



Jennifer Ashleigh Children's Charity

2022–2023 Annual Report

Helping sick children get the medical care and treatment they need since 1990.





OUR HUMBLE BEGINNINGS

Jennifer Ashleigh Children's Charity was founded in 1990 by Norman Clements in memory of his much-loved granddaughter, Jennifer Ashleigh. Jennifer passed away at six months of age of Spinal Muscular Atrophy. During their time in the hospital, Norm and his family saw many other families struggling with the financial burden that accompanies a serious illness diagnoses, and wanted to help. It was his wish that we carry on the memory of this beautiful little girl by helping other seriously ill children and their families throughout Ontario.

"Try and do a good deed for someone today. Who knows, it might even change their life".

- Norm Clements, Founder

A MESSAGE FROM OUR EXECUTIVE DIRECTOR

Fiscal 2022-23 was a time of introspection and transition for the charity. Jane Sleep, our beloved Executive Director for over 26 years had retired, and the effects of COVID and a changing workforce encouraged us to evaluate our practices. We undertook a SWOT analysis involving all parties: Board of Directors, Advisory Council and Staff.

It is clear that Jennifer Ashleigh Children's Charity fills a gap that is missing in Ontario. Providing timely financial assistance to parents caring for sick children when they have nowhere else to turn is as needed now as it ever was. There are so many added and "hidden" costs that pile up when caring for a child with significant medical needs, and none of them are covered by OHIP. This is where JACC's greatest strength lies. But even with a proven track record, there is always opportunity for growth and improvement:

- We will expand our reach to include remote and underserved parts of the province;
- We will ensure we are watching admin costs and are operating as leanly as possible - removing redundancies and creating efficiencies;
- We will research new partnerships and scalable funding initiatives that will welcome new donors and ambassadors and bring much needed resources to the charity.

I was hired in the summer of 2022 to fulfill this mandate and together, with our dedicated team, help secure a bright future for JACC.

Our team is excited about this next chapter and so very grateful for your support. Together we will support families and improve the quality of life for children coping with serious medical challenges.

Adrienne Grant
Adrienne Grant, MSW



WHO WE ARE

Jennifer Ashleigh Children's Charity provides relief to low-income families across Ontario as they navigate the costs of caring for a child with serious illness and significant medical needs. We "fill in the gaps" and act as a safety net for children when all other resources have been exhausted. We help with things like...

- Cost of travel to and from hospital
- Medications and medical supplies not covered by OHIP
- Developmental therapies (speech, physio, occupational)
- One-on-one respite care
- Keeping a roof over a child's head
- Keeping the heat and lights on

Governed by a Volunteer Board of Directors, guided by an Advisory Council and well-defined policies, we work diligently to ensure that the families that qualify get assistance quickly.



"I have been a single father for over 11 years with no help from family members. Jennifer Ashleigh Children's Charity has supported my son with the costs of disposable medical supplies. With the extraordinary support of their donors, JACC has helped to remove some of my financial hardships, and my son is living a healthy and fulfilling life at home"

- Kiel L.



WHAT WE BELIEVE

We Believe helping a parent stay close to their child is the best medicine

We Believe that every child is worth every effort we could ever make

We Believe all children are entitled to the best possible start in life

We Believe families are at risk when children suffer

We Believe a family shouldn't have to live in poverty because their child is sick

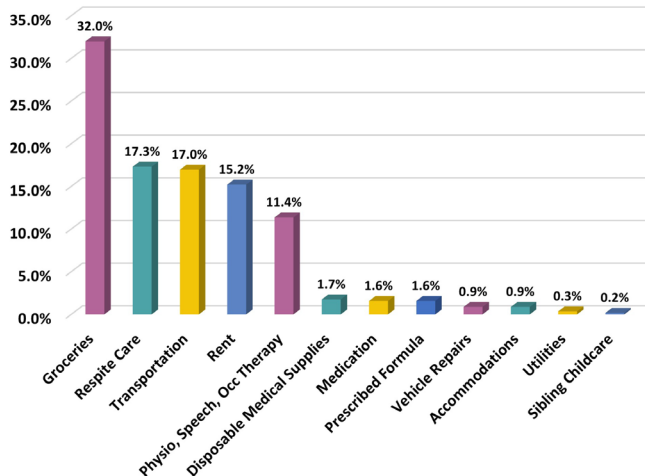
We Believe we provide a lifeline for families who have nowhere else to turn

IT TAKES A VILLAGE

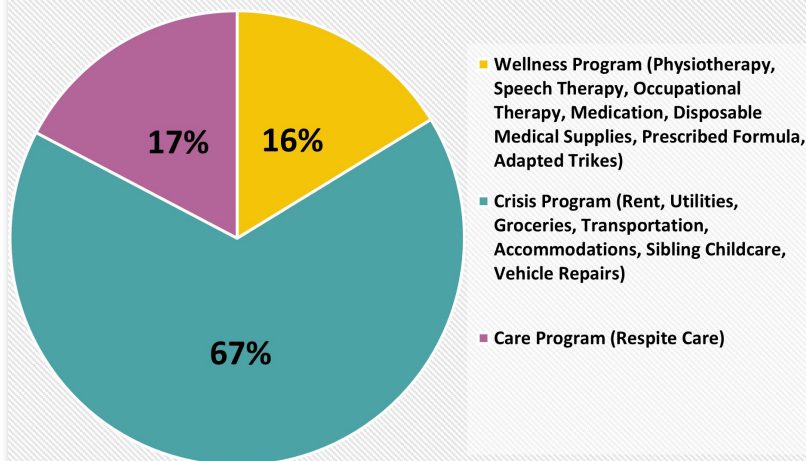
In our 2022-2023 Fiscal Year, through the generosity of our committed individual donors, our devoted corporate sponsors and our loyal private and family foundations, we were able to assist 517 children with the ever-rising expenses associated with their medical challenges.



**Gifting by Category
2022-2023**



**Gifting by Program
2022/2023**



HOW YOU HELPED LAST YEAR



Over \$1M gifted
to low income families
to help care for their sick
or chronically ill child.



517 families
across Ontario received
financial support.



Supported children from
96 different cities
across Ontario.



Over 55 hospitals & community agencies
referred families for help.
(Sick Kids, Children's Hospital of Eastern Ontario, Mount Sinai Hospital, McMaster Children's Hospital, to name a few)

AREAS OF FOCUS FOR OUR NEW FISCAL

- Grow our reach across Ontario, highlighting remote and underserved communities;
- Increase our monthly donor base
- Upgrade and automate our operating systems to increase efficiencies and make it easier for families to access funding assistance. This was made possible thanks to a grant from the Federal Government's Community Services Recovery Fund.

HIGHLIGHTS OF 2022-2023



CIBC MIRACLE DAY 2022

On December 7th, 2022, JACC was THRILLED to have been selected to open the TSX with two of our JACC families and participate in CIBC Miracle Day. This is the day where CIBC raises funds for their Foundation that benefits many charities for the year. It was a day for those families who attended to feel valued, cared for and seen. We are so grateful to CIBC Miracle Day and the CIBC Foundation for this honour!



PERFECTLY PAIRED/ ONLINE AUCTION

With the remnants of COVID-19 still in effect, JACC opted to host only one in-person event in September of 2022, and incorporate an online auction in October of 2022. JACC held a "pairings" event in a beautiful venue in Stouffville to raise awareness of our charity, and to encourage monthly giving.

THIRD PARTY EVENTS AND INITIATIVES

In 2022-2023 and with COVID-19 still being a concern, third party events held by our partners really helped to sustain our charity. Some of the highlights include:



THE YELLOW BUS FOUNDATION'S 100 HOLE GOLF MARATHON

An annual golf marathon held at Glen Eagle Golf Course in Bolton to raise funds for selected charities

STOUFFVILLE'S HOME FOR CHRISTMAS TOUR

An annual house tour/barn event which raised funds for JACC and another local charity

MANITOULIN & TRACTION CHARITY GOLF CLASSIC

An annual golf tournament held at two northern Ontario courses to benefit JACC and the OTA Foundation

DON MILLS FLYERS RAFFLE

The Don Mills Flyers Hockey Association hosts a raffle every year to raise funds for JACC

COLTON'S MISSION - RAFFLE

Colton, a dedicated young man, raises funds for JACC every year through his community raffle

SPRINGFIELD PUBLIC SCHOOL

A class at an elementary school held a bake sale leading up to the holiday season to raise funds for our JACC children and families

WILKINSON INSURANCE HONORARIUM DONATIONS

Fraser, an insurance broker makes a donation to JACC every time he writes a quote, regardless of them signing on

CONDENSED AUDITED STATEMENT

JENNIFER ASHLEIGH CHILDREN'S CHARITY

STATEMENT OF OPERATIONS

FOR THE YEAR ENDED FEBRUARY 28, 2023

	2023 \$	2022 \$
REVENUES		
Donations (Note 10)	900,279	1,028,305
Auction	86,367	110,315
Directors' club	171,060	149,723
Third party fundraisers	184,214	51,484
Auction - in kind donations	103,971	64,474
Merchandise sold	-	30
Investment income	15,528	11,965
	<u>1,461,419</u>	<u>1,416,296</u>
EXPENDITURES (Note 6)		
Gifts and other support (Note 8)	1,087,655	1,112,406
Fundraising activities	245,471	210,540
Administration	74,950	62,322
Auction	24,408	8,068
Auction - in kind expenses	53,650	64,474
Third party fundraisers	6,470	573
	<u>1,492,604</u>	<u>1,458,383</u>
Excess of (expenditures over revenues)	(31,185)	(42,087)
Other income (expenses)		
Unrealized (loss) gain on marketable securities	<u>(20,907)</u>	<u>70,052</u>
Net excess of (expenditures over revenues) revenues over expenditures for the year	<u>(52,092)</u>	<u>27,965</u>

CONTACT US

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