



FONDATION  
**SANDRA  
SCHMIRLER**  
FOUNDATION

**THE SANDRA SCHMIRLER FOUNDATION  
ANNUAL REPORT 2008 – 2009**



## **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, Kruger Products Limited (formerly Scott Paper Limited and founding sponsor of The Scotties 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.

## CHAIR'S MESSAGE

I take this opportunity to thank each and every Canadian who has donated to the Sandra Schmirler Foundation for their financial support this past year. In 2009 our total revenues reached an all time high of \$631,000, \$129,000 higher than 2008 at \$502,000, and \$152,000 higher than 2007 at \$479,000. This is impressive! This is significant growth! 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.

However, as good as these results are I must wonder what Sandra would say. One thing I doubt she would say is "good enough". "Good enough" simply not reflective of the three-time World Curling Champion and Olympic Gold Medalist from Biggar Saskatchewan. It seems to me that Sandra and her rink never had it easy. They had to earn everything they won. Sometimes they made it look easy, but knowing what I know today about competitive curling I'm sure it was anything but easy.

So I would like to share some stats with you in the hopes that you realize as we do why what we have accomplished so far together is very good but not "good enough".

There are 754,000 Canadians who curl in Canada and if each one gave us just \$1 we would surpass our total income raised this past year by over a \$100,000. If they each gave us just \$5 we would have almost \$3.8 Million to work with. At \$10 we generate \$7.5 million. If half the curlers in Canada didn't give us anything and the remaining curlers gave us an average of just \$25 we would have \$9.4 Million to work with. If the wealthiest 11% of curlers in Canada gave us \$100 (a quarter of the Canadian average for charitable donations) and the second wealthiest 22% gave us \$50 (half of the above) and the third wealthiest 18% gave us \$25 and the rest gave just \$5 we would have over \$21 Million to work with each year.

When I think back to Sandra Peterson, later "Schmirler the Curler" she always seemed to find a way to win. The famous in from the outside shot that all of us have seen a hundred times on TV is a perfect example of exactly that – finding a way to win. In so many games, under a variety of circumstances Sandra did it so many times that even in her illness many of us believed she would find a way to win by finding a way to beat her illness and in fact, she has, through this Foundation, found a way to win!

Through the people who she left behind like Shannon and their two daughters, and through her teammates and through those that serve on this Board, and through those that phone us each year during the telethon and through those institutions who now have equipment to help the tiniest and neediest of babies born in this country Sandra's legacy of winning lives on!

My comment to each of you is that it is my opinion the status quo is simply not good enough. We need to grow this Foundation to a size that enables it to meet the long term neonatal needs across this country and I think we have the opportunity to do that and more.

So this is my challenge, my personal challenge and one that I hope the rest of Canadians will adopt. Let's all give generously and not be afraid to encourage others to do the same. Although Sandra is not here to make sure we are doing what we should be, she doesn't need to be. The fact that the tiniest and neediest of babies are counting on us should be motivating enough.

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 the tiniest and neediest children in Canada.

Alan L. Hodgins  
2008-2009 Chair, Sandra Schmirler Foundation

## **2008 – 2009 BOARD OF DIRECTORS**

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JoAnne Viau, Administrative Coordinator  
Joe Mior, Communications Coordinator

# FUNDRAISING PROJECTS

## SOME EXAMPLES OF OUR FUNDRAISING INITIATIVES

Scott Tournament of Hearts – Victoria, British Columbia: Crowd sweep	\$12,869
Tim Hortons Brier – Calgary, Alberta: Crowd sweep	\$36,677
Continental Cup of Curling – Camrose, Alberta: Crowd sweep	\$1,000
Ford Men’s World – Moncton, New Brunswick: Crowd sweep	\$15,975
Golf Tournaments:	
• Sandra Schmirler Golf Classic – Thornhill, Ontario	
• Sandra Schmirler Manitoba Golf Classic – Winnipeg, Manitoba	
• CTV Sandra Schmirler Charity Golf Classic – Regina, Saskatchewan	
• Sandra Schmirler Golf Classic East – Fox Harbour, Nova Scotia	\$127,191
Kurl for Kids Celebrity Bonspiel – Tam Heather Curling Club, Toronto, Ontario	
Kurl for Kids is a celebrity bonspiel, where World, National and Provincial Champion Curlers combine with local curlers from across Central-Southern Ontario to curl in a spirit of camaraderie and giving, to raise money in support of The Sandra Schmirler Foundation.	\$35,000
Kurling for Kids – Bonspiels held at Montreal and surrounding area curling clubs, Montreal, Quebec	\$155,768
Hand in Hand Pins	\$4,397
Telethon	\$150,000
Curling Club Challenge	\$20,868

## HOSPITALS RECEIVING HELP IN 2008-2009

IWK Health Center Foundation	Halifax, NS	\$18,700
Hôpital Sainte-Justine	Montréal, QC	\$75,460
Montreal Childrens Hospital	Montréal, QC	\$72,045
Victoria Hospitals Foundation	Victoria, BC	\$30,000
Children's Hospital of Alberta	Calgary, AB	\$52,000
Moncton Hospital	Moncton, NB	\$31,000
Rouge Valley Health System	Toronto, ON	<u>\$35,000</u>
		\$314,205

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