



FONDATION  
**SANDRA  
SCHMIRLER**  
FOUNDATION

**THE SANDRA SCHMIRLER FOUNDATION**  
**ANNUAL REPORT 2005 - 2006**



## **ABOUT SANDRA SCHMIRLER**

Sometimes in sports, athletes are put up on a pedestal because of greatness. However, beyond their contributions as athletes, it is their contribution as people that make these individuals great. When we think of Sandra Schmirler, we are impressed not only with what she did in her pursuit of athletic excellence and how she defined herself as a winner, but what she contributed to others beyond winning world championships and gold medals.

Sadly, Sandra died in 2000 at the age of 36, leaving behind her loving husband, Shannon, and her two young daughters, Sara & Jenna. Sandra is remembered not only for her athletic prowess, but also for her leadership, humility, and love of family. She continually strived for excellence, finding a balance between her athletic pursuits and being a mother to her daughters. Despite all of her athletic greatness, Sandra realized that having time to spend with her family and her friends was the greatest gift of all.

## **THE SANDRA SCHMIRLER FOUNDATION**

The Sandra Schmirler Foundation was created in January 2001 as a legacy to the sports hero and curling champion, Sandra Schmirler, in recognition and celebration of her love of family. The idea and its reality was a collaborative effort by the Canadian Curling Association, Scott Paper Limited (founding sponsor of the Scott Tournament of Hearts), family and friends.

The Sandra Schmirler Foundation pledges to ensure that Sandra's legacy continues. Our mission: Caring for babies in crisis through direct giving to neonatal care across Canada. Gifts and grants are provided to hospitals in order to upgrade their neonatal units.

Fundraising activities include an annual telethon, crowd sweeps at Season of Champions events, golf tournaments held across Canada, and local curling club initiatives. In addition, there are a number of partnerships with business and organizations, which raise funds on behalf of the Foundation.

## **PRESIDENT'S MESSAGE**

It is an exciting time for the Sandra Schmirler Foundation. It continues to grow steadily and I am proud to be a part of an organization that does such good work in the name of a cherished friend and a great Canadian sports hero.

The Foundation has gone through important changes in the past year. We have narrowed our mission to "caring for babies in crisis through direct giving to neonatal care across Canada". Each year we will target hospitals that are in the host cities of major Season of Champions events. As well, we have formulated a granting application program to fund hospitals in communities across the country. Our focus on helping premature, low birth weight and seriously ill newborns is something that reflects Sandra's love of children and family.

What a fundraising year it has been! We have appreciated the support of charitable organizations, corporations, charity golf tournaments, curling club events and of host committees and fans at Seasons of Champions events. It is truly heart warming to see that fans still remember what a great champion Sandra was and are pleased to donate and assist seriously ill children. I also enjoy working the phone lines during our annual Telethon and getting the opportunity to chat and reminisce with fans of Sandra's as well.

On behalf of the Board of Directors and those who we assist, I would like to thank all of our donors so much for your generosity. I'd also like to thank the many volunteers who so willingly give of their time to help us in our endeavors. Together we can continue to make a difference in the lives of our youngest and most vulnerable.

Lindsay Sparkes  
2005-2006 President, Sandra Schmirler Foundation

## **2005 – 2006 BOARD OF DIRECTORS**

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## **FOUNDATION STAFF**

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Executive Director

JoAnne Viau  
Administrative Coordinator

# FUNDRAISING PROJECTS

## SOME EXAMPLES OF OUR FUNDRAISING INITIATIVES

Scott Tournament of Hearts - London, Ontario: Crowd sweep, booth donations, Sandra Schmirler Day breakfast	\$21,660.08
Tim Hortons Brier - Regina, Saskatchewan: Crowd sweep, cookie sales	\$22,058.07
Continental Cup of Curling/Trials - Halifax, Nova Scotia: Crowd sweep, booth donations	\$17,838.19
Canada Cup of Curling - Kamloops, British Columbia: Crowd sweep	\$3,272.27
Ford Women's Worlds – Grande Prairie, Alberta: Crowd sweep	\$12,188.63
Golf Tournaments <ul style="list-style-type: none"><li>• Sandra Schmirler Golf Classic – North Halton, Ontario</li><li>• Sandra Schmirler Manitoba Golf Classic - Winnipeg</li><li>• CTV Sandra Schmirler Golf Classic - Regina</li><li>• Sandra Schmirler Golf Classic East – Fox Harb'r, Nova Scotia</li></ul>	\$58,735.50
Knights of Columbus Lottery	
The Knights of Columbus of Saskatoon hold an annual Dream Home Lottery, from which part of the proceeds support the Sandra Schmirler Foundation.	\$35,000.00
Hand in Hand Pins	\$5,702.67
Telethon	\$47,000.00

## HOSPITALS RECEIVING HELP

IWK Health Centre (Halifax)	\$ 50,000.00
London Children's Health Foundation (for the Children's Hospital of Western Ontario)	\$ 50,000.00
Hospitals of Regina Foundation (for the Mother Baby Care Unit)	\$100,000.00

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