



Brush of Hope

Toronto Edition!

Failure is *not* an option.

For the first time in its history, the Kidney Foundation of Canada is embarking on a national campaign. The New Challenge Campaign is a bold and ambitious initiative that strives to inspire and challenge the limits of our supporters and change the lives of those affected by kidney disease. This New Challenge Campaign will help The Kidney Foundation take kidney research and prevention to the next level, thus ensuring our vital research programs and screening/early detection initiatives not only continue, but also expand and thrive.

The Kidney Foundation of Canada has a strong history of making a difference for Canadians across the country. An estimated 2.6 million Canadians are living with kidney disease or are at risk. Everyday an average of 14 Canadians learn that their kidneys have failed.

We are ordinary people working together for a common cause: to improve the lives of those living with kidney disease. We come from all walks of life; primarily volunteers, we are also patients, families, care givers, health care practitioners, donors, and employees. We are about to undertake a vital fundraising campaign - to do more than we have ever done before.

Please join us in this challenge.

Together we can do more.

The Foundation is already well known for its exceptionally robust, peer-reviewed research granting program which currently distributes several million dollars annually to support the most promising kidney research programs across the country.

Our goal is to raise \$73 million over 5 years. With over \$23 million already raised from individuals, corporations and foundations, these funds will allow us to expand our highly-reputed research programs and implement an ambitious national screening initiative.

Please review how you can be a part of the *Brush of Hope – Toronto Edition* that will help us raise these much needed funds. We wouldn't ask for your help, unless you needed it.

New Challenge Campaign Launch committee:
Sugie Feldman, Nellie Jacobs, Sharon Kroft,
Barry and Harriet Sklar, Susan McKenzie, Farah Allen

For more details please contact:

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DATE?

We know that as a well-known personality, you often receive routine requests for autographed memorabilia or invitations to attend various events. This is **not** one of those requests. We are inviting you to participate in a project that is truly unique.

In March of this year (2012), we are hosting a special, one-time *Brush of Hope-Toronto Edition* to coincide with the public launch of our 1st ever national Kidney Foundation Campaign taking place in its branches across the country.

Alex Lifeson, Mike Myers, Brent Butt, John Tavares, Catherine O'Hara and Leonard Cohen are just a few of the Canadian icons who have taken up brushes and paints over the past five years to create small masterpieces to help the 2.6 million Canadians who either have kidney disease or are at risk. Most of these celebrities are not visual artists. In fact, many have never before painted.

We are asking you to join this group of famous, fabulous Canadians by creating your own masterpiece! Why participate? Apart from having fun, there is a very serious side to this request. Right now in Canada, more than 30,000 people require dialysis treatments to stay alive. About 3,000 Canadians are on a kidney transplant waiting list. Dialysis costs about \$60,000 per year per patient, straining health care budgets. **THERE IS NO CURE FOR KIDNEY DISEASE.** The costs are far too high. We *have* to find better treatments. We *have* to find ways to prevent this disease.

Your participation will help bring much needed awareness to kidney disease, its risk factors and how it can be treated or even prevented. Please consider participating in *A Brush of Hope-Toronto Edition* for March 2012. This is a wonderful opportunity for you to make a big difference.

We'll send you a small canvas (8"X10"), some paints and a few brushes. We ask that you use these materials (or your own paints and brushes) to paint us an original masterpiece that you return to us! No one expects you to be a painter. In fact, there is something special in a painting done by someone who is not known for their artwork. **This is meant to be fun**, so feel free to paint anything you wish, from a simple brush stroke to a self-portrait. You can even paint a wild abstract of your footprint! All you need is to rely upon your creativity and imagination.

The money raised from the sale of the paintings will be used to fund our New Challenge Campaign that will, in turn, expand our innovative research programs, enhance early detection initiatives and provide support for individuals affected by kidney disease and their families. When we've collected as many paintings as possible from other prominent celebrities, we'll sell them in a major online auction on eBay in early March. Several paintings will be chosen for display prior to a live auction at our National Launch at the Art Gallery of Ontario on March 29th 2012. Please help by accepting our invitation to participate in your personal "Brush of Hope."

Thank you for considering this request. Please let me know if you will participate and where we can send the art supplies. For more information contact: **Elisa Hope, ehope@kidney.on.ca 905 278 3003 x4949.**



Sincerely,

New Challenge Campaign Launch committee