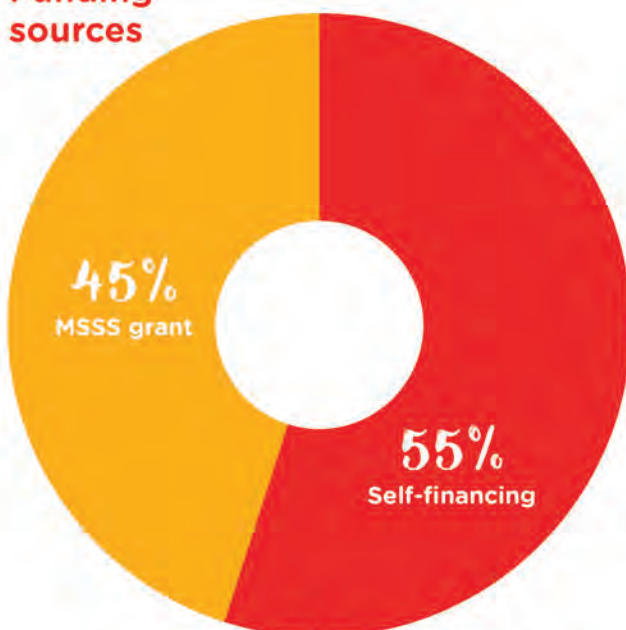


# Fundraising at The Lighthouse, Children and Families

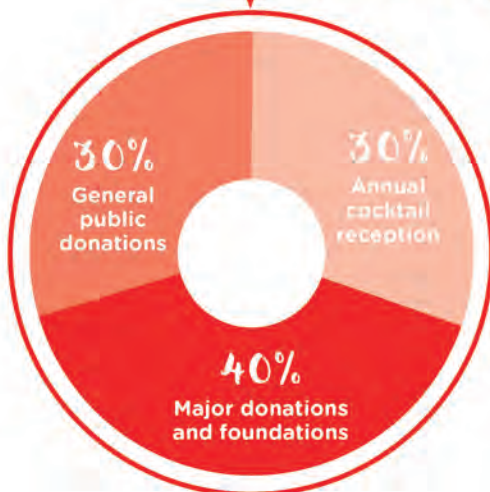
All of the Lighthouse's services are provided free of charge. Ministère de la Santé et des Services sociaux and its health network partners fund 45% of our operating costs. We must cover the balance, aided by our generous donors and partners.

In 2015-2016, operating costs for 3,834 overnight stays for children, as well as in-home respite care and bereavement followup support for families totaled \$4.6 million.

## Funding sources



## Self-financing



## Self-financing at The Lighthouse, Children and Families

In 2015-2016, 4,506 donations totaling \$2,143,781 were received.

## Major Donations and Foundations

Support from major donors and foundations for the Lighthouse is essential to our long-term viability. This year, an action plan was implemented to improve our outreach to these important funding sources. **Camden** mounted a direct mail advertisement campaign around the slogan "their power is in your hands." The campaign, which also included promotional materials for the annual cocktail reception, was further aided by the help and support of parents.

We spent considerable effort this year seeking to gain a better understanding of who donates to the Lighthouse and identifying innovative ways to get our message across to them. We also launched the new **Cercle des Dauphins**, to engage and nurture young professionals as future donors. What's more, a new bequeathing service now offers advantageous and innovative ways to give..

**In 2015-2016, the Lighthouse raised over \$890,700 from major donors and foundations.**





## Annual Cocktail Reception

The 15th annual Lighthouse benefit reception under the honorary co-presidency of Martin Thibodeau, president of RBC Royal Bank Quebec, and noted philanthropist Sophie Desmarais, assisted by a team of 23 honorary patrons, was held on March 22 at the Parquet of the Caisse de dépôt et de placement du Québec building. For the first time in 15 years, the reception was sold out, with 800 guests assembled in support of the Lighthouse at this highlight of the fundraising season. A record \$730,211 was collected.

## General Public Donations

CeDonations from the general public are continuing apace. **My Birthday as a Gift** was a resounding success in 2015–2016 with 589 celebrants and 2,736 donors giving \$165,818.

Since the launch of the concept, 2,003 people have celebrated their birthdays as a gift, raising a total of \$599,722. Giving a birthday as a gift is a way of asking friends and family to donate to the Lighthouse in honor of one's birthday—a much more significant gift than the usual present or dinner invitation.

**UNITED** for the Lighthouse is a campaign where the community helps organize Lighthouse funding activities. This year, we surpassed our \$90,000 goal thanks to 90 activities organized by third parties, such as individuals, groups, or companies.

In addition, a new event was born: **The Local Designers' Challenge**. The Lighthouse thanks the 25 Quebec designers who have taken part so far by donating a share of sales profits to the Lighthouse.

The **Santa's Calling** campaign also had a record year with nearly \$19,000 in donations. No fewer than 191 children experienced the joy of getting a call from Santa or had the privilege of meeting famous Old Saint Nick in person.

The overall success of these innovative initiatives bears witness to the ongoing dedication of the Lighthouse community to children and their families. Thank you!



### Donated goods and services

Apart from financial donations, The Lighthouse, Children and Families benefits from **goods and services** donated by partners. In 2015-2016, these donations were valued at \$1.4 million.

On behalf of the Lighthouse's children and families, **THANK YOU!**