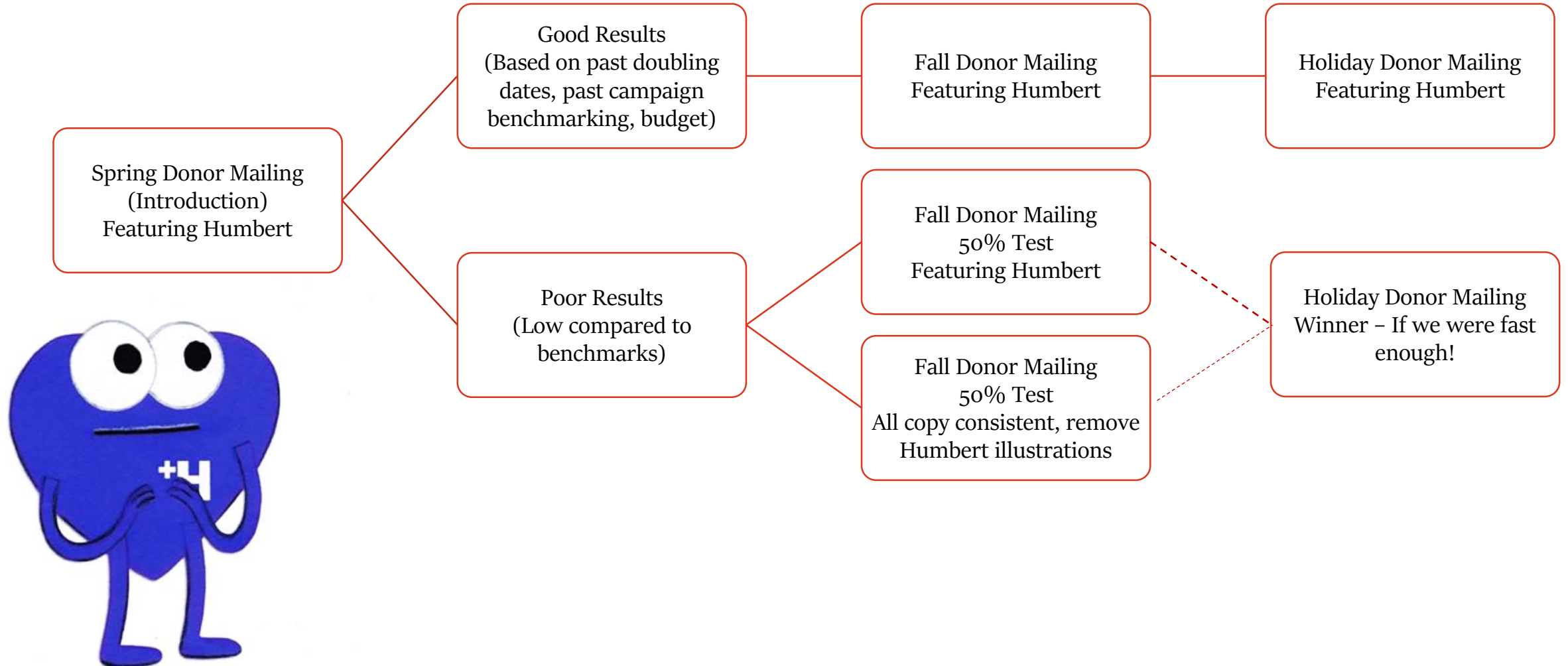
# Why?

- Humbert's voices fulfilled a purpose, guiding donors through a huge transition to a brand new hospital, and showed them their importance and how they fit in
- Humbert's voice made for an easy, comfortable and friendly conversation about transition. Humbert was comforting!





# Making the case with Testing



Beyond being a cute mascot,  
Humbert reminds us that it is  
possible do things differently  
at big institutions.



Do your homework.



# Why?

- Reveal or validate insights about behaviour.
- Uncover new markets and unseen opportunities.
- Find out if your idea stinks (if you're listening).

Research will buoy your idea through stormy seas.

Be ready.

(Mom's Spaghetti.)

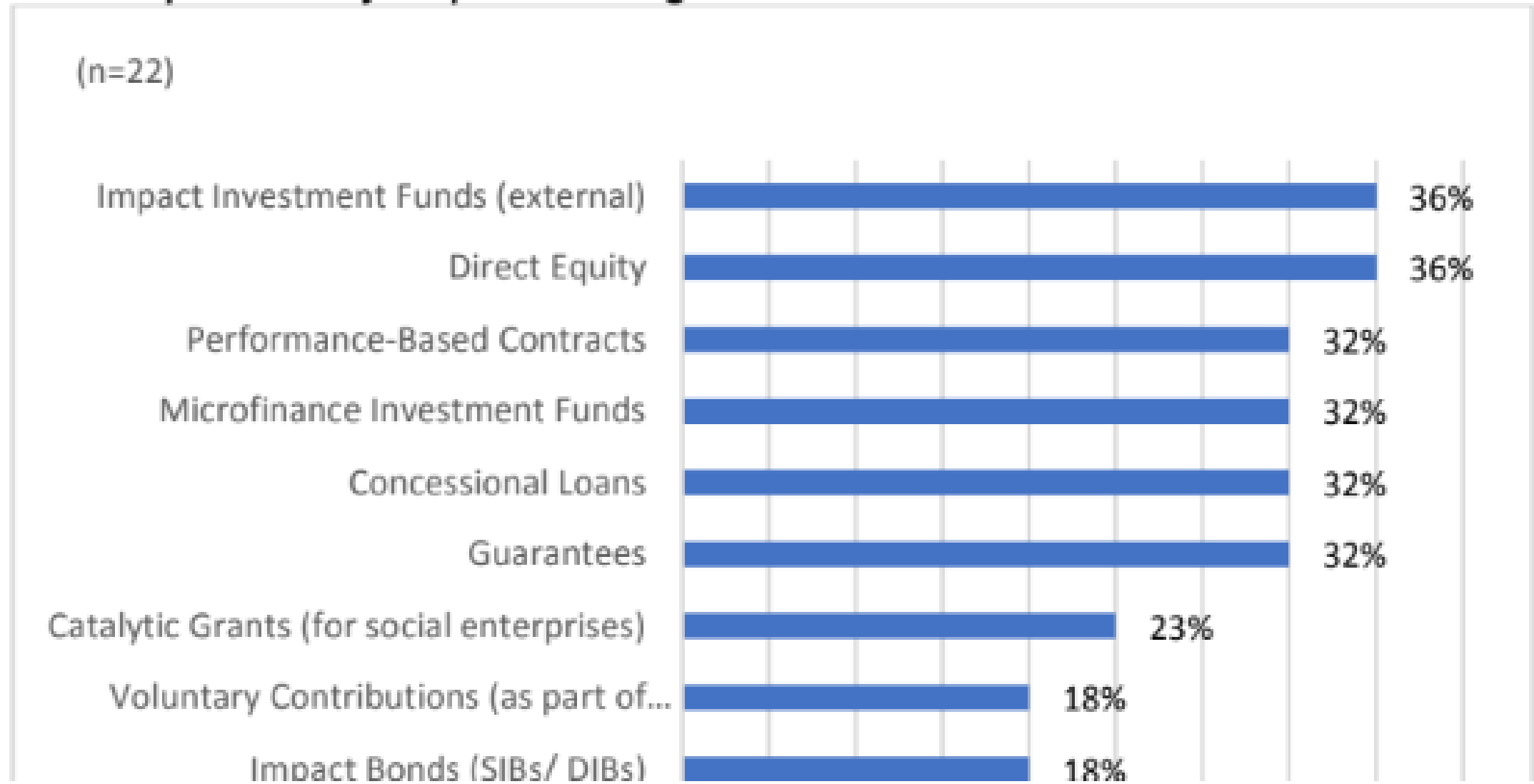
Anchor ideas with  
logic and insights.

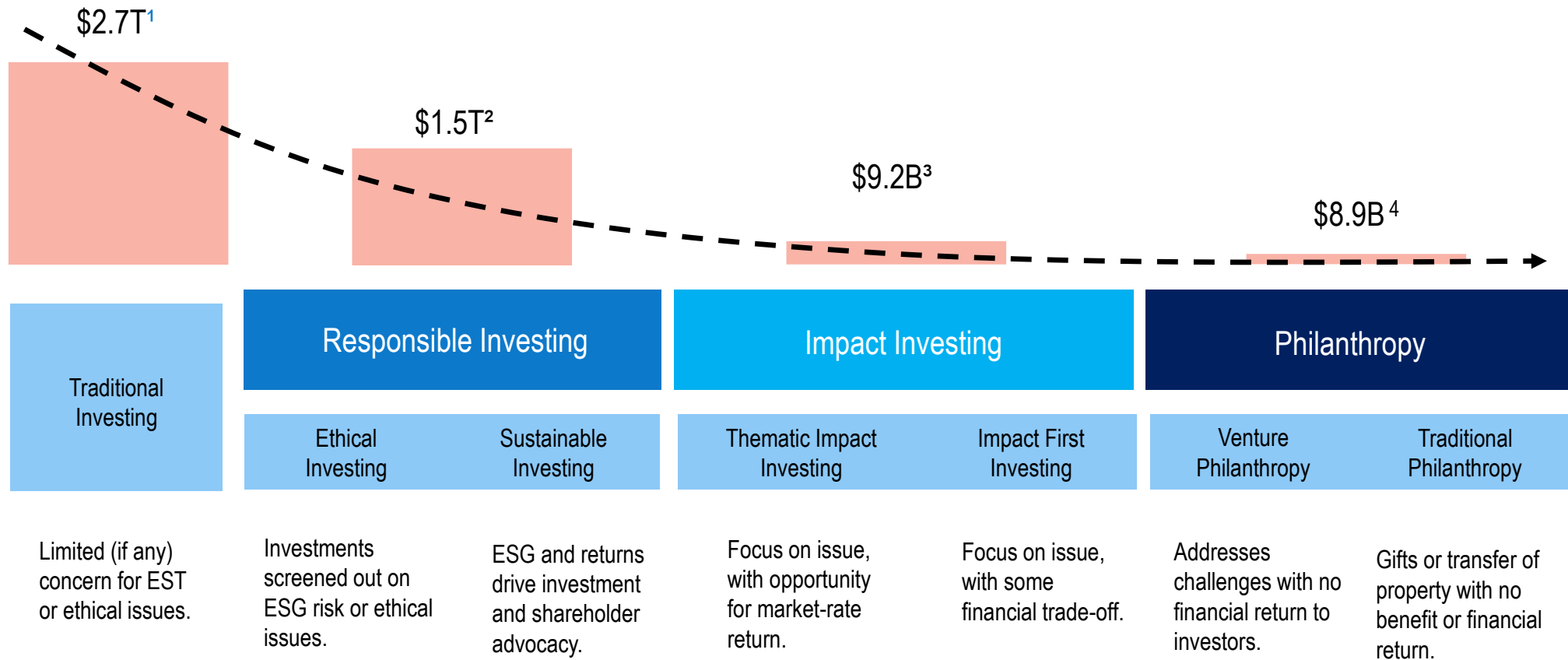
*Tracey Follows says:*

An insight is something that is *weird-normal*. Something that strikes us, and our brains try to make sense of it. It's an invitation to interpret.

*Futurist and Strategic Foresight expert, author  
@[traceyfutures](#)*

**Figure 3: Most commonly used instruments by organizations currently and/or previously implementing IF4D**





<sup>1</sup> [TD Bank](#), 2015

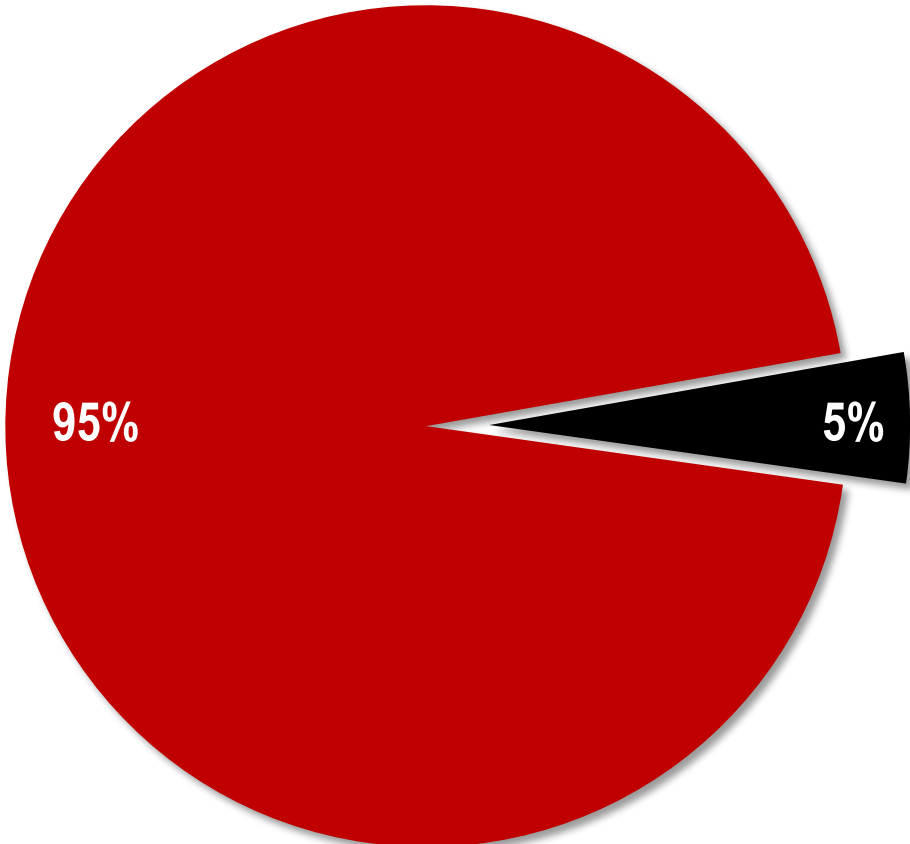
<sup>2</sup> [Responsible Investment Association Canada](#), 2015

<sup>3</sup> [Open Impact \(Purpose Capital and Lee Chin Institute at Rotman School of Business\)](#), 2016

<sup>4</sup> [Statistics Canada](#), 2016



**Invested Assets**

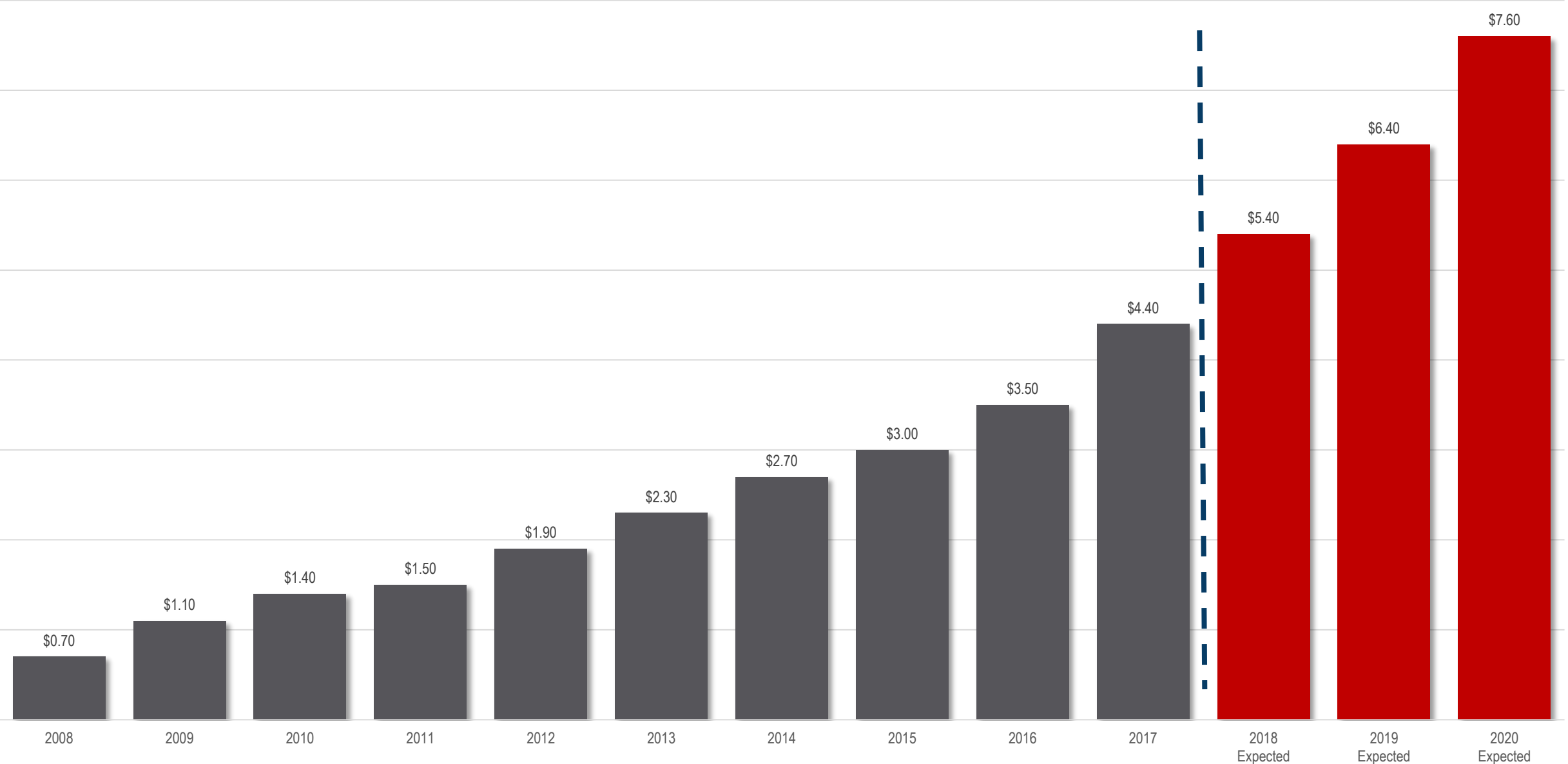


**Charitable Giving**

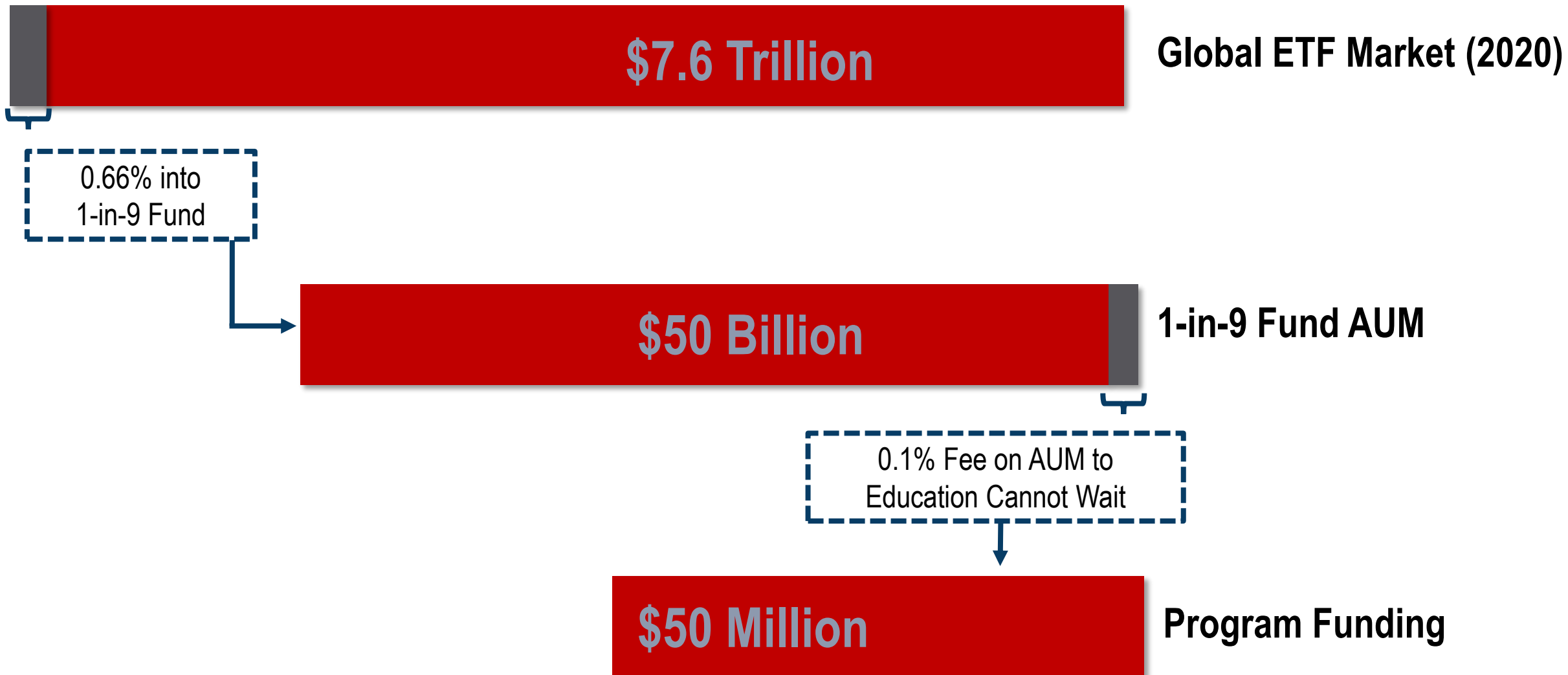
# ETFs

Diversified funds that trade  
like stocks

Future Growth of Global ETFs (net assets in US\$ trillions)  
*Source: Morningstar Direct*



**9**





**Brock Warner, CFRE**

Director, Community Giving and Innovation at War Child Canada

2w • Edited

We did it! Announced today at the Global People's Summit in New York, War Child Canada's submission to Education Cannot Wait's global Resource Mobilization Challenge was a winner. I can't wait to move this idea of an Exchange Traded Fund to support education in conflict zones forward, and bring this innovative fundraising product to market. Thank you to all the brilliant War Child teammates and the volunteers along the way that have helped shape this idea. [#innovation](#) [#education](#) [#finance](#)



148 Likes · 35 Comments



**The Global People's Summit 2018**

Watch later Share



Meet People Where  
They Are.



# Start with Why.

“We both love animals, and were able to help 100 cats last year, but how do we get to 200?”

“I have an idea for how we could help them more...”

“How can we...”

“I’m curious about...”

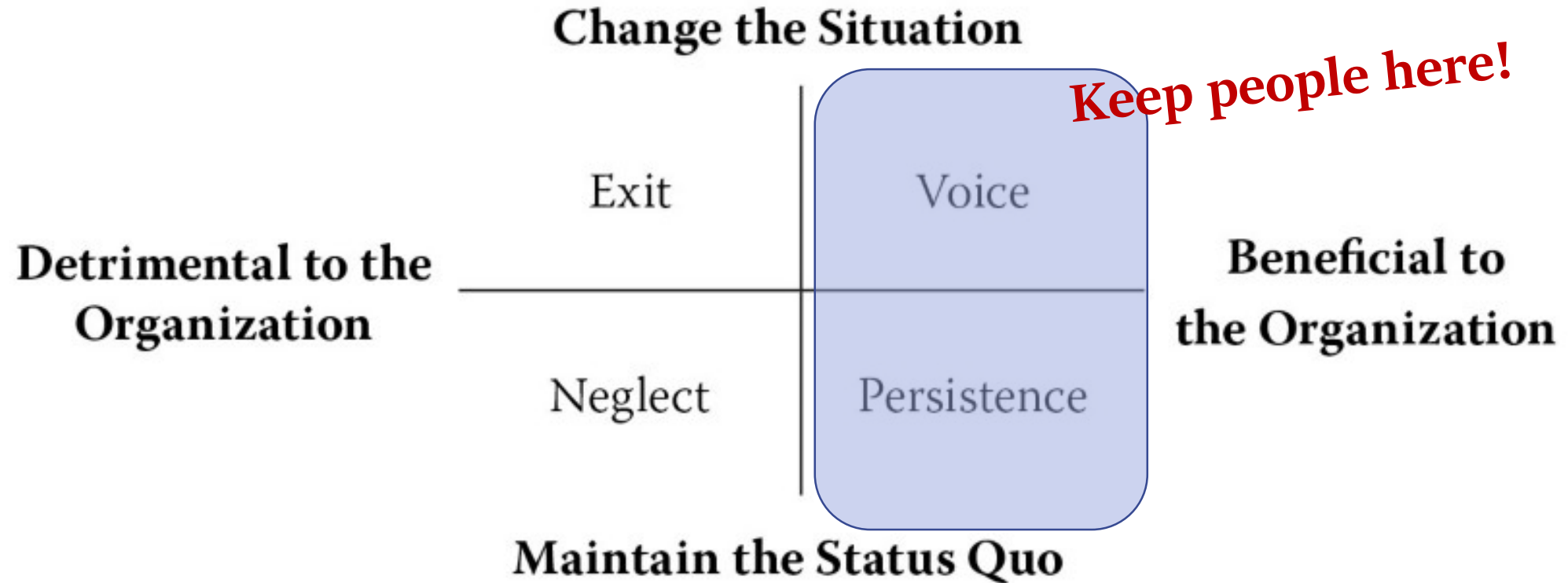
“I wonder if...”

Anticipate your nos  
so you can address  
them.

Sometimes there is a  
barrier you'll never  
get around...  
Just do it.

Good Ideas Will  
Find a Way.

# Albert Hirschman's Four Choices



Report Back.



# *Fundraising Golden Rule*

Ask – Thank – Report

*Repeat*

Steward your coworkers,  
managers, board  
members, CEOs like  
million dollar donors!

Don't just tell them  
the good stuff. Admit  
if something didn't  
work out as planned.

In Summary

Listen

Plan Your Battles

Build Bridges

Do Your Homework

Meet People Where They Are

Report Back

Change your approach.  
Change the world.

Never, ever let those who are satisfied with the status quo, or the scared, or the lazy, or the ladder climbing-title changing people you run into through the years take one bit of your passion from you.

We need YOU. Donors need YOU. The world needs YOU!

*John Lepp, Agents of Good*

So...



Are you ready to be  
the Wolf or the  
Beaver?

(Or maybe another agent of change entirely?)

*Remember:*

We're in this together.  
And, we believe you  
can do anything.

Questions?

# Resources

- “[Originals](#)” – Adam Grant
- “[Grit](#)” – Angela Duckworth
- “[Where Good Ideas Come From](#)” – Steven Johnson
- “[Organizational development specialists](#)” – Simone Joyaux
- “[100 Fundraising Blogs you should be reading](#)” – Bloomerang
- “[Three Horizons: The Patterning of Hope](#)” – Bill Sharpe
- “[Leading by Design](#)” – Banff Centre
- “[A Definition of Antifragile and its Implications](#)” – Nassim Taleb
- “[Exit, Voice, and Loyalty](#)” – Albert Hirschman

# Thank You!

Stephanie Highfield

Fundraising Strategist

Blakely

905-727-6188 x 226

[stephanie@blakelyjourney.com](mailto:stephanie@blakelyjourney.com)

[linkedin.com/in/stephaniehighfield](https://www.linkedin.com/in/stephaniehighfield)

Brock Warner, CFRE

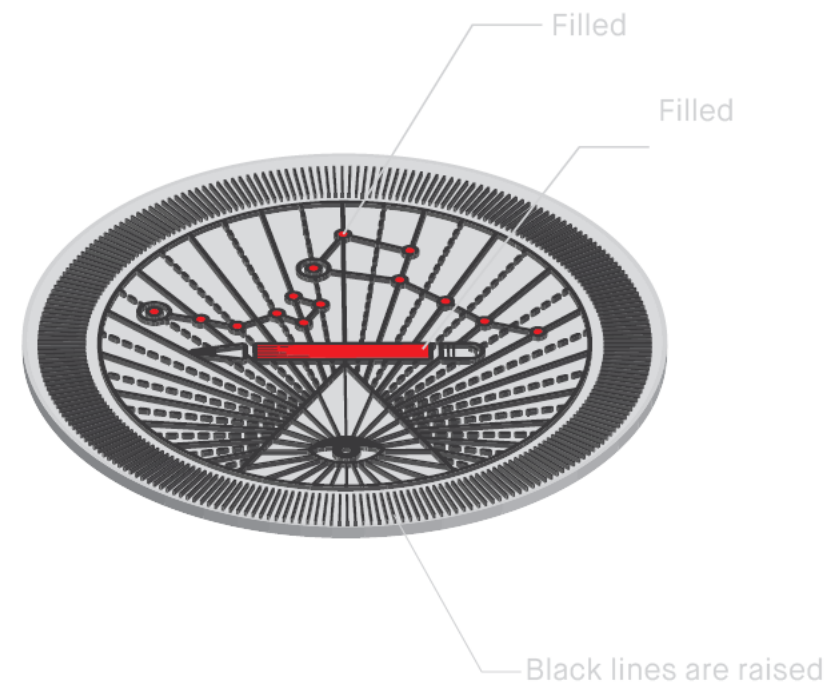
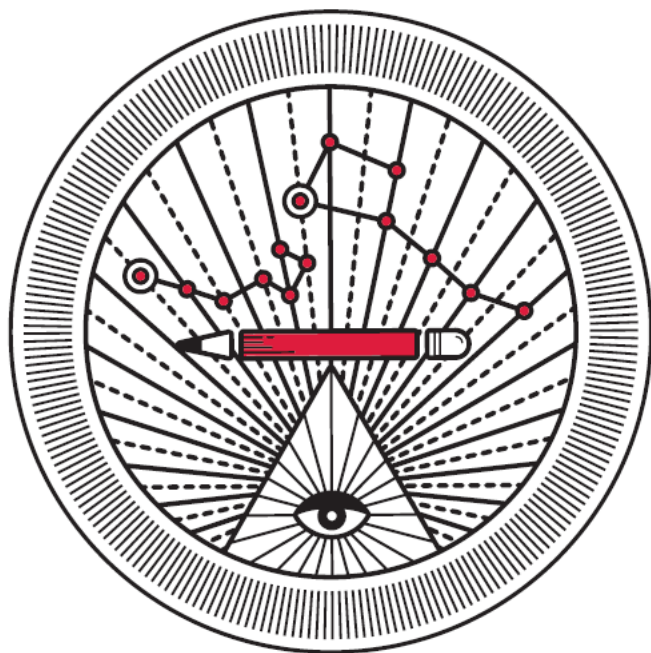
Director, Community Giving and Innovation  
War Child

416-971-7474 ext. 410

[brock@warchild.ca](mailto:brock@warchild.ca)

[linkedin.com/in/brockwarner](https://www.linkedin.com/in/brockwarner)

Secret Slides!





# Stewardship 2

## Diabetes Canada



Your support lets diabetes research take flight in Ontario!




Ontario Regional Office  
200-235 Yorkland Blvd  
Toronto, ON M2J 4Y8




INNOVATION  
CAMPAIGN

Your travel information is enclosed.



Thank you for helping research take flight in Ontario, Name!



Mrs. Sample Donor  
123 Any St.  
Anywhere, ON L8L 9L9

Dear Jane,

Welcome on board Diabetes Canada Airlines!

This is your first class ticket to tour your support in action across Canada. Thanks to you, we're on the fastest route to a cure!

While I wish I could take you on a real flight across the country to personally meet Canada's best diabetes researchers, the enclosed "boarding pass" will introduce you to a few of the scientists behind today's most advanced discoveries - including local hero Dr. Herbert Galsano from the University of Toronto.

The truth is, you are piloting this plane, Name. Without you, none of this groundbreaking research is possible. I hope you know how much your support means to us and to the millions of Canadians like you who are hoping to End Diabetes.


I'd also like to thank you for the incredible difference you've been making right here in Ontario. Together, we have been able to:

- Host our first-ever type 1 Expo in Toronto. This unique, day-long educational event for adults, youth and parents of a child living with type 1 diabetes brought Toronto's type 1 community together.
- Offer our Diabetes Canada Expo in Kitchener, Toronto, Brampton and Ottawa, featuring speakers, exhibitors, interactive elements, and a popular "ask the experts" section.

These initiatives - along with all of the programs and services your generosity funds - are truly helping people with diabetes live life to the fullest.

I hope you'll take a look at the enclosed map and enjoy the journey towards a cure that your support is making possible. Once again, please accept my heartfelt thanks for helping to End Diabetes once and for all.

Bon voyage!



Maria Petri  
Regional Director, GTA  
Diabetes Canada



BOARDING PASS

Passenger Name  
MRS. SAMPLE DONOR

From  
PROVINCE NAME

TO  
A CURE

Carrier  
DIABETES CANADA

Date  
07/19/17

Time  
NOW

Gate  
17



BOARDING PASS

Passenger Name  
MRS. SAMPLE DONOR

From  
PROVINCE NAME

TO  
A CURE

Date  
07/19/17

Time  
NOW

Gate  
17

Seq #



Want to End Diabetes?  
Your support is the ticket

You don't want a cure for diabetes "some day". You want one as soon as possible. And that's exactly what your generosity is helping to achieve. Every time you give, you accelerate research progress and ensure that we're on the fastest route to a cure.


To show you your support in action, this boarding pass takes you on a journey across Canada to meet the research teams that you're currently funding. Each one was rigorously selected to win your support and is among the very best in the world.

You are truly making a lasting impact in the science of diabetes, furthering knowledge and fostering discovery in every corner of Canada. Thank you for your ongoing commitment to letting research take flight. We are thrilled to have you on board!

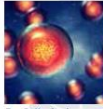


### Your Impact in 2016


Our researchers are on the fastest route to a cure, thanks to you.




**Dr. James Johnson**  
University of British Columbia (Vancouver, BC)  
Dr. Johnson is undertaking groundbreaking research to identify factors that can protect beta-cells, the death of which causes both type 1 and type 2 diabetes. New technology makes it possible to examine virtually all genes or proteins in a cell, revealing novel findings that could help treat diabetes.




**Dr. Colin Anderson**  
University of Alberta (Edmonton, AB)  
Dr. Anderson is trying to find ways to improve the islet transplant process so the patient's immune cells do not reject the transplanted cells, allowing it to become a widely available treatment for people with type 1 diabetes.




**Dr. Shayne Taback**  
University of Manitoba (Winnipeg, MB)  
Dr. Taback is conducting a clinical trial in which women with recent gestational diabetes are given resveratrol, a plant-based supplement to help prevent gestational diabetes in the next pregnancy and reduce the risk of developing type 2 diabetes in the future.



**Dr. Herbert Galsano**  
University of Toronto (Toronto, ON)  
Dr. Galsano is studying how glucagon is released properly in the pancreas, and why it stops functioning properly in people with type 1 diabetes. Results from this research may provide insight into new ways to treat type 1 diabetes.



**Dr. Rémi Rabasa-Lhoret**  
Institute of Montreal (IRCM) (Montréal, QC)  
Dr. Rabasa-Lhoret's team is conducting clinical trials comparing two versions of the artificial pancreas (one that only delivers insulin, and one that delivers insulin and glucagon) in adults and adolescents with type 1 diabetes.



**Dr. Thomas Pullimukkunnil**  
Dalhousie University (Saint John, NB)  
Dr. Pullimukkunnil intends to identify, on a cellular level, what causes heart disease in people with diabetes. This research could pave the way for treatments that improve heart function and decrease mortality.

### Donor Voicemail





# Speaker Discovery Series



Alexis Gaipman, CFRE  
Jewish General Hospital Foundation



Lindsey Hutchison  
Holland Bloorview Kids Rehabilitation Hospital  
Foundation



Dan McKinnon  
NYO Canada



Cindy Wagman, CFRE, MBA  
The Good Partnership



Michelle Leong Francis, CHRL  
TTG Group Inc.



Sheidell Magalong  
Stephen Thomas Ltd



Andrew Wilkins  
Women's College Hospital Foundation

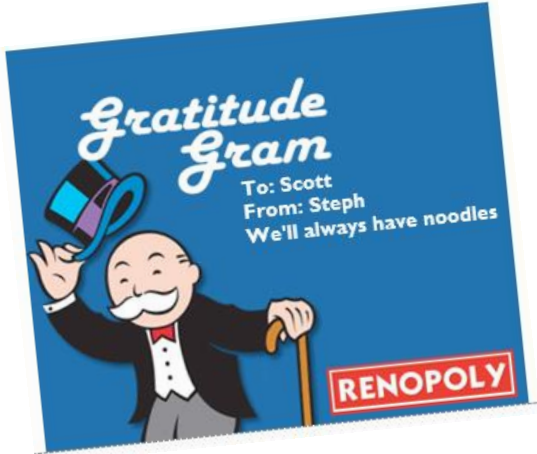


Cara Williams  
Sunnybrook Foundation

# Staff Giving Campaign

## RENOPOLY

Staff participation in payroll giving program increased from 57% to 93% in year 1, holding at 90% in year 2. We saw a 36% increase in total contributions, plus significant workplace goodwill



ing team has the most points on Friday morning.

**"Moving"**  
There are no dice. Moves are determined by randomly selecting a card. Your piece advances to the corresponding spaces.

At the kick off each team will draw 4 cards. This is their "move" for each day of the campaign week.

**Scoring points:**

- If a team "lands" on a property it needs to "pay" for treatment there. If there is a Complete Care program it pays for that too.
- If a team "lands" on Alumni Care it gains +5,000 points.
- If a team "lands" on "Detox" it loses 7,500pts.
- If a team "goes to Detox" it misses the next move.

**Campaign Week: Monday to Thursday**

Steph opens each "move" and adjusts the pieces on the board accordingly every morning. She will email out an updated points total every day, and the house "banker" can move their piece on the board.

Each team will score points for running a successful campaign in their house over the campaign week. Everything is due by the end of day Thursday for a final tally.

Scoring through participation:	Points earned for your team:
Give through payroll (any amount)	1,000pts (+1,00pts for an increase of any amount)
New gift	2,500pts (any amount)
Change jar (money collected)	1,000pts for every \$10
Organize a house activity	1,500pts per event
Raffle contribution	2,000pts ea
Raffle ticket sales	2,000pts for every 10 tickets
Candygrams	1,000pts for every 5 (+500 if sent to another house)
Sign-up for AFR	10,000pts
Sign up for 5K walk	10,000pts
External Donations	5,000pts for every \$10

**MON** Raffle tickets (\$3 for 5 or \$5 for 9) and candygrams (\$2 ea) on sale.

**TUES** Candygram orders are due by 4pm.

**WED** House activity:

**THUR** Candygram deliveries! Raffle ticket sales due by 4pm.

**FRI**

**Properties and Spaces:**

- Punanal
- Munro
- Sullivan
- Wright Admin
- Wright Counselling
- Bayview Avenue (3,000pt)
- Family Care (Gain 5,000pt)
- Bloor Street East (3,000pt)
- Beatty Avenue
- Go to Detox (Miss the next move)
- Alumni Events (Gain 5,000pt)



# London Health Sciences Foundation

## Donor Newsletter



# BEFORE...

## Rhonda's Story

It's hard to imagine that being hit by a truck could be good for your health, but that's what happened to Rhonda Scholtz. A cycling accident in her hometown of Goderich sent her to the local hospital, which led to a surprising discovery: her blood pressure was extremely high, especially for someone as fit and active as this 43-year-old mother of two. After tests, Rhonda was shocked to learn that one of the main arteries in her heart was completely blocked. "The possibility of a massive heart attack was very real," she says. "It was a time bomb waiting to happen."

Rhonda needed to have coronary bypass surgery. She remembered her uncle, the huge scar that ran down his chest from open-heart surgery, and his painful recovery period. How would she manage work and family responsibilities during recovery?

Rhonda's cardiologist "explained that there was a new way of doing bypass surgery that was much less invasive," she says. "London was one of the few places in Canada doing this."

Dr. Bob Kiani performed Rhonda's life-saving robotic bypass surgery. Rhonda was able to go home after just three days and went on a long walk. Within a week, she was back at work and exercising at the gym. Two months later, she went on a sailing trip with her dad.

Both the sophisticated robotic equipment and the advanced robotic surgical skills are available at LHSC in large part due to ongoing donations to the Foundation by patients, community members and corporations.

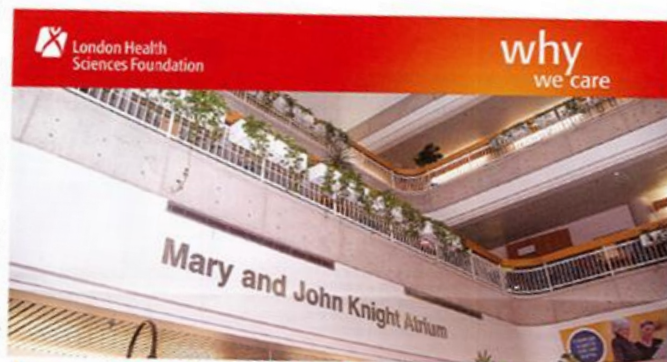
Rhonda says, "I feel so lucky to be here with my family, and I know it is all thanks to the leading-edge technologies and skillful physicians at LHSC."



"Getting hit by a truck could've killed me – but it actually saved my life."

## Dave's Story

David's journey with depression had been triggered by significant changes in his life. It became harder and harder to get up and go to work, and his sleep was affected. "Eventually all I could do was lie in bed and think about the middle of the night when I would wake up and feel like I needed to take a break. With the support of the care and counseling and the rest of his life, he became well. He needed to take a break. With the support of the care and counseling and the rest of his life, he became well. He needed to take a break. With the support of the care and counseling and the rest of his life, he became well."



## Largest ever estate gift "very personal"

Former Western University Economics Professor John Knight, who passed away in January 2016, invested \$5.25 million in London Health Sciences Centre's research with a gift from his estate. The donation is the largest estate gift ever received by London Health Sciences Foundation.

"Planned gifts can truly leave a legacy and that is what we have witnessed today," says LHSC President and CEO John MacFarlane. "This donation will immeasurably and positively affect the lives of so many patients and their families for years to come."

Estate executor and friend, Bob Memfield, explained that the inspiration for Mr. Knight's donation to cancer research was his wife Mary, who passed away from ovarian cancer in 2008. The gift was announced on Valentine's Day to symbolize their love for each other.

"Married for 34 years, Mary and John were career educators, kindred spirits and life partners in the true sense of those words," says Memfield.

London Health Sciences Centre President and CEO Murray Glendinning says, "This gift will expand our capacity to find innovative new approaches to ovarian cancer treatment that ultimately lead to improved patient outcomes, and for that we are truly grateful."

The atrium in the cancer centre has been named in honour of Mary and John Knight.

In 2015, Mr. Knight met the Translational Ovarian Cancer Research team at London Health Sciences Centre's Lawson London Health Sciences Foundation



Health Research Institute. He was impressed by their innovative approach to understanding the disease - and their potential to advance that knowledge into improved and new treatments.

"This gift was a very personal and heartfelt decision by John," says Memfield. "He hoped that supporting this program would lead to earlier screening and produce evidence-based treatment protocols to improve the future for those women who have their life path altered in confronting ovarian cancer."

The Translational Ovarian Cancer Research Program started in 2007, co-led by Dr. Gabriel DiMatteo and Dr. Trevor Shepherd. They developed one of the largest primary ovarian cancer cell repositories in the province, and unique research projects have emerged from having local access to ovarian cancer tumour tissue.

London Health Sciences Foundation is in a \$200 million fundraising campaign to meet the current and future needs of LHSC. With the Knight gift, \$37 million has now been raised towards the campaign's \$40 million goal to support cancer research and patient care.

For more on LHSC's \$200 million campaign, and on the campaign's cancer care and research priorities, please visit [www.lhsc.ca/campaign/cancer-care](http://www.lhsc.ca/campaign/cancer-care).

Donor Update / July 2017 / Page 1

## Newest Auxiliary Pledge Supports Ground-breaking Personalized Medicine

When you visit the gift and flower shops run by London Health Sciences Centre's (LHSC) Auxiliary, their connection to hospital innovation may not be readily apparent. However, the proceeds from the carefully selected flowers, snacks and gift items fund ground-breaking patient care.

"The commitment of the LHSC Auxiliary shows in the remarkable initiatives to improve patient care that they've supported in the past 92 years," says London Health Sciences Foundation Chair Tod Warner.

A few examples:

- establishing the first scholarship for post-graduate studies in North America
- the first Ontario Cancer Control Committee to be public
- a largest pledge ever from a hospital auxiliary - \$5 million towards hospital redevelopment

a mental health project to ease patients' from youth to adult programs

"of our members," says Auxiliary President, ht. "Their dedication to our hospital, its staff its patients is the reason we can support it's not uncommon for our members to 25 hours each week - and some of them for more than 35 years."

ary's latest pledge is an incredible \$2.24 ort Canada's first hospital-wide implementation I medicine under the leadership of world-cal pharmacologist and LHSC Chair/Chief, cology, Dr. Richard Kim.

fund laboratory positions, key technology, es and other resources.



LHSC Auxiliary President Louise McKnight (left) presents a cheque for \$2.24 million, to LHSC Chief Clinical Officer Laurie Gould, LHSC Chair Tod Warner, LHSC Chair/Chief Clinical Pharmacology Dr. Richard Kim and LHSC President & CEO John MacFarlane.

Personalized medicine uses recent advances in technologies to better understand the genetic differences between individuals and how each patient will process medications. This helps identify the best medication at the right dose to be most effective for each patient - while reducing the possibility of adverse drug reactions.

Dr. Kim emphasizes that, "Personalized Medicine increases patient safety and quality of care. The LHSC Auxiliary's donation will help transform the model of care at London Health Sciences Centre - and eventually worldwide - by incorporating personalized gene testing as a part of patient care."

LHSC President and CEO Murray Glendinning expressed thanks and admiration. "This pledge supports LHSC's journey to fundamentally transform the way care is provided in our hospital and community - but the Auxiliary's contribution goes beyond the gifts, services and financial support they provide - these volunteers are truly great ambassadors for our hospital."

The Auxiliary's gift and flower shops are located at University Hospital: Zone B, 1<sup>st</sup> Floor, and at Victoria Hospital: Victoria's Place - Zone B, 1<sup>st</sup> Floor, Boutique - Zone D, 3<sup>rd</sup> Floor, Garden Shoppe - Zone D, 3<sup>rd</sup> Floor, and Tower Shop - Zone E, 1<sup>st</sup> Floor.

## Saved, A Life Begun

anged in an instant: she was local community garden her, severely fracturing her rushed by ambulance to her husband, Jason. "I was nly been married for 10 n't lose her."

brain surgery and was wee weeks. Two years of loved. She had to adapt challenges, such as the physically taxing seizures she ie of her brain injury.

"When the accident happened, no one knew if I would live. Three years later, the hospital that saved my life helped me have my baby girl."

"I could sense the expertise of the doctors and nurses," says Jason, "and I felt relief." In 2012, the Drummonds returned to LHSC - this time under much happier circumstances. "I was expecting," Jessica says. The seizures meant the pregnancy was high-risk so, "LHSC's Women's Care program was the best place for me to be monitored and have my baby."

Jessica and Jason are now the proud parents of Isabelle. "I'm so happy to be here and to have a family," says Jessica. "And now we're back at LHSC for our second baby!"

Thanking our donors for supporting London Health Sciences Centre

Please contact us if you have any comments about this special report, questions concerning your philanthropic goals or inquiries regarding how our Foundation supports health care at LHSC. Our team would be happy to help!

**Chris Boucher**  
Vice President & Chief Development Officer  
Tel 519.685.8409  
[chris.boucher@lhsc.on.ca](mailto:chris.boucher@lhsc.on.ca)

**London Health Sciences Foundation**  
747 Base Line Road East  
London, ON N6C 2R6  
Tel 519.685.8409  
[foundation@lhsc.on.ca](mailto:foundation@lhsc.on.ca)  
[www.lhsc.ca](http://www.lhsc.ca)

Charitable Registration Number 89478 1475 RR0001

London Health Sciences Foundation is a charity accredited by both the Better Business Bureau and Imagine Canada.



NEW-L27N1

## surgery

Specifically, the system will act as a source of ongoing revenue generation for FKSMC to support their latest research breakthroughs as other health care providers and medical research companies will provide stipends to Fowler Kennedy in exchange for TeleSurgery demonstrations.

Thank you to the group of investors from our community who gathered together to purchase the InTouch Vantage TeleSurgery system. ■

## tional"

on and is and ually discovery

physical clinicians and puzzles

national,\* r. Glenn up to grow thier cancer research

SC invest software

for an imaging lab in the Baines Centre, as well as supporting the medical and research positions needed to expand and coordinate the centre's clinical trial capacity, cancer research, and innovative work in cancer imaging.

"Public support through donations helped create the Baines Centre," says Gerald C. Baines Foundation Chair Kirk Baines, "and it has become a game changer for improved cancer treatments and better patient outcomes. We are asking for the public's help again, to expand the potential of the centre even further."

To learn more, contact Pamela Taylor, Senior Development Officer, Cancer, London Health Sciences Foundation, at [pamela.taylor@lhsc.on.ca](mailto:pamela.taylor@lhsc.on.ca) or 519.685.8721. ■

**Blakely**  
on the journey for a lifetime



# THIS IS DOROTHY...

- Predominately female, 50s – 80s
- She **LIKES** direct mail letters. She sits down and reads them, shares them with her network
- She's community and family minded
- Feels affection and gratitude for her hospital
- She's likely middle class (with some wealthier folk, and some holy and humble folk)
- She's thinking about her family, and always want to make sure they have more time together
- She wants to get involved and help



# SHE HAS DIFFERENT EXPECTATIONS...

- She is different from your major gift or capital campaign donors.
- She has different needs, dreams, hopes.
- She feels intimidated by Major Donor stories (*I could never do that!*)
- She just wants to help, and you need to give her a problem to solve.



## You drive progress across all areas of care.

**You are amazing!** I'm so proud to live and work in this caring and supportive community, alongside neighbours like you.

You answered our call. You were there when we needed it most. In fact, your generosity helped exceed our \$200 million goal for the **WHY Campaign**. That means even more funding for groundbreaking research, advanced equipment and innovative programs that will save lives and improve health care for people right here in our community.

This **WHY Report** was created to show the tremendous impact you're having on patient care throughout all areas of London Health Sciences Centre. I hope you, too, feel a sense of pride as you read these stories of your generosity in action!

You can be sure that London Health Sciences Centre will continue to be here for you, whenever you or your loved ones need exceptional health care.

**Thank you again for being there for us!**



Better with you by our side,

John H. MacFarlane  
President & CEO

### MENTAL HEALTH: YOU'RE CREATING HOPE FOR THE FUTURE

There's a youth mental health crisis across Canada. It's no different here in London.

Your generosity is creating hope for the future – through early intervention and prevention programs like the First Episode Mood and Anxiety Program (FEMAP). This program offers help to those aged 16 to 25 who are struggling with mood and anxiety issues. The goal is to help these young people manage their symptoms and return to work or school – and get back to living their lives again.

Plus, youth needing support with addiction recovery and mental health issues have access to the Cornerstone Counselling program delivered at Youth Opportunities Unlimited (YOU). The after-hours counselling service provides a non-crisis, after-hours program with a peer support system.



*"You're helping youth address their mental health before it reaches a crisis situation."*

*PEPP offers an exclusive library for patients and families to gather and learn more about mental health.*

## You can get the help you need.

When Sabrina's son, Dreyden, was just four years old, she began to hear voices. The voices got louder and louder until Sabrina had a hard time making sense of what was real and what wasn't. It was consuming her life.

"I wasn't sure which way was up or down," Sabrina said. "Everything seemed like reality."

Thankfully, Sabrina got the help she needed at LHSC. After being diagnosed with schizophrenia, she was admitted to the mental health care inpatient program, where she received full time treatment and care for three months.

Although it was heartbreaking to be away from her son, Sabrina felt comfortable at the hospital. She knew she needed to be there to get well. The Prevention and Early Intervention Program for

Psychoses (PEPP) provided activities and therapy to help with her recovery.

Through a combination of medication and therapy, the voices began to fade until they were gone completely. Today, Sabrina is well enough to be at home and look after her family again. It's been three years since she last heard any voices.

"Life is good now – I feel stable," she says.

Sabrina is incredibly grateful to all the donors who helped her get the life-changing help she needed. "I think people should donate to help others get the support they need in order to survive a traumatic experience," Sabrina says.

**Thank you for giving mental health patients like Sabrina somewhere they can go for help.**

### CANCER CARE: YOU'RE ADVANCING RESEARCH

Did you know there are cells that can split off from a cancerous tumour and invade other parts of the body, through a process called *metastasis*? They're called circulating tumour cells (CTCs) and Dr. Alison Allan, a scientist with the London Regional Cancer Program, is an international leader in their study.

With your generous support, Dr. Allan and her team have developed unique blood tests to track metastasis by measuring the number of CTCs in a patient's blood stream. This helps doctors provide timely treatment, which may prevent other tumours from forming. LHSC is the only academic hospital in the country to offer the test for patient care purposes. The tests are currently offered at LHSC to patients with prostate, breast and colorectal cancers.

**You keep the research going!** Dr. Allan's latest project aims to determine if CTC analysis will show which patients will respond to chemotherapy versus other targeted treatments. This could lead to more personalized treatment plans and ultimately, more lives saved!

*"You further vital, life-saving cancer research projects right here in London."*



There are so many ways to make a meaningful impact on patient care at London Health Sciences Centre (LHSC). You might volunteer your time, give single or monthly gifts, or perhaps make a legacy gift for the future.

Jan Oates has been devoted to advancing care for patients and families at LHSC for decades. She began volunteering in the Intensive Care Unit (ICU) at LHSC following the loss of her husband, and has generously contributed her time and passion for almost 20 years.

### WOMEN'S CARE: YOU'RE TRAINING THE NEXT GENERATION

It can sometimes be challenging for new obstetrical residents to get the real-life experience they need, while maintaining patient dignity and safety. Now, thanks to your generosity, our trainees have a place to safely practice their skills in a realistic, simulated environment.

New obstetrical residents need hands-on experience with babies and moms in order to provide the best possible care.



The Michael Gunning Simulation Centre provides a virtual clinical setting, equipped with patient mannequins (newborn baby, child, and adult obstetrical). It offers a safe and supportive place for staff to practice hands-on skills, team communication and role-playing in a wide variety of medical situations.

*"You give our staff the best possible education and training, so they can give you the best possible care."*

Jan has also given several financial gifts over the years, including a generous gift to help create a quiet room for patient family members. After several tours of the hospital where she witnessed the many advances being made, Jan decided that gifts of publicly traded stocks would maximize the impact of her donations. And now, most recently, Jan has planned a legacy gift in her Will towards Women's Care at LHSC.

For more information on how you can make a lasting impact on health care for future generations, please contact Kathy to learn more.

### ARE YOU READY TO LEAVE A LASTING LEGACY?

I'm here to answer any questions you may have.



Kathy Papineau-Thornhill  
Manager, Legacy and Memorial Giving  
T: 519-685-8785  
E: Kathy.PapineauThornhill@lhsc.on.ca

### WE WANT TO HEAR FROM YOU

Please contact us if you have any comments about this newsletter, questions concerning your philanthropic goals or inquiries regarding how our Foundation supports health care at London Health Sciences Centre.

Our team would be happy to help!

Chris Boucher  
Vice-President & Chief Development Officer  
T: 519-685-8788  
E: chris.boucher@lhsc.on.ca



London Health Sciences Foundation

747 Base Line Road East, London, ON N6C 2R6

T: 519-685-8409 E: Foundation@lhsc.on.ca

lhsc.ca



London Health Sciences Foundation is a charity accredited by both the Better Business Bureau and Imagine Canada. Charitable Registration No. 49479 1475 80000

### SPORTS MEDICINE CARE: YOU'RE IMPROVING CONCUSSION OUTCOMES

Research shows that effective concussion treatment has to be early, easily accessible, supportive and educational.

Your compassionate support ensures patients who experience a concussion in London and surrounding areas can receive care at the Concussion Care Clinic at the Fowler Kennedy Sport Medicine Clinic. The Concussion Care Clinic provides total care for concussed patients, which includes a full history, physical exam, charting a treatment path, providing options such as physiotherapy and ongoing follow-up.



*"Your generosity is helping save even more cardiac patient lives. Thank you!"*

### CARDIAC CARE: YOU'RE PURCHASING STATE OF THE ART

In a typical year, LHSC performs more than 110,000 diagnostic tests, 1,400 cardiac surgeries and 3,900 cardiac catheterizations.

Your kindness is helping replace imaging equipment to more effectively diagnose and treat heart patients with sharper, more detailed and precise images. Called fluoroscopy units, these vital tools use X-rays to obtain real time moving images of the heart. You can imagine how important accurate images are when performing intricate procedures on the heart!

With more than 4,000 concussion patients a year visiting the clinic, the recent hire of Jennifer Petrakos, Physician Assistant, is helping reduce wait times and improve patient satisfaction.

*"Thank you for helping concussion patients get the highest level of care possible!"*

## THE WHYREPORT YOUR IMPACT ON HEALTH CARE IN OUR COMMUNITY

We asked for a lot, you gave us **even more!**

The astonishing results of our campaign.



**New blood tests to diagnose the spread of cancer**

**Better imaging for heart patients**

**Sabrina: a mental health success story**

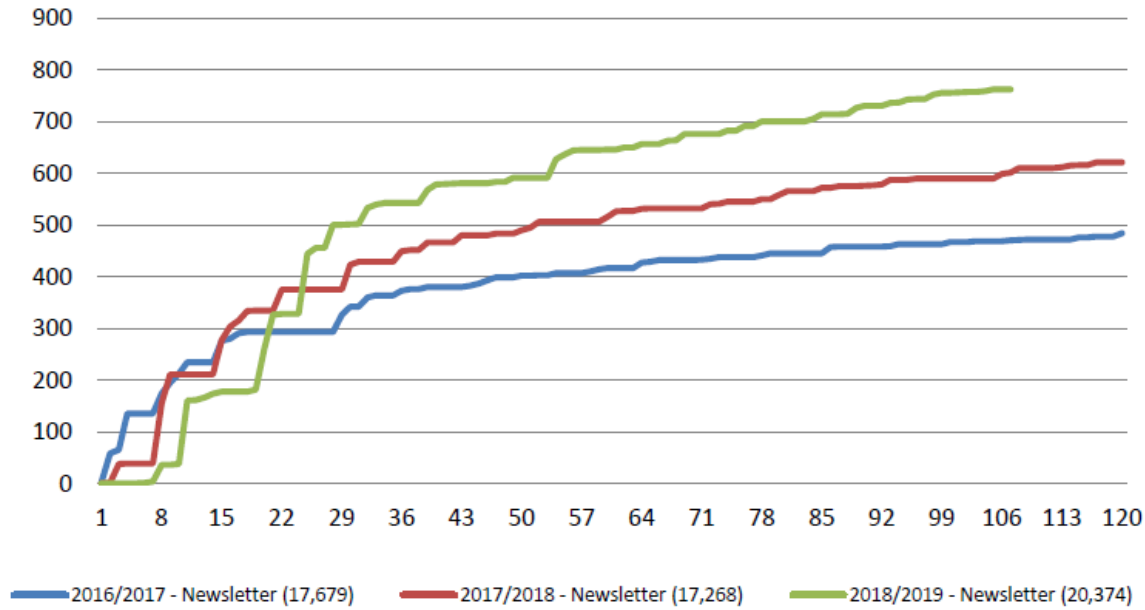
SUMMER 2018



London Health Sciences Foundation

# HOW DID IT DO?

Responses by Days from First Gift



Revenue by Days from First Gift

