

What is Kids Care?

Each year, children come through the doors of the Children's Health Foundation of Vancouver Island and tell us they care.

Little hands grip ziploc bags filled with the proceeds from lemonade stands and birthday parties or they excitedly watch their parents open the car to reveal gifts they've asked friends and family to give so they can pass them along to a child who needs them more.

They care. They care about those they know and those they may never meet, but who will appreciate that they did something special just for them.

The Kids Care program was created to support children with their fundraising efforts, whether they are doing it themselves or with their class, school or activity group. We are here to encourage and appreciate their spirit of giving and to show them what a difference they can make to their community.

What is Children's Health Foundation of Vancouver Island?

Children's Health Foundation of Vancouver Island is a registered charity that financially supports over 20,000 children and youth and their families on Vancouver Island and the Gulf Islands each year. Our history began when a mother asked the Women's Institutes (WI) of BC for help for her child suffering with tubercular disease of the spine; the WI raised the funds to build the original Queen Alexandra Solarium for Crippled Children in Mill Bay in 1922.

The Solarium moved to Victoria in 1958 and changed its name to the Queen Alexandra Hospital for Crippled Children, and it is now known as the Queen Alexandra Centre for Children's Health (QACCH). The money raised by Children's Health Foundation of Vancouver Island, formerly the Queen Alexandra Foundation for Children, goes to support equipment and programs at the QACCH as well as other child and youth agencies through our granting programs. Children's Health Foundation of Vancouver Island also funds programs like Jeneece Place and provides support for families with urgent medical needs relating to their child's health.

Where will the money go?

Money raised through the Kids Care program will help Children's Health Foundation fund various programs that benefit children with special needs. Here are some examples:

- Special therapeutic equipment like bear hug vests that comfort children with autism (\$200 each); Body Sox for children to climb into to gain awareness of their space through Sensory Integration Therapy (\$100 each); and disc-o-sit cushions that improve concentration and learning (\$50).
- Emergency funds that helps families faced with unmanageable expenses as a result of their child's medical needs.
- Jeneece Place, a home away from home for families that have to travel to Victoria for their child's medical care.

How can kids show they care?

Kids can show they care about helping kids by:

- Holding a small fundraising event or activity, by themselves or with classmates and friends, and donating the proceeds to Children's Health Foundation of Vancouver Island. There are lots of choices — lemonade stands, chores for change, coin collections, bake sales, or bottle drives.
- Making a donation of their own — one month's allowance, a small portion of any money they earn by doing extra chores, babysitting, walking the neighbour's dog, or delivering newspapers.
- Asking family and friends to make a cash donation to Children's Health Foundation of Vancouver Island instead of, or as part of, a gift for their birthday, graduation, or any other occasion where people might like to give a gift.
- Instead of buying a gift for someone else, making a donation to Children's Health Foundation of Vancouver Island in honour of that person.

What will kids receive in return?

In addition to the organizational and communication skills gained, and boosting their self-esteem and confidence, children taking part in the Kids Care program will also receive the following:

- Each issue of our *Bearings* newsletter (published 3 times each year) will recognize by name the kids who've recently participated in the Kids Care program.
- Children fundraising on their own will receive a special certificate thanking them for their participation. They'll receive a new certificate each year they participate in the program.

- Schools or youth groups will receive a plaque recognizing their participation. Each child involved with the fundraising activity will receive a certificate to take home.

Where to start?

Learning about the Kids Care program by reading this guide is a great way to start.

Next, decide how you are going to raise funds — check out the list above (and there are more listed below), or please feel free to come up with something on your own.

For questions, advice, feedback, support, or just to chat, please contact Jackie Adamthwaite. She can be reached at 250.519.6935 or Jackie.Adamthwaite@viha.ca.

Fundraising Ideas

There are so many choices! The hard part is picking one thing to focus on. Most of all, remember to enjoy yourself! A few fun, simple ideas include:

A-thons

They're easy to organize! From a spell-a-thon to a walk-a-thon to a read-a-thon, you can turn whatever you like into an *a-thon*! Invite friends and family to join in your *a-thon* and/or collect pledges from them for a few weeks leading up to your big event.

Birthdays

This is one of the easiest fundraisers! Commonly known as the “toonie party,” invite friends and family to celebrate your special day with you and, instead of a gift, ask them to give you a toonie or some other small donation that you will donate to Children’s Health Foundation of Vancouver Island.

Casual Day

This works best for kids whose school requires a uniform. Ask your teacher to help you organize a casual day where students who donate money can wear their weekend clothes.

It can also work if you wear a specific outfit for an extra-curricular activity. For example, pick a day to wear any colour leotard instead of black for a ballet class, or any colour socks instead of black for a soccer practice. Again, ask your instructor or coach for permission and help to organize this event, and charge kids a loonie to participate!

Chores

It you look to your right and look to your left, you'll likely find someone who could use your help! Dog walking here, babysitting there, raking the leaves a few houses down, pulling weeds at home... Lots of times it is nice to help just because you can, but sometimes, you might want to ask if they would

consider giving you a small sum of money that you can donate to Children’s Health Foundation of Vancouver Island.

Collecting Coins

This is another easy way to raise money for Children’s Health Foundation of Vancouver Island — ask friends and family to drop spare change into your collection bowl. Ask your teacher if you can invite classmates to participate and bring their collections to school for drop-off. We’ll even take care of counting the coins for you!

Lemonade Stand

With the help and permission of an adult, set up a lemonade stand outside your home or check to see if you can set up in front of a local store. Increase sales by adding tasty baked goods to your offerings (or little dog biscuits for four-legged friends)!

These are only a few ideas; we have lots of others to help you get started! To find out more, contact Jackie Adamthwaite at 250.519.6935 or Jackie.Adamthwaite@viha.ca.

Thank you for your interest in helping other kids through Children’s Health Foundation of Vancouver Island Kids Care program.
We thank you, and the kids you will help thank you too!