



ANNUAL REPORT 2019

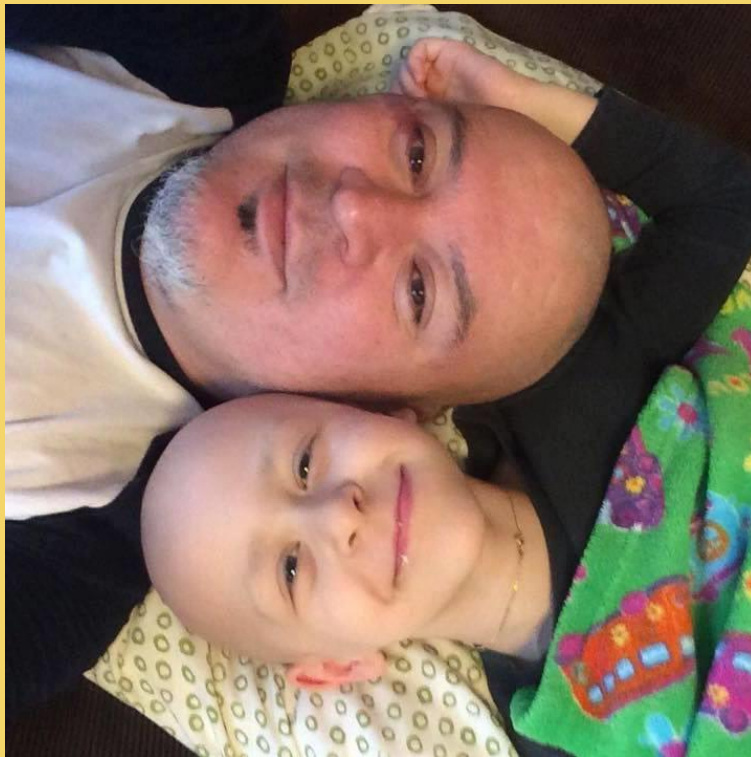


**Shine
Through
the Rain**
Foundation

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 President and Executive Director

Throughout 2019, Shine Through the Rain Foundation continued to focus on assisting patients with urgent financial crises with the goal of helping them to remain in their homes during treatment and recovery. Thanks to the generosity of our donors, the Foundation was able to provide over \$150,000 in financial aid through Rainy Day Funds for essential everyday needs to 358 patients and their families. Combined with camp scholarships, toys, a Pediatric Christmas Party, and providing guidance and support, more than 500 families experienced a positive difference in their lives.

Based on patient feedback our programs continued to evolve with an increased focus on support to families through our Rainy Day Fund. We also welcomed an increase in support for our Adopt-a-Family-for-Christmas Program.

We continue to build productive relationships with community, corporate and foundation funders for current and future financial resources. Our deepest thanks to our sponsors, donors, community partners and volunteers across Canada for helping us assist our patient families.

Our shoestring staff of 3 is most appreciative of our volunteers! We could not achieve our mission without volunteer support. We were especially thrilled to experience expanded participation from both new and returning organizations in our Corporate Volunteer Program.

Please join us in applauding the tireless efforts of our volunteers from every walk of life for the many ways they help others through our foundation, whether for a couple of hours, or for several weeks at a time.

On behalf of the patients and families who have received your help, thank you.
We look forward to our fruitful and mutually beneficial partnerships in 2020.

*"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."*



Jim Anderson
*Interim President,
Treasurer*



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 at an already devastating time of their lives.

The Rainy Day Fund provided emergency payments for past-due rent and utilities for the peace of mind of essential services and stable accommodation. Grocery gift cards helped to keep nutritious food on the table. During 2019 The Rainy Day Fund supported 358 patient families with over \$150,000 in assistance payments, ensuring patients have a warm, safe place to call home while recovering.

Rainy Day Gifts - Pediatric Patients

103 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. Our 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. Thanks to camp scholarships 31 campers were able to experience camp activities outside their homes in 2019.

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.



Adopt a Family for Christmas

Individual donors, organizations and businesses were able to designate donations for close to 20 patient families to enable them to enjoy their celebration without financial burden (rent/utilities, grocery gift cards towards a Christmas meal with leftovers, hospital parking costs for the month of December, gifts from the pediatric Christmas Wish lists). Supporters were able to make donations to be added with others toward the needs of a family or provided the full support for a family.

HOW YOU MADE A DIFFERENCE!

THANKS FROM PATIENTS

A Close Call for The Cullins

Kirk Cullins and his wife Patsy reached out to Shine Through the Rain for help with their power bill when the amount they owed became too much for them to manage. Kirk had been diagnosed with laryngeal cancer and was enduring frequent additional medical issues throughout his treatment. Their request for assistance was approved and a cheque was sent by mail soon after approval.

Shine Through the Rain received an email in the weeks following the cheque's mailing, and the content of that email would spread joy and a refreshed sense of purpose throughout the office.

This was what Patsy shared:

"I cannot express to you how wonderful and timely this cheque came to us. Our power company came to unhook our power, they wanted \$1780 or else. I was only able to make a small portion of that payment and so they came back a few days later. We needed to have the remaining money or else he was disconnecting it that day, right then and there. Well we just did not have the money to cover that payment. What are we going to do? How are we going to make out with no power?"

The day they came back, my husband Kirk called me at work upset because they unhooked our power. They said the only way they would hook it up again is if I went to a payment depot and paid by debit or certified cheque. I was so stressed, as was Kirk... what are we going to do! They would not work with us anymore, they wanted it all right then and there. So, I drove home to try to figure out what we were going to do. Who could we ask to help? We have had so much help as it is from our family and friends, we cannot possibly ask them for anything more.

Something made me go check our mail before I came home and there was a cheque for \$1,000 from your organization. It was unreal, magical, it was the most amazing timely thing... so, I walked in the house with my husband who is still trying to get better from his cancer and he is so upset, crying, depressed. I walked in the house and said to my husband, "You would not believe this ... we got a cheque for \$1,000 in the mail!". I now had this cheque written to our power company, so I went to the bank. The lovely Bank Manager took me in her office and was so nice. She called the company on my behalf and explained she would deposit the cheque into the account. It worked out wonderfully!

I have applied for this Shine Through the Rain program before and am so appreciative and thankful that this came through for us. This is a wonderful foundation and am so thankful."

*Patsy & Kirk Cullins
(New Brunswick)*

VOLUNTEERS AND FOUNDATION PARTNERS



Providing support to others goes beyond financial assistance. Volunteers and Foundation Partners generously contributed their time, effort and expertise in running foundation events, holding toy drives, wrapping gifts, knitting, hosting third-party fundraisers, and much more!

Shine Through the Rain Foundation is deeply grateful for the compassion, kindness and support of these many caring, volunteers.



Wendy Starr, The Lindsay Smith Group, Keller Williams Energy



105.9 The Region

All Occasions Gift Baskets

AVIVA

Brooks Farms

DESJARDINS Insurance

DGIG Insurance



Huron Heights Secondary School Peace Club, Newmarket, Ontario

Idea Logical Systems Inc.

Johnson & Johnson

Key West Corporate Video Productions

KISS Naturals

Masters Insurance Brokers

MEC Electric

Naturally Vain

Richvale Lions Club

Rotary Club of Aurora

SE Telecom

Snowball Garden Centre

Starbucks



Star Metroland Media

Stonemen's Valley

TaTa Consultancy Services

Toronto Firefighters

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 Rain or Shine Colour Run, Adopt A Family for Christmas, the Christmas Auction and for 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 these events.

THANK YOU!



Appliance Doctor
Aviva
Elexicon Energy
Little Playscapes
LT Event Medical Services
Roadhouse & Rose Funeral Home
Rotary Club of Aurora
Shanahan Ford Lincoln
Thompson Paving
Waste Connections of Canada



THANK YOU!



MEC Electric
Norton McMullen
Walmart



Wendy Starr of The Lindsay Smith Group,
Keller Williams Energy Real Estate

OUR SUPPORTERS

Every contribution makes a meaningful difference! Shine Through the Rain Foundation receives no government funding and depends on the generosity and kind 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

Alice & Murray Maitland Foundation
Muriel Anderson
Balbi Company Legal Centre
Jacques Beauchemin
Barbara Bruser
Campbell's Concrete Ltd.
CP24 CHUM Christmas Wish
M. Edwards
Engage Interactive
Ethel Marion and Frederick John Kamm Foundation
Frank Falvo
George Lunan Foundation
Germaine Farivar
Greater Oshawa Chamber of Commerce
Wes Greer
The Hamber Foundation
Healthy Planet
Hitfar Concepts
Donald Hogarth
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The Hyclan Foundation
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Norton McMullen LLP
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Papillon International Inc.
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James Ridgway
Rotary Club of Newmarket
Rotary Club of Pickering Bingo
Robert Sawa
Stuart Seime
Darren Shannon
Wendy Starr, The Lindsay Smith Group, Keller
Williams Energy
George Strmotich
Trans Power Construction 1999 Ltd.
Unipharm & Medicine Centre Pharmacies
Charitable Foundation
Walmart Canada Corp.
Westbrook Truck Repair
Youth & Community Initiatives Fund, East
Gwillimbury Mayor & Council Golf Tournament



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

Gay Lea Foundation
J.P. Bickell Foundation
Mississaugas of Scugog Island First Nation
SNAP Newspapers



DONORS \$10,000+



Cardinal Golf Club Inc.

Commonwell Mutual Insurance Group C.A.R.E. Program

SavingCanada.ca Inc. (Coupity)

THE TENAQUIP FOUNDATION

ADOPT-A-FAMILY FOR CHRISTMAS SUPPORTERS

A&B Courier & Staff



Wendy Starr of The Lindsay Smith Group, Keller

Williams Energy Real Estate



Desjardins Insurance

And to many anonymous and caring donors!



ANNUAL CHRISTMAS AUCTION

We would like to extend our deepest gratitude to the generous businesses and individuals who donated the many products and services placed up for bid for the Shine Through the Rain Foundation Christmas Auction, and to those who placed successful bids as contributions in support of Shine Through the Rain!

BOARD OF DIRECTORS – 2019



Jim Anderson – CPA, CMA
Interim Chair, Treasurer



Chris Ablett
Director



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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2019 Annual Report

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