



# ANNUAL REPORT 2018



**Shine  
Through  
the Rain**  
Foundation

Supporting  
families through  
life threatening  
illnesses.

# MISSION STATEMENT

Shine Through the Rain does many things but all in the service of one goal. That goal is to help those who are affected by life-threatening illnesses. Whether it's through services or funds, we provide guidance, support and financial aid to those in need. We help adults, children and families find the silver lining. When things seem gloomy and you're being rained on, we're here to help you shine through it.







# Message From The Chair and Executive Director

2018 was the second full year of the Foundation's expanded mandate to assist patients and families with life-threatening illnesses beyond cancer diagnoses. Thanks to our donors, Shine Through the Rain Foundation provided guidance, support, financial aid and care packages, easing the burden and making a difference in the lives of more than 2,000 patients and their families.

The transition continues! We continued to fine-tune and evaluate programs to provide maximum current and future benefits to patients. Working with input from patients and their advocates, we assessed the impact of our programs and made positive modifications to existing programs, while adding new initiatives.

Based on patient feedback, decisions were made to increase the focus on assisting patients with urgent financial crises with the goal of helping them to remain in their homes during treatment and recovery. To facilitate this increase, the programs that shipped Camp backpacks, Pamper Me Pink Packs and Booster Packs across the country were eliminated late in 2018.

The [Foundation Friends](#) fundraising initiative was introduced in the fall of 2018. This plan offered businesses and individual donors the ability to provide designated program support to specific patient financial needs through "Good Deed Deals". Designated support was provided by filling a grocery cart for a year, funding a golden camp pass to send a pediatric patient to camp, pledging to fund monthly hospital parking passes, and providing admission tickets to foundation events.

We continued to raise awareness of Shine Through the Rain Foundation's mission in business sectors and throughout communities, working to build fundraising results and volunteer participation. Shine Through the Rain Foundation was nominated in the Non-Profit category for Business Excellence by numerous Chambers of Commerce and Boards of Trade. The Foundation is proud to have been a finalist for Business Excellence Non-Profit of the year by the Aurora Chamber of Commerce in Aurora, Ontario!

*"Life is a mixture of  
sunshine and rain,  
teardrops and laughter,  
pleasure and pain. Just  
remember, there was  
never a cloud that the sun  
couldn't shine through."*

Our appreciation for the tireless and generous support of our volunteers, donors, community partners, sponsors and staff is endless, and we are deeply grateful for new mutually beneficial partnerships established with both businesses and foundations as we move forward to 2019.



Jeff Hogan  
Chair



Shannon Kroon  
Executive Director

# PROGRAMS

Shine Through the Rain Foundation provided the following services and financial support to patients and families:

## Rainy Day Fund - All Ages

Individuals suffering life-threatening illnesses and their families often face significant financial challenges due to lost and reduced income. Covering basic household costs - utilities, rent, groceries, transportation - is overwhelming and stressful. Grocery gift cards helped to keep nutritious food on the table. Hospital parking costs were reimbursed. The Rainy Day Fund also provided emergency payments for past-due rent and utilities for the peace of mind of essential services and stable accommodation. The Rainy Day Fund supported 600 patient families with close to \$350,000 in assistance payments throughout 2018, ensuring patients have a warm, safe place to call home while recovering.



## Rainy Day Gifts - Pediatric Patients

74 gift packages were delivered to pediatric patients facing life-threatening illness to boost their spirits and provide a positive distraction during an anxious time. These packages included board games, toys, crayons, colouring books, markers, video games, puzzles, books, teddy bears, craft kits and more.

## Camp Scholarships - Pediatric Patients

Serious illness often isolates pediatric patients, keeping them from friends, school and activities they love. Thanks to a new partnership with Canadian Tire Jumpstart for camp scholarships to participating sport camps across the country, more children in recovery were provided the opportunity to participate in camp activities as a welcome break from medical challenges and a way to reconnect with their peers. Our regular camp scholarships made it possible for kids to participate in any activity they wanted to in addition to sports - such as music, art, science, horseback riding, swimming. There were times some siblings and children of diagnosed parents qualified for scholarships as relief from the stresses a life-threatening illness brings to a household and family life.

### **Camp Backpacks - Pediatric Patients**

Thanks to a dedicated team of staff and volunteers, 623 backpacks filled with camp gear — sun hat, water bottle, towel, SPF ChapStick, sunscreen, mini first aid kit and more — were packed and shipped to pediatric patients attending camp programs and several pediatric oncology camps!

### **Pamper Me Pink Packs & Booster Packs - Adults**

Throughout the year, individuals diagnosed with a life-threatening illness received care packages containing such comfort items as Project BeamON Reiki-Blankets, natural lip balms, all natural baby wipes, all natural toiletries, books, magazines, organic pillow cases, scarves, peppermint or ginger tea, and all-cotton beanie hats, to provide extra comfort for going through treatment. These were focused on patients without the support of family and friends close by.

### **Community Outreach**

Shine Through the Rain Foundation continued to expand our public education program regarding the funding and services available through the foundation to assist patients and families. Foundation staff and volunteers offered presentations, displays and literature to community and professional groups, as well as individuals and organizations with a desire to provide support to those in need.



# HOW YOU MADE A DIFFERENCE!

## THANKS FROM PATIENTS

Patients often tell us how support from the Rainy Day Fund has made a difference to their lives. The Platt-Cobb family shared their story after Peter Cobb experienced a critical health crisis.

Doctors did not think Peter Cobb would make it out of the critical care hospital after he suffered a debilitating stroke .... Peter's brain was so swollen that part of his skull was removed. He was not expected to walk, eat, speak, or get out of diapers.

Surprisingly, Peter was transferred from the specialized care hospital, to a community hospital closer to home, which was good news. Daily in-hospital speech and physical therapy in the new hospital led to unexpected and daily dramatic improvement.

However, things suddenly took a turn for the worse. Another nightmare began when Peter was discharged from the community hospital with no time or money for adaptations to be made. Costly, unexpected expenses and lack of income are taking a toll on the family of five with mounting bills.

"Thank goodness for the community and the help from Shine Through the Rain, such an amazing foundation ... feeling helpless is so sad, I was so blessed to have made contact with you, was fortunate to have a meeting, and receive some help with bills. The kindness from friends and community has been amazing. Forever grateful. I'm hoping my experience with both good and the bad can help others."


*Peter's wife - Lisa Platt*





The Streicher family is just one of hundreds of families who have been supported by The Rainy Day Fund. When Reuben Streicher contracted West Nile Virus the family was devastated, and although Reuben is making positive progress, the financial impact has been an incredible strain. They have kindly shared their story in a poignant testimonial which can be watched by visiting the Shine Through the Rain Foundation website at [www.shinethroughtherain.ca](http://www.shinethroughtherain.ca).

**"We were very thankful when chosen to receive help from the Rainy Day Fund. We've spent a lot of time at the hospital and it has been hard for us to pay for everything out of pocket when no longer working. It definitely takes a lot of stress away knowing that we have some help."**

 **Elizabeth Kelly**  
Pancreatic Cancer


In response to receiving help from our **Rainy Day Fund**

**"When I received help from the Rainy Day Fund I was overwhelmed with joy and praise to those that make this happen."**

 **Jerry Fischer**

In response to receiving help from our **Rainy Day Fund**

**"Words cannot describe how amazing it is to get help from the Rainy Day Fund! It felt like the weight of the world was lifted from my shoulders."**

 **Matthew Sparkes**

In response to receiving help from our **Rainy Day Fund**



# EVENT SPONSORS

Throughout the year, Shine Through the Rain Foundation hosts events to raise funds and to increase awareness of the challenges faced by patients and families. Event sponsors provide support by contributing financially and/or in-kind donations of products and/or services.

Thank you to all those who raised funds for Shine Through the Rain Foundation through the Euchre Tournament, the 5<sup>th</sup> Annual Co-Ed Slo-Pitch Tournament, Teddy Bear Fair, Escape Reality Gala, and the Pediatric Christmas Party. These events would not be possible without the generosity of our sponsors!

Kind supporters also sponsored the cost for patient and family participation in the Teddy Bear Fair, the Pediatric Christmas Party, and The Escape Reality Gala.

THANK YOU!



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FUNDS INC.



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# OUR SUPPORTERS

Every contribution makes a meaningful difference! Shine Through the Rain Foundation receives no government funding and depends on the kindness and support of caring, compassionate individuals and organizations. Thank you all for helping make the world a brighter place for others!

## **DONORS \$1,000 TO \$4,999**

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East Gwillimbury Mayor's Golf Tournament Putting Challenge

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Youth & Community Initiatives Fund, East Gwillimbury Mayor and Council Golf Tournament

**DONORS \$5,000 TO \$9,999**

Alice & Murray Maitland Foundation

SavingCanada.ca Inc. (Coupity)



**DONORS \$10,000+**



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Wendy Starr, Lindsay Smith Group, Keller Williams Energy Real Estate Brokerage



# Board of Directors - 2018



Jeff Hogan - CPA, CA  
*Chair*



Anita Smeskal  
*Vice-Chair (end of 2018)*



Jim Anderson - CPA, CMA  
*Treasurer*



Deborah Daniel  
*Secretary*



Tracey Robertson  
*Patient Advocate*

Copies of the audited financial statements for Shine Through the Rain Foundation are available for review by contacting Shannon Kroon at 1-866-753-0303.

Charitable Registration # 89188 1005 RR0001



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# 2018 Annual Report

## Contact Us

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