

# 2010

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Canada Revenue Agency  
Charitable Registration #12998 8275 RR0001

# Annual Report

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# Introduction

## The Rainbow Society of Alberta

### *A Child. A Wish. A Dream Come True!*

Since 1986, The Rainbow Society of Alberta has been dedicated to making dreams come true for Alberta children between the ages of 3 and 18 diagnosed with a life-threatening or chronic illness. As of December 31, 2010, we have proudly fulfilled **838** special dreams for as many special children and their families at a total cost of just under \$4,000,000.00. We look forward to celebrating our 25<sup>th</sup> anniversary in 2011.

### **Our Mission**

To grant wishes to Alberta children between the ages of 3 and 18 who have been diagnosed with a chronic or life-threatening illness.

### **Our Objectives**

- a) That the wish be in the best interest of the child;
- b) That the wish be fulfilled outside of a hospital environment whenever possible and that it includes the immediate family;
- c) That the privacy and dignity of the child and family is, at all times, preserved and respected.

### **Wish Program Criteria**

To be eligible for our program, children must be:

- Alberta residents;
- Aged 3 to 18 years (not yet reached their 18<sup>th</sup> birthday);
- Diagnosed with a life-threatening or chronic illness.

We define chronic to mean a medical condition, which severely impacts and restricts the child's activities of daily living. The impact and restrictions may result from a variety of factors including, but not limited to, recurrent hospital stays, use of oxygen and/or ventilator machines, the need to use a wheelchair for mobility, high doses of medication, or a considerable degree of medical intervention.

Ours is a program of HOPE ... whether it's HOPE for tomorrow, HOPE for a miracle, or HOPE for a cure - maintaining HOPE is fundamental.

# Governing Body & Structure

## Volunteer Board of Directors

The Rainbow Society of Alberta is governed by a volunteer Board of Directors which includes Directors of Fundraising, Communications, Legal, Finance, Business Development and Planned Giving, plus Directors of Northern Alberta and Southern Alberta. Two Directors also serve as President and Vice-President for a two year term.

An up to date listing of our Board and staff members can be found on our web site: [www.rainbowsociety.ab.ca](http://www.rainbowsociety.ab.ca)

## Staff Members

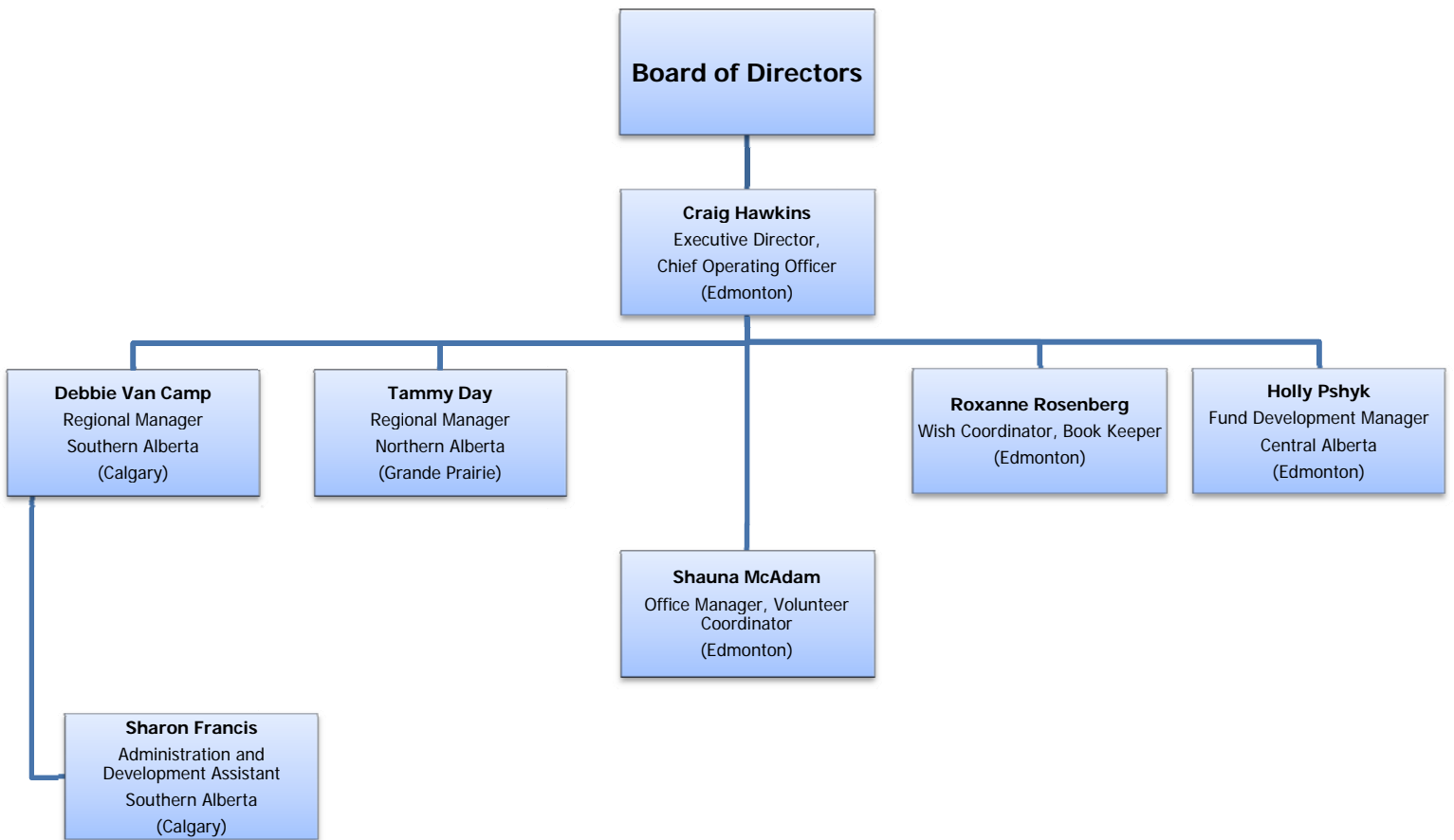
Our head office is located in Edmonton. The Executive Director is the senior staff member.

Our staff consists of:

Executive Director	Edmonton
Regional Manager	Calgary
Regional Manager	Grande Prairie
Fund Development Manager	Edmonton
Wish Coordinator / Bookkeeper	Edmonton
Office Manager / Volunteer Coordinator	Edmonton
Administration and Development Assistant	Calgary

Volunteers in various regions throughout the Province perform all other tasks.

# The Rainbow Society of Alberta Organizational Chart



# Activities & Accomplishments

## **Memberships**

Annual memberships are available for \$10 per year and include a membership card, lapel pin, a vote at the Annual General Meeting and receipt of our Quarterly Newsletter. It is from our membership that we fill vacant Board or Committee positions.

## **Donations/ Memoriums**

Since we are not government-funded at any level, we rely solely on private and corporate donations, donations received in memorium and proceeds raised through various fundraising activities. We are not a United Way member agency.

All donations are tax deductible under Canada Revenue Agency guidelines.

## **Fundraising**

We produce fundraisers in the three main regions of the province (Grande Prairie, Edmonton and Calgary throughout the year. we are also fortunate to have many third party fundraisers contribute funds to the society.

As a result, we are able to meet our charitable objective of granting 42 wishes in 2010 at an average cost of \$4,713.00 each.

## **Calendar of Events**

An up to date listing of our fundraising events can be found on our web site: [www.rainbowsociety.ab.ca](http://www.rainbowsociety.ab.ca)

## Financial Recap

As of December 31<sup>st</sup>, 2010  
Audited by Kingston Ross Pasnak LLP, Edmonton, Alberta

### REVENUE:

Donations	\$141,091	
Fundraising	\$631,167	
Grants	\$25,000	
Interest Earned	\$3,080	
Memberships	\$670	
Memorial	\$5,538	
		<b>\$806,546</b>

### PROGRAM EXPENSES:

Fundraising	\$148,834	
Wishes (hard costs only)	\$593,922 *	
Administration	\$68,139	
Communications	\$16,030	
Amortization	\$8,491	
		<b>\$835,416</b>

Administration costs as a percentage of program: **8%**

We gratefully acknowledge the Government of Alberta, Culture and Community Spirit for their matching Community Spirit Grant in 2010.

\*As of December 31, 2010, the Board of Directors had approved an additional **24** wishes which had not yet been completed. The aggregate cost of these wishes, which are expected to be completed in 2010 is approximately **\$113,100**.