



# Pledge Your Birthday

Giving Guide

## A better way to celebrate

### WE'RE ON A MISSION:

Jim Pattison Children's Hospital Foundation is dedicated to raising funds for the enhancement of maternal and children's healthcare in Saskatchewan and Jim Pattison Children's Hospital.



You can make your birthday even more special by pledging it to Saskatchewan kids in hospital. When you start a birthday campaign, every dollar you raise stays right here in Saskatchewan to help kids and families in need.

It's quick, easy, and fun! Just let family and friends know that this year, instead of gifts, you would like them to donate to Jim Pattison Children's Hospital Foundation in your honour.

By pledging your birthday, you support urgently needed maternal and pediatric equipment, technology, and research.

IT'S THE ULTIMATE GIFT FOR A CHILD IN HOSPITAL.

## Make your birthday matter



[pattisonchildrens.ca](http://pattisonchildrens.ca)



1-345 Third Avenue South  
Saskatoon, SK S7K1M6  
[info@pattisonchildrens.ca](mailto:info@pattisonchildrens.ca)  
1.888.808.5437

Charitable registration #13530 9342 RR0001



## Did you know?



3,204  
PEOPLE CELEBRATE THEIR BIRTHDAYS  
EVERY DAY IN SASKATCHEWAN



82  
THE LIFE EXPECTANCY OF  
BABIES BORN IN CANADA IN 2015

THAT'S A LOT  
OF POSSIBLE  
BIRTHDAY  
CAMPAIGNS!



SASKATCHEWAN IS ONE OF ONLY TWO PROVINCES  
NOT SERVED BY A DEDICATED CHILDREN'S HOSPITAL



OUR YOUNGEST  
BIRTHDAY  
CAMPAIGNER  
EVER IS:  
ESMIE, AGE 1



15,590  
SASK  
BABIES  
BORN  
IN 2017



THE NEW  
CHILDREN'S HOSPITAL  
WILL SERVE MOMS & KIDS  
FROM ALL 466 SASKATCHEWAN  
COMMUNITIES

### YOUR BIRTHDAY CAMPAIGN TOOLKIT:

- Loot bag items for birthday campaigners 14 & under
- Donation tracking form
- Social media tools
- Thank you cards
- Birthday invitation inserts
- Personal fundraising page



## Your birthday can change lives

Imagine a cure to a condition so severe that the only option is to disconnect half your child's brain. That was the reality for Bella and her family.

for kids  
like Bella



## Meet Bella

**Hometown:** Muskeg Lake Cree Nation  
**Condition:** Severe epileptic seizures

Bella was diagnosed with a rare and aggressive neurological disease that causes severe epileptic seizures, and in some cases, paralysis. The only known cure: a hemispherectomy. With no children's hospital here at home, Bella was sent to Edmonton for the complex surgery which paralyzed her entire left side.

With the community rallying behind the family, Bella's mom Bev made the difficult decision to go on unpaid leave from her job to remain by Bella's side. It was an incredibly stressful time for the family. Bella underwent many months of challenging rehabilitation and occupational therapy to regain normal body functions.

The experience left a lasting impression on the family. Bella continues to fundraise, including donating her birthday, so that kids like her have the care they need right here at home.



### PLEDGE

Start your campaign by pledging your birthday at [pattisonchildrens.ca](http://pattisonchildrens.ca) and let the celebrations begin.



### PERSONALIZE

When you register your birthday campaign, you'll receive your own fundraising page that you can personalize with photos and a custom message.



### CELEBRATE

Share your birthday campaign with friends and family by email, through social media, or add it to your birthday invitations. It's a meaningful way for loved ones to join the party, whether near or far.



### PERSONALIZE

Send us a photo or stop by for a snap with our big birthday cheque. Once you have wrapped up your campaign, we'll send you a certificate as a keepsake.

## Join the party & get started