



## **Emerging Leaders OnBoard! Project**

### **Opportunity Profile**



Sunshine Foundation: Dreams for Kids is currently seeking leadership members for our London Chapter. Corporate, health care and/or sales experience plus communication and leadership skills with strong community affiliations would be considered beneficial for these roles.

### **What we do**

***Our mission:*** *The Sunshine Foundation of Canada makes dreams come true for children who are challenged by severe physical disabilities or life-threatening illnesses.*

***Our vision:*** *That EVERY child in Canada with a severe physical disability or life-threatening illness has the opportunity to achieve something truly special in their life through a Sunshine Dream.*

***Our values:*** *Employing integrity, compassion and respect in everything we do, and having the courage and commitment to achieve our goals.*

Our chapters have three main responsibilities:

- Spread awareness of Sunshine to ensure all eligible children in the area know about Sunshine's programs
- Assist in the presentation of Dreams to make the moment special for the Dream recipient
- Raise funds to help fulfill more Dreams as we strive to fulfill a Dream a day by 2011.

### **Volunteer representation**

Sunshine is a national organization with Chapters of volunteers in several cities across Canada. Leadership roles available in our London chapter include:

- Vice President
- Dream Fulfillment Chair
- Fund Development Chair
- Media and Communications Chair
- Secretary Treasurer.

### **Time Commitment**

- 1 leadership meeting a month for approx. 2 hours (can be a call in)
- Additional responsibilities vary and may include responding to emails, developing the chapter membership, attending local events, participation in sub-committees depending on area of specialty. This can be a few hours a month depending upon the plans of the Chapter
- 2 year commitment is optimal for effectiveness

### **Core Competencies/Requisite Experience**

- Corporate
- Marketing
- Health Care
- Public Relations/Media
- Sales
- Volunteer Management
- Finance
- Event Management
- Consistency
- Commitment

### **Other information:**

**The Sunshine Foundation of Canada** was founded in London over 20 years ago and has grown into a unique National organization. More than 80 percent of Sunshine Dream recipients have some form of severe physical disability.

We are staff led, but volunteer driven and need strong leadership volunteers in London to reenergize this Chapter location. There is only one office in Canada and only 12 paid staff for the entire National presence. Our volunteer network ensures that our overhead costs are kept as low as possible.

We are grass roots—it is easy to see the impact of your efforts.

**Some children can only dream of things most of us take for granted.**

***Like a week without painful treatments ...  
Running or playing with other kids ...  
Or making plans for the future ...***

Daily life for thousands of kids in Canada with severe physical disabilities or life-threatening illnesses is all too often about doctors' appointments, surgeries, and endless therapy.

Their families can face enormous financial and emotional strain providing just their basic daily needs. It is difficult – often impossible – for parents to provide the vital 'extras' they know are so important in their child's development – the hopes and dreams that make their child's life unique and precious.

**Sunshine has two primary programs:** Dream Fulfillment and Sunshine DreamLifts

*Dream Fulfillment Program* - Individual Dream experiences for children and their families  
Dreams allow children time to escape from the daily regimen and challenges of living with a severe physical disability or life-threatening illness. Daily life for these children should be about more than doctors' appointments, treatments and endless therapy. Today we deliver 1 dream every 3 days. Our goal is to deliver at least one dream every day.

*Sunshine DreamLifts* for large groups of children - For the past 21 years Sunshine Foundation has organized 45 DreamLifts, which have taken flight from various cities across Canada. These one-day adventures involve chartering an aircraft to fly approximately 80 children to exciting destinations like Walt Disney World in Florida or Disneyland in California. Sunshine's reputation as a unique national charitable organization that provides dreams for physically challenged and seriously ill children has grown over the past few years. The demand has stretched our current resources to a point where it can take from 12 to 18 months for dream requests to be processed. **Right now, more than 150 children are hoping to have their Dream fulfilled by Sunshine. Time is often of the essence for medically-fragile children and Sunshine is working hard to reduce and eventually eliminate the wait times.**

## **Overview of National Chapter Structure**

### Chapter President

Position Overview: Working with the National Director of Regional Development and the National Chapter Coordinator, the Chapter President/Leader leads a Chapter Executive Committee as well as a team of Chapter Volunteers. The Chapters for the Sunshine Foundation are accountable for Public Awareness, Dream Presentations, and Fundraising within their region.

### Secretary / Treasurer

Position Overview: Working with the Chapter President/Leader, as a member of the Chapter Executive team, the Secretary / Treasurer is responsible to ensure accurate records of chapter activities and events are kept as well as the effective and accurate financial management of the chapter.

### Dream Fulfillment Chair

Position Overview: Working with the Chapter President/Leader, as well as the National Dream Fulfillment Manager, the Dream Fulfillment Chair coordinates the presentation of dreams to Sunshine Kids in their region.

### Fund Development Chair

Position Overview: Working with the Chapter President, the Fund Development Coordinator is responsible to plan and execute chapter events, work with 3<sup>rd</sup> Party event organizers and to develop relationships with regional and national sponsors and partners.

### Awareness and Media Chair

Position Overview: Working with the Chapter President, the Chapter Awareness and Media Chair is responsible to build and maintain awareness of Sunshine in the region by being the Chapter Brand Champion and ensuring all media opportunities are maximized.