

2024 Donor Impact Report: *Your Support has Changed Lives*

FOUNDATION FEATURE:

\$4 Million in 4 Years: Delivering Hope, Saving Lives

The Sandra Schmirler Foundation has reached an extraordinary milestone: over \$4 million awarded in grants to Canadian Neonatal Intensive Care Units (NICUs) over the past four years, thanks to the incredible generosity of donors like you.

In 2023-24 alone, \$1,016,121 was granted to support babies in 33 hospitals across Canada. These gifts, including contributions to seven new hospitals, are already saving lives, ensuring that critically ill newborns have access to the life-saving equipment they need to thrive.

Since its inception in 2001, the Foundation has awarded over \$8.9 million to 109 hospitals in every province and territory. The exponential growth of recent years is a testament to the unwavering dedication of Sandra Schmirler Foundation supporters.

“We are so proud of how far we’ve come, but none of this would have been possible without the kindness and dedication of our donors,” says Foundation Chair Janet Murphy. “Our donors are the real heroes. Their support directly translates into saving lives every single day, and we are deeply grateful.”

The 2024 Telethon during the Scotties Tournament of Hearts raised a record-breaking \$1,126,014, the largest single-day fundraising event in the Foundation’s history. While this annual event is a critical part of our fundraising efforts, it’s important to remember that our work continues year-round. Hospitals across Canada



Calgary, host of the 2024 Scotties Tournament of Hearts, was just one of the over 30 communities where babies and families were provided support because of your generosity. Thank you for helping make a difference!

need ongoing support to purchase vital equipment that can mean the difference between life and death for fragile newborns.

The impact of these grants is felt immediately. From a new fetal heart monitor for the Guelph General Hospital in Guelph, Ontario, to a new incubator at the Cape Breton Regional Hospital on Cape Breton Island in Nova Scotia to an Enteral Feed Pump at Red Deer General Hospital in Red Deer, Alberta, this equipment enables NICU teams to provide the highest standard of care to the most vulnerable among us. “The importance of this equipment cannot be overstated,” says Murphy. “We aren’t just delivering devices – we’re delivering hope.”

Thanks to your generous support, the Foundation will continue to grow, supporting more babies across Canada. Together, we are ensuring that every newborn has the chance to grow up healthy and strong, embodying the spirit of resilience that Sandra Schmirler stood for. Thank you for being part of this life-saving journey.

“Our donors are the real heroes. Their support directly translates into saving lives every single day, and we are deeply grateful.”



Your Gift. Your Impact.

2024 Grant Breakdown

Amount	City	Province	Hospital
\$16,198	Alliston	ON	Stevenson Memorial Hospital
\$10,000	Samia	ON	Bluewater Health
\$20,000	Pictou County	NS	Aberdeen Hospital
\$20,000	Niagara Falls	ON	Niagara Health St. Catharines Site
\$20,000	Saskatoon	SK	Jim Pattison Children's Hospital
\$20,000	Red Deer	AB	Red Deer Regional Hospital Centre
\$20,000	Toronto	ON	SickKids
\$70,000	Calgary	AB	Foothills Medical Centre
\$35,000	Regina	SK	Regina General Hospital
\$35,000	Oakville	ON	Oakville-Trafalgar Memorial Hospital
\$35,000	Sydney	NS	Cape Breton Regional Hospital
\$20,000	Fredericton	NB	Dr. Everett Chalmers Regional Hospital.
\$20,000	Fort McMurray	AB	Northern Lights Regional Health Centre
\$10,000	Beaumont	AB	Grey Nuns Community Hospital
\$10,000	Oromocto	NB	Dr. Everett Chalmers Regional Hospital
\$10,000	Vernon	BC	Vernon Jubilee Hospital
\$45,000	Ottawa	ON	Ottawa Hospital
\$18,750	Burin	NL	Burin Peninsula Health Care Centre
\$25,697	Camrose	AB	St. Mary's Hospital
\$34,512	Golden	BC	Golden & District Hospital
\$37,000	Sudbury	ON	Health Sciences North
\$80,000	London	ON	Children's Hospital at London Health Science Centre
\$89,000	Vancouver	BC	St. Paul's Hospital
\$64,000	Winnipeg	MB	HSC Children's Hospital
\$15,000	Montreal	QC	Montreal Children's Hospital
\$14,827	Barrie	ON	Royal Victoria Regional Health Centre
\$11,500	Guelph	ON	Guelph General Hospital
\$14,051	Nanaimo	BC	Nanaimo Regional General Hospital
\$22,460	Vancouver	BC	BC Women's Hospital & Health Centre
\$33,193	Edmonton	AB	Mazankowski Alberta Heart Institute
\$47,288	Edmonton	AB	The Misericordia Community Hospital
\$37,000	Pembroke	ON	Pembroke Regional Hospital
\$55,645	Abbotsford	BC	Abbotsford Regional Hospital

An Update From Sara & Jenna Sandra Schmirler's Daughters

Dear friends,

Thank you so much for your incredible support - \$4 million in four years!! We are constantly amazed by the generosity of donors like you who help keep our mom's legacy alive and make a real difference in the lives of families across Canada.

Thanks to your kindness, the 2024 Telethon raised over \$1 million, allowing the Foundation to continue its vital work of providing life-saving equipment to Neonatal Intensive Care Units (NICUs) nationwide. We both had a blast working the phones and chatting with friends and supporters across the country. It's such a special time for us.

Oh, and on a personal note, Jenna is continuing her studies in medical school at the University of Saskatchewan and really enjoying it,

Leave a Legacy

Your generosity has already played a vital role in saving the lives of babies born too soon, too small, or too sick. **But did you know there's a way to extend that impact far into the future?**

By including the Sandra Schmirler Foundation in your legacy plans, you can build on everything you've made possible through your history of giving, ensuring that your support continues to save lives for generations to come.



while Sara had an exciting summer — she got married! We feel truly grateful to be part of such an amazing community of supporters who share our mom's passion for helping others.

Thank you for standing with us and helping save lives.

Sara & Jenna

Donor Spotlight



"I know firsthand how impactful the Sandra Schmirler Foundation is for babies and families in the NICU. This equipment has helped medical professionals save so many lives, and I'm proud to continue supporting Sandra's legacy."

Dr. Cynthia Kenyon, Neonatologist



"As a new father and supporter of the Sandra Schmirler Foundation, it was reassuring to know that support for newborns like ours was available at our local hospital when she needed it, thanks to the generous donors of the Foundation."

Timothy Cullen



"We want every baby in Canada to have the chance to grow up and become a champion. That's why our team continues to be longtime supporters of the Sandra Schmirler Foundation."

Emma Miskew, Team Homan



Save the Date!

The next Sandra Schmirler Foundation Telethon will be held during the Scotties Tournament of Hearts in Thunder Bay, Ontario, on February 16, 2025.

This year, we'll be raising funds to support critically ill babies born too soon, too small, too sick and too far.

It's not just the equipment in a NICU. In the world's second largest country, it's making sure the babies born in Canada can make it to a NICU and have access to that equipment.

Lots more details at the 2025 Telethon so mark it on your calendar. This is a DON'T MISS event to ensure critically ill babies don't miss the care they deserve.



The Champions' Circle: A Lifeline for Critically Ill Newborns

Every month, the Sandra Schmirler Foundation's Champions' Circle members quietly power one of the most important missions in Canada: saving the lives of critically ill newborns. Through easy, convenient monthly donations, this dedicated group ensures that hospitals across the country have the life-saving equipment they need, year-round.

Lisa Weagle, Olympic athlete and a member of the Foundation's Board of Directors, knows firsthand the difference that Champions' Circle members make. "True champions aren't just about the accolades—they're the ones who step up when the need is greatest," says Weagle. "By joining the Champions' Circle, you're doing exactly that—saving lives every single month."

The Champions' Circle, launched to provide a steady, reliable source of funding, allows donors to spread their generosity across the year, helping the Foundation respond quickly to urgent requests from Neonatal Intensive Care Units (NICUs). Weagle explains, "While our Telethon is a huge success, the need for equipment doesn't stop after curling season. NICUs need support year-round, and that's where Champions' Circle members truly shine."

Monthly contributions have skyrocketed in recent years, allowing the Foundation to fund nearly one hospital grant each month. "Back in 2020, monthly revenue from the Champions' Circle was \$2,600. Now, we're bringing in \$12,000 per month. Imagine knowing that your gift is helping NICUs purchase life-saving equipment almost every month," Weagle adds.

In addition to making a life-saving impact, Champions' Circle members enjoy special benefits, including less stress on your budget, fewer mailings, an exclusive lapel pin, a



Olympian and Sandra Schmirler Foundation Board Member Lisa Weagle is a proud Champions' Circle member.

token of appreciation from the Foundation and a tax receipt in February for your annual gifts from the previous calendar year. Some members are even invited to attend cheque presentation ceremonies at local hospitals, where they can see firsthand the difference they're making.

"Whether you're able to give \$15, \$50, or more each month, becoming a Champions' Circle member is an incredible way to help save lives all year long," says Weagle. "It's not the trophies or medals that define success, but the lives we touch and the change we inspire. So how about we be champions together?"

If you're interested in joining the Champions' Circle and becoming a monthly donor, it's easy to get started. Your steady support will ensure that Canada's NICUs have the equipment they need to keep saving lives, one baby at a time. To join, visit our website at sandraschmirler.org.

Thank You to Our Friends!

We couldn't do it without our friends. The 2024 Sandra Schmirler Foundation Telethon in Calgary was our most successful telethon yet, bringing in more than \$1 million. We are grateful to committed donors for digging so deep to save the lives of babies born too soon, too small, or too sick. Thank you!

We also owe a huge debt of gratitude to our valued partners. Simply put, the Telethon would not be a success year after year without the generous support of Curling Canada, TSN, Net2Phone, Grand Slam of Curling, Goldline and The Community Fundraiser.



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