



FONDATION
**SANDRA
SCHMIRLER**
FOUNDATION

December 9, 2011

Curling Facility Manager and/or Board President

The Sandra Schmirler Foundation was created in January, 2001 as a legacy to three-time world curling champion and Olympic gold medalist Sandra Schmirler, in recognition and celebration of her love of family. In the past 11 years, the Sandra Schmirler Foundation has donated over \$1.7million dollars to 23 Neonatal Intensive Care Units across Canada. Last year alone we were able to fund the purchase of equipment in hospitals located in every region of the country, including items like a fetal heart monitor; a pediatric retinal camera; over bed warmers; and neonatal incubators. We couldn't have done this without the tremendous support we receive from Canadian curlers.

About eight per cent of babies born in Canada each year are premature, facing increased risks of illness and death. And these rates are rising annually; the Sandra Schmirler Foundation continues to be the only charity in Canada dedicated solely to raising funds to help these newborn babies who are fighting for their lives against huge odds.

Every year, we have turned to the curling community to help us raise money to support these small champions and their families and we thank you for your support.

We are hoping that you will join us in our 2012 fundraising drive. **And this year we have added something different for you to consider. We invite you to join us in a new fundraising project.** We know that many clubs across the country are looking for ways to fundraise for their own facilities/programs, and we want to combine that need with the desire curlers have to support the Sandra Schmirler Foundation. And because we know Champions Start Small, we hope this program will also support youth curling programs. We are curlers ourselves, and we've come up with a program that will help the Foundation and will also give back to the curling community that has so generously supported our Foundation.

Here's how you can help:

Inaugural Framed Pin Set Fundraiser

- Interested clubs can order a complete set of every pin produced by the Sandra Schmirler Foundation over the last 11 years, beautifully mounted in a 16x11in wooden frame, centered around a photograph of Sandra.
- Your club can then use the Framed Pin Set as a prize to raise money, perhaps by holding a silent auction, or a raffle, or any other way you can imagine!
- **The money raised through this activity will then be divided 50/50 between the Sandra Schmirler Foundation and your club.** For example, if you held a raffle for the Framed Pin Set, and you raised \$2,000.00; you would donate half the money, \$1,000.00 to the Sandra Schmirler Foundation, and keep the other half, \$1,000, to support your club, maybe supporting the development of the small champions in your curling community.

**CHAMPIONS
START SMALL**

1660 Vimont Court Orleans ON K4A 4J4

Other details:

- You must register for this project by making a \$55 deposit for the cost of the framed pin set, which will then be shipped to you. Email us at contact@sandraschmirler.org to order your frame, or call 1-866-210-6011
- Once you have completed your fundraising, let us know how much money you raised, and then send us 50% of the proceeds, less the \$55 deposit for the frame.

Or

If you have a fundraiser already planned/want to repeat what you did last year, you can participate in the:

- **Telethon “Curling Club Challenge”**

On Sunday, February 19th, during the 2012 Scotties Tournament of Hearts, we will hold our annual Telethon - our largest and most important fundraising event. Curling facilities are asked to support the “Curling Club Challenge” by holding a fundraiser(s) and then either emailing us: contact @sandraschmirler.org or calling in to the Telethon with your results. Some ideas for Fundraisers that clubs have done in the past include a 50/50 draw, with proceeds donated to the SSF, Turkey Shoots, Draw to the Button competitions, Hog line violation “fine” boxes , etc.

The top three donating curling clubs, participating in either the Framed Pin Set project or the Curling Club Challenge, will receive a pair of tickets (full event package) to a Season of Champions Event in 2013 that can also be used as a fund-raising prize by your club.

The Sandra Schmirler Foundation’s theme “**CHAMPIONS START SMALL**” reflects the determination and fight for life that we see every day in seriously ill babies. This is the same fight that Sandra showed in her courageous battle. We hope we can count on your support!

Sincerely,

Jody Meli, Chair,
Sandra Schmirler Foundation

p.s. for more information please contact us at contact@sandraschmirler.org

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Yes! We are excited to participate in the Curling Club Challenge and have worked hard to raise \$_____ for the Sandra Schmirler Foundation.

We raised the funds in the following manner:

Please use the following as recognition for this donation and/or as a challenge to other curling clubs.

Yes! We wish to order a Framed Pin Set. A representative from the Sandra Schmirler Foundation will contact us to arrange the shipping of the pin set.

All participants: please complete the following Contact Information and email this completed form to: contact@sandraschmirler.org

Province _____

Club _____

Address _____

Contact PERSON _____

Name

Phone

Email