



FONDATION  
**SANDRA  
SCHMIRLER**  
FOUNDATION

**SANDRA SCHMIRLER FOUNDATION  
ANNUAL REPORT 2010 – 2011**



### **ABOUT SANDRA SCHMIRLER**

Sometimes in sports, athletes are put up on a pedestal because of greatness. However, beyond their contributions as athletes, it is their contribution as people that make these individuals great. When we think of Sandra Schmirler, we are impressed not only with what she did in her pursuit of athletic excellence and how she defined herself as a winner, but what she contributed to others beyond winning world championships and gold medals.

Sadly, Sandra died in 2000 at the age of 36, leaving behind her loving husband, Shannon, and her two young daughters Sara and Jenna. Sandra is remembered not only for her athletic prowess, but also for her leadership, humility, and love of family. She continually strived for excellence, finding a balance between her athletic pursuits and being a mother to her daughters. Despite all of her athletic greatness, Sandra realized that having time to spend with her family and her friends was the greatest gift of all.

### **SANDRA SCHMIRLER FOUNDATION**

The Sandra Schmirler Foundation was created in January 2001 as a legacy to the sports hero and curling champion, Sandra Schmirler, in recognition and celebration of her love of family. The idea and its reality was a collaborative effort by the Canadian Curling Association, Scott Paper Limited, family and friends.

The Sandra Schmirler Foundation pledges to ensure that Sandra's legacy continues. Our mission: Caring for babies in crisis through direct giving to neonatal care across Canada. Gifts and grants are provided to hospitals in order to upgrade their neonatal units.

Fundraising activities include an annual telethon, crowd sweeps at Season of Champions events, golf tournaments held across Canada, and local curling club initiatives. In addition, there are a number of partnerships with business and organizations, which raise funds on behalf of the Foundation.

### **CHAIR'S MESSAGE**

It is my pleasure to submit this report from the Chair.

Let me begin by stating that the success of any organization lies in people. To my fellow Directors, I want to express my sincere appreciation for your dedication and passion that sustains the Foundation. You are

all gifted and talented individuals who devote your time and energy to this most worthy cause. It is my great pleasure to work with you.

I also would like to recognize our staff. A small but mighty force, you keep it all in stead as you deal with the many challenges that are put in front of you. Thank you for your commitment and long hours of work.

To our partners, the Canadian Curling Association and TSN, a huge heartfelt thank you. Your support makes the Foundation's work possible. We will continue to work hard to foster and grow our relationships with you.

I would like to recognize our many donors. Constantly faced with choices of where to donate you have chosen the Sandra Schmirler Foundation and its mission to raise funds for the care of pre-mature and critically ill babies, as a cause you believe in. Many times when I've had the opportunity to speak with donors, they've shared personal stories about how the Sandra Schmirler Foundation has touched their lives or lives of people they know.

2011 marked the 10<sup>th</sup> anniversary of the Sandra Schmirler Foundation. Since its inception, the Foundation has donated over 1.7 million dollars to hospitals right across Canada. We raised \$683,000 in this fiscal year - a slight reduction from last year, due to the loss of a third party fundraising event. We continue to have lots to celebrate. It is a tremendous accomplishment for a small Foundation like ours to have made such a significant impact with families of pre-mature and critically ill babies.

Looking back over the past year, we've achieved some significant milestones. These successes came about as a result of:

- completing a Strategic Plan that has helped focus our energies;
- hiring a new Executive Director;
- compiling donor information into an accessible database;
- developing new opportunities for donors to give;
- marketing to a broader audience through new public service announcements;
- producing a commemorative medallion in celebration of the Foundation's 10<sup>th</sup> Anniversary;
- hosting the Telethon at the Tim Horton's Brier for the first time;
- establishing a new partnership with Ikaria to set up a grant program to fund neonatal research;
- and,
- boldly stepping into the social media world.

We continue to enjoy many spontaneous acts of kindness. One that speaks to the power of the Foundation was the generous gift from the Jeff Stoughton team who on their own initiative auctioned their "Green" Team Canada jackets at the Ford World Men's Curling Championship, raising over \$16,000.

In the year to come, I look forward to staying the course - growing, but doing so in a thoughtful and strategic way. Remaining steadfast to the goals we've set, I hope to see us continue to build a strong and sustainable Board and staff, maximize the giving capacity of the curling community and utilize our research and data to help us better understand our donors. We will continue to reach out to donors with confidence that we are using best practices in stewarding funds and continually developing new partnerships while recognizing the valuable contributions of our existing partners.

I once again thank each of you for your commitment to the success of the Sandra Schmirler Foundation. I look forward to another successful year to come.

Sincerely,



Jody L. Meli  
2010 – 2011 Chair  
Sandra Schmirler Foundation

## **2010 – 2011 BOARD OF DIRECTORS**

Jody Meli  
Chair

Theresa Breen  
Vice Chair

David Clark  
Secretary-Treasurer

Shannon England  
Director

John McPherson  
Director

Alan Hodgins  
Director

Dianne Barker  
Director

Bernadette McIntyre  
Director

Gordon Durnan  
Director

Cheryl Bernard  
Director

## **ADVISORY BOARD**

Greg StremLaw  
Robin Wilson

## **HONOURARY AMBASSADORS**

Jan Betker  
Joan McCusker  
Marcia Gudereit

## **HONOURARY DIRECTORS**

Anne Merklinger  
Robin Wilson  
Lindsay Sparkes

## **FOUNDATION STAFF**

Kathryn Ann Hill, Executive Director  
JoAnne Viau, Administrative Coordinator  
Francine Poisson, Fundraising Coordinator  
Joe Mior, Communications Coordinator

# FUNDRAISING PROJECTS

## REVENUE FROM SOME OF OUR FUNDRAISING INITIATIVES

Scotties Tournament of Hearts – Charlottetown, Prince Edward Island:		
- Kitchen Party <i>(a collaborative effort by SSF, STOH Host Committee and the Queen Elizabeth Hospital Foundation)</i> and crowd sweep		\$56,489
Tim Hortons Brier – London, Ontario:		
- Crowd sweep		\$20,114
Canada Cup of Curling – Medicine Hat, Alberta:		
- Fundraiser		\$1,636
Ford Men’s World – Regina, Saskatchewan:		
- Crowd sweep and Team Stoughton auctioned jackets		\$35,581
Golf Tournaments:		
• Sandra Schmirler Golf Classic – Thornhill, Ontario		
• Sandra Schmirler Manitoba Golf Classic – Winnipeg, Manitoba		
• CTV Sandra Schmirler Charity Golf Classic – Regina, Saskatchewan		
• Value Drug Mart Charity Golf Tournament – Edmonton, Alberta		\$78,241
Kurl for Kids Celebrity Bonspiel – Tam Heather Curling Club, Toronto, Ontario		
Kurl for Kids is a celebrity bonspiel, where World, National and Provincial Champion curlers join local curlers from across Central-Southern Ontario to curl in a spirit of camaraderie and giving, to raise money in support of the Sandra Schmirler Foundation.		\$45,150
Hand in Hand Pin Sales		\$13,874
Donor Direct Mail Campaign		\$59,840
Annual Telethon		\$227,194
Curling Club Challenge		\$15,092

## HOSPITALS RECEIVING HELP IN 2010-2011

Sault Area Hospital Foundation	Sault Ste. Marie, ON	\$19,709
Royal Columbia Hospital Foundation	Vancouver, BC	\$31,050
Queen Elizabeth Hospital Foundation	Charlottetown, PEI	\$100,000
Hospitals of Regina Foundation	Regina, SK	\$50,000
London Health Sciences/Children’s Health Foundation	London, ON	\$64,000
Sunnybrook Hospital Foundation	Toronto, ON	\$30,000

**Sandra Schmirler Foundation**

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[www.sandraschmirler.org](http://www.sandraschmirler.org)