

# Endowment Campaign Package

THE *Unforgettables* FUND



*“A Beautiful Remembrance for an Unforgettable Child”*

Established in  
2008  
National  
Capital Region  
Chapter

[www.theunforgettablesfund.com](http://www.theunforgettablesfund.com)



## Help us build a \$500,000 Endowment Fund to Support Bereaved and Financially Traumatized Families

### *About the Unforgettables Fund*



The death of a child is the single greatest fear of any parent. Imagine for a moment that after a long, emotionally draining and financially exhausting illness, the worst does occur. And you are faced with the reality that you do not have the financial means to bury your child – he or she might be forgotten.

*The Unforgettables Fund – National Capital Region Chapter* was created to help families cope with this

overwhelming burden. These families have often sacrificed their income, mortgaged their homes, depleted their savings, maxed out their credit cards and lines of credit and borrowed from relatives, in an effort to spend one more day, one last moment with their dying child. Following the death of the child they are emotionally spent and financially traumatized. Many of these families qualify as working poor that are not entitled to government or other forms of traditional assistance.

Since 2008, *The Unforgettables Fund* has managed to help 17 families with a dignified funeral or burial service. But requests far surpass the capacity of the current fund. Increased requests have also necessitated a restructuring of eligibility requirements to ensure that no family falls through the cracks of the system. The single most efficient way to ensure that *The Unforgettables Fund* can continue to help families who are struggling financially to memorialize a child is to establish a \$500,000 dollar endowment fund. This fund will generate income that will support disbursements to approximately 10 Eastern Ontario families each year.

We know that donors will appreciate knowing how their one-time gift can be preserved in an Endowment Fund so that it can keep giving year after year. All donations to the campaign will be deposited into a dedicated *Unforgettables Endowment Fund* administered by our campaign partner, the *CHEO Foundation*. That means that 100% of all gifts received are going directly to support bereaved families in our community. We are grateful to partner with the *CHEO Foundation* on this project – their successful history managing endowment funds, as well as their stellar reputation in the community makes them an invaluable partner for this project.

We would like you to get to know *The Unforgettables Fund National Capital Chapter*. It is truly a generous and inspirational community and while its infrastructure may be small, its impact is great. Members of this engaged community represent staff at CHEO, parents who have lost children, as well as bereavement care providers from both the funeral and cemetery industries. Historically, it is the funeral homes that have been quietly waiving funeral costs to support bereaved and financially traumatized families. But there are so many other financial stresses associated with a funeral. *The Unforgettables Fund* aims to reach families in need with whatever kind of financial support they require. The end goal remains the same: families are able to spend their last moments with their child without worrying about the impending cost of a dignified funeral.

Just like the *Unforgettables Fund* established at Hospital for Sick Children in Toronto by Dr. Glen Van Arsdell, as well as the 10 year old *Unforgettables Foundation* founded by chaplain Tim Evans at Loma Linda University Children's Hospital in Southern California, *The Unforgettables Fund - National Capital Chapter* has experienced a marked increase in requests for financial support. A \$500,000 dollar endowment fund, managed without cost by the **CHEO Foundation**, represents the next step towards ensuring that *The Unforgettables Fund - National Capital Region Chapter* remains sustainable in the long-term while being able to reach those families that need the most help.



An endowment fund will help bereaved families of Eastern Ontario memorialize their children, experience the process of a funeral service as part of the “path of healing,” and allow them to reach out in a public ceremony to their support network of friends and family in their time of greatest need.

Will you take a moment to speak with us about supporting the campaign? This is your opportunity to make an unforgettable difference.

## *Families Touched by the Unforgettables Fund 2011*



The words are awful enough: undiagnosed neurodegenerative disease, microcephaly and brain atrophy, laryngomalacia, encephalitis, and necrotising enterocolitis. But the knowledge that these words apply to little children makes the sadness even greater.

In 2011, The Unforgettables Fund helped six bereaved Eastern Ontario families memorialize their children through a dignified funeral or public ceremony. Here are some of their stories. Please note that children's names have been changed out of respect for the family's privacy.

### **Nawaz (7 months old)**

Nawaz was born premature at 28 weeks. At birth, Nawaz was intubated to assist his breathing. He remained in hospital until July, only to return to CHEO in August where he moved in and out of intensive care for various medical complications. He was diagnosed with an undetermined genetic syndrome. He was tube fed. In October, Nawaz lost his battle and passed away peacefully at Rogers House.

Given his medical situation and fragility, the family's adjustment to their son's diagnosis and complications of his syndrome were tremendously difficult emotionally, mentally, spiritually and physically on this family. Mother spent most of her time between the hospital and caring for her older child. Father was torn between keeping up the family income, visiting Nawaz in hospital and caring for his family at home. Since the family had relocated to Canada in mid-2000, they had little supports here to assist them, not only financially, but emotionally as well. They reached out to The Unforgettables Fund for funds to properly memorialize their young son so that he would not be forgotten.

### Ahmed (6 years old)



Ahmed was the only child of two very devoted parents. He had been followed long-term by the Palliative Care team due to his medically complex condition (an undiagnosed neurodegenerative disease). Ahmed's mother put her career on hold to care for her son and the family has managed on one income during the past 6 years. Ahmed was finally transferred to Roger's House for end of life care. Upon his death, the bereaved parents reached out to The Unforgettables Fund to

ask for help to provide a dignified funeral for their unforgettable son.

### Fatima (2 months)

Fatima was born with many challenges and was transferred to the Neonatal Intensive Care Unit of the Children's Hospital of Eastern Ontario. She soon developed an inflammation of the intestines, and was too sick thereafter for surgery. The parents could not bring themselves to withdraw treatment because of their faith, and because they still held out hope that their baby girl would get better. The parents begged for new treatment options, but Fatima was too sick to be operated on. All possible combinations of antibiotics were given to the baby, and the CHEO health team respected the parents' wishes to continue fighting for Fatima's life. On August 11th, Fatima's heart stopped beating.

### Layla (11 months)



Layla has been followed by CHEO physicians since she was a few months old. Upon her death, an accurate diagnosis had not yet been specifically determined. She had travelled to Montreal and Toronto hospitals in search of answers, but none were forthcoming. A few months at Sick Kids Hospital in Toronto depleted the family finances, since the father could not work. The family has been living on credit, and

had to borrow more money. Layla died at the Toronto Hospital for Sick Children. Layla's father reached out to TUF to ask for help to provide a dignified funeral for his baby girl.

## ***Frequently Asked Questions about The Unforgettables Fund***

### **1. What's the relationship between CHEO and *The Unforgettables Fund* – National Capital Region Chapter? How will gifts be managed by CHEO?**

All gifts received will go through the CHEO Foundation. Tax receipts will be issued by CHEO Foundation and funds will be deposited into a dedicated *Unforgettables Endowment Fund*. CHEO Foundation will then issue cheques directly to all service providers on behalf of the grieving families through an *Unforgettables Operations Fund*.

100% of all donations received during the endowment campaign will be placed in The Unforgettables Endowment fund. This capital will never be touched. Existing funds within the *Unforgettables Operations Fund* will be utilized to support current requests until the endowment begins to generate sufficient annual income to be disbursed. Eligibility decisions are handled exclusively by *The Unforgettables Fund* Board of Directors and its appointed fund administrator.

### **2. How do Families apply for support?**

All of the families that *The Unforgettables Fund* supports financially are under supervision through CHEO's palliative care team or at Rogers House, a child hospice located on the CHEO campus. An application is made to *The Unforgettables Fund* from CHEO. Eligibility criteria include the family's financial capacity and the qualification of the child's death through a life-limiting illness.

### **3. Is reaching 10 families per year enough to meet the current number of requests from families?**

The Unforgettables Fund exists to ensure that no family falls through the cracks of the system. An endowment fund of \$500,000, with a conservative annual return of 4% will generate approximately \$20,000 per year to be disbursed. Funeral costs vary depending on the child's age and the customs of the family. With a capped disbursement of \$2,500 per application, we believe that the endowment fund will generate sufficient income to support approximately 10 families per year.

Estimated annual operations fund needs are also based on the historical demand for services experienced at the Unforgettables Fund at Toronto's Sick Kids Hospital. Since its inception in 2002, the Toronto fund has supported over 150 families; reaching 10 families per year through the National Capital Chapter is an appropriate patient-load comparison.

#### **4. Why an endowment fund? Why not just a big fundraising campaign?**

Endowment funds are an attractive mechanism when a project can be discussed in finite terms: annual income generated from an endowment fund will enable *The Unforgettables Fund* to support 10 families per year for many years to come. By partnering with CHEO Foundation, the fund is able to minimize its administrative costs, and avoid the steep learning curve and financial expense of setting up a private endowment fund. Donors appreciate endowment funds because their one-time gift keeps on giving year after year.

#### **5. Why aren't the Funeral Homes supporting this free of cost? Why isn't it free?**

Historically, it is the funeral homes that have been quietly waiving funeral costs to support bereaved and financially traumatized families. But there are so many other financial stresses associated with a funeral. Funeral homes still incur expenses from outside suppliers - caskets, food, flowers, newspaper announcements and taxes to name a few. There are also costs in consideration of cemetery and cremation services. Even the most modest funeral will never be completely free.

The Unforgettables Fund aims to reach families in need with whatever kind of financial support they require. The end goal remains the same: families are able to spend their last moments with their child without worrying about the impending cost of a dignified funeral.

#### **6. What is a dignified funeral? What kind of expenses does *The Unforgettables Fund* cover for families?**

The Unforgettables Fund believes that every child is entitled to a dignified funeral. By taking away a huge financial worry, The Unforgettables Fund aims to help families stay focused on what is important to them: spending time with their child at end-of-life. Expenses that might be covered by The Unforgettables Fund include direct and indirect costs for burial and/or ceremony, airfare costs for family (grandparents, parents) to attend a funeral, and costs associated with burying a child within their faith. Expenses are capped at \$2,500 per family

#### **7. Who has *The Unforgettables Fund* helped so far?**

Since its inception in 2008, the Unforgettables has helped 17 families with the financial trauma of losing a child to a life limiting illness. Please refer to the "Families touched by The Unforgettables Fund in 2011" for some the most recent list of families.

## **I would like to talk to someone about making a donation to The Unforgettables Endowment Campaign. Who can I talk to?**

Please contact the individual who initially approached you with this request or one of our Endowment Fund Campaign Chairs—Bruno Carchidi or Matt Wren at [bruno@theunforgettablesfund.com](mailto:bruno@theunforgettablesfund.com) or [matt@theunforgettablesfund.com](mailto:matt@theunforgettablesfund.com)

They can provide you with more details about our mission and how your gift can have a meaningful impact in our communities.

## **How can I make a donation to The Unforgettables Endowment Campaign?**

You can make your one-time or monthly gift by simply going to “Donate” on the CHEO website [www.cheofoundation.com](http://www.cheofoundation.com). Please select The Unforgettables Endowment Campaign Fund in the drop-down menu.

To donate by cheque please make your cheque payable to the CHEO Foundation, The Unforgettables Fund and mail to: CHEO Foundation, 415 Smyth Road, Ottawa, ON, K1H8M8.

If you have any questions please do not hesitate to contact our Endowment Campaign Coordinator, Joanne McDonald, [joanne@theunforgettablesfund.com](mailto:joanne@theunforgettablesfund.com) or at 613.271.2713.

## **How do I volunteer?**



Our volunteer-driven campaign would like to talk to you about how you can get involved in The Unforgettables Fund.

We are in need of people to join our committees, coordinate and volunteer fundraising events, and act as Unforgettables Fund ambassadors in their communities. The first step is to contact Bruno Carchidi, Co-Chair of The Unforgettables Fund at 613.620.2969 or [bruno@theunforgettablesfund.com](mailto:bruno@theunforgettablesfund.com) today. From there, we can talk about how your skills and passions can be aligned to support our mission and our endowment fund goal.