

# The Frontline Fund: Potential Media Questions & Answers

## National Spokespeople:

**Caroline Riseboro**, President and CEO, Trillium Health Partners Foundation (English, most of Canada)  
**Maud Cohen**, President and CEO, Fondation Sainte-Justine (French, Quebec)

Western Canada spokesperson – **Angela Chapman**, President and CEO, VGH & UBC Hospital Foundation  
Eastern Canada spokesperson – **Jennifer Gillivan**, President and CEO, IWK Foundation, Halifax

Catalyst donor spokesperson – **Michael McCain**, CEO, Maple Leaf Foods

## ABOUT THE FRONTLINE FUND

### 1. What inspired the creation of The Frontline Fund?

Michael McCain, CEO of Maple Leaf Foods, made a \$2.5 million gift on behalf of the company to help hospitals in Canada respond to the needs created by COVID-19. This served as a catalyst for several hospital foundations to come together to plan a national effort to raise funds from individuals and corporations to help front line healthcare workers. We hope that individual Canadians and corporations will also join in supporting the Frontline Fund and, by doing so, help the valiant caregivers battling COVID-19.

The Frontline Fund is grateful to its founding partner donors for their generous early support. These include Lead Financial Institution donor TD Bank Group with a donation of \$1 million, Maple Leaf Foods with a donation of \$2.5 million and the CMA Foundation, with a donation of \$5 million for a combined total of \$8.5 million in contributions to date.

### 2. How was the Frontline Fund created?

The Frontline Fund was created by leaders in the healthcare fundraising sector who banded together to form a national coalition to Canadian hospitals and foundations coast to coast to raise urgently needed funds in the fight against the COVID-19 pandemic. The idea is to provide Canadians with an easy way to support hospitals.

As of launch date, there are more than 100 participating hospitals and foundations from coast to coast.

### 3. Which hospitals were involved in the creation of the Frontline Fund?

A steering committee of CEOs from Canadian hospital foundations from coast to coast was established in early April 2020 and collaborated quickly and efficiently to help dozens of leading Canadian hospitals and foundations coast to coast who are on the front lines of COVID-19 during this public health emergency.

The Steering Committee is comprised of: Caroline Riseboro, President and CEO, Trillium Health Partners Foundation in Mississauga, Ontario; Maud Cohen, President and CEO, Fondation Sainte-Justine in Montreal, Quebec; Jennifer Gillivan, President and CEO, IWK Foundation in Halifax, Nova Scotia; Tennyson Hanson, President and CEO, Toronto General and Western Hospital Foundation in Toronto, Ontario; Michael Burns, President and CEO, The Princess Margaret Cancer Foundation in Toronto, Ontario; Ted

Garrard, CEO, SickKids Foundation in Toronto, Ontario; and Angela Chapman, President and CEO at Vancouver General & UBC Hospital Foundation in Vancouver, British Columbia.

#### **4. Why was The Frontline Fund created?**

Hospitals are facing unanticipated incremental costs that continue to climb as the COVID-19 public health emergency continues to evolve, adding pressure to operating budgets that are already strained.

Our hope with this national collaborative effort is to build profile for the urgent need and to provide an easy, one-stop solution for Canadians and Canadian businesses who want to help.

The situation for healthcare workers in Canada is extremely tough right now. They're working long days and nights in highly stressful environments, where the risk of contracting COVID-19 is a real threat. There is a great ongoing need for personal protective equipment (PPE) and key medical supplies required to both treat patients and protect themselves. Many are having to isolate themselves from their families to avoid the risk of having and spreading the virus. They're having to contemplate making choices between which patients to treat first. They're tired, anxious, and under relentless pressure to defeat an enemy that they often feel unequipped to battle. And in spite of all of this, they're still risking everything each day to go back into work, save lives, and protect all of us at home.

#### **5. What does The Frontline Fund aim to achieve?**

Our collective goal is to raise as much money as we can to help Canadian hospitals on the frontline of the COVID-19 crisis and their frontline workers. Our hope is that Canadians and Canadian corporations will respond generously through The Frontline Fund [FrontlineFund.ca](https://FrontlineFund.ca) to help the dozens of leading participating hospitals and foundations. Funds raised will support:

- Supplies – personal protective equipment like masks, disinfectants, and disposable clothing; ventilators, diagnostic and testing equipment, digital infrastructure needed to enable virtual patient care;
- Supports – Peer-to-peer mental health support, counselling, accommodation and food for healthcare workers that need to self-isolate, recognition and appreciation initiatives;
- Research – Support for clinical and basic research, COVID-19 clinical trials, and vaccine development.

#### **6. Was this program developed in response to the government not doing enough to support frontline workers?**

We've all seen and appreciate how much our governments are doing to support Canada's healthcare system through this unprecedented challenge. They are doing everything they can, but they can't do it alone. At times like these, philanthropy is more important than ever to support these efforts. The Frontline Fund is dedicated to meeting the highest priority needs of hospitals across Canada, with a focus on three key pillars: supplies, supports and research.

**7. Is there a fundraising goal for The Frontline Fund? By when? How much money is required to fight COVID-19?**

Our collective goal is to raise as much money as we can to help Canadian hospitals on the frontline of the COVID-19 crisis and their frontline workers. The Frontline Fund will launch on April 21 and will continue through the COVID-19 crisis as long as donations are still needed, being solicited and received.

We are encouraged to have secured \$8.5 million in lead donor commitments prior to launching.

It is difficult to anticipate how long the public health emergency will continue or to calculate precisely how much incremental money Canadian hospitals will need to cover COVID-19 costs.

**DONATING TO THE FRONTLINE FUND**

**8. Who can contribute to the Frontline Fund? How can people help?**

We are relying on the generosity of the community to raise as much money as we can to help hospitals in the fight against COVID-19. Individuals can donate online at [FrontlineFund.ca](https://FrontlineFund.ca) and all donations, of any amount, are welcome.

*Note: Canadian residents who donate via CanadaHelps.org will receive a tax receipt for donations over \$3.00. (We may not want to promote this given the modest threshold on Canada Helps.)*

**9. Can donors direct where their donations will go (i.e. if I donate in Ontario, will my money support hospitals in my home province)?**

The Frontline Fund has partnered with CanadaHelps.org to serve as our online donation platform to make it easy and efficient for individuals to support frontline health care workers in the fight against COVID-19. All donations from individuals will flow through Canada Helps and be aggregated by province so that funds given by donors in that province remain in the province.

**ALLOCATION OF FUNDS**

**10. Which hospitals are eligible to receive support from the Frontline Fund?**

Public Canadian hospitals that provide in-patient and ambulatory (outpatient clinical) care with a minimum in-patient bed count of 100 beds, and which are supported philanthropically with an associated foundation (registered Canadian charity), are eligible.

As of launch date, there are more than 100 participating hospitals and foundations from coast to coast.

*(Note: the 100-bed count is a typical criterion for a facility to have an ICU. Also, needs are likely to be greater in the larger hospitals.)*

### **11. How will the money raised by The Frontline Fund be allocated?**

All donations from individuals will flow through CanadaHelps.org and be aggregated by province so that funds given by donors in that province remain in the province. Funds will then be allocated proportionately according to the total number of beds per hospital. Corporate funds will be allocated according to each province's proportion of the Canadian population. Provincial proceeds will then be further sub-divided to participating hospital foundations according to the proportional number of in-patient beds. This process will ensure a fair and consistent approach nationally.

Additionally, up to 10 per cent of all funds raised will be allocated to the Canadian territories and Aboriginal communities.

### **12. When will hospitals begin to receive the funds?**

Hospital foundations will receive their first disbursement on April 30, 2020.

### **13. What can hospitals use the money for?**

Participating hospital foundations agree to use the funds to support the COVID-19-related needs of frontline healthcare workers in the following general categories:

- Supplies – Personal protective equipment (PPE) like masks, disinfectants, and disposable clothing; ventilators, diagnostic and testing equipment, digital infrastructure needed to enable virtual patient care;
- Supports – Peer-to-peer mental health support, counselling, accommodation and food for healthcare workers that need to self-isolate, recognition and appreciation initiatives;
- Research – Support for clinical and basic research, COVID-19 clinical trials and vaccine development.

### **14. Are hospitals who receive money from The Frontline Fund still doing their own fundraising?**

Many hospital foundations have their own ongoing fundraising campaigns and some have their own dedicated COVID-19 fundraising appeals. The situation will be different for each hospital.

The Frontline Fund is intended to be complementary to local hospital fundraising efforts. Our hope with this national collaborative effort is to build profile for the urgent need and to provide an easy, one-stop solution for Canadian businesses and individuals who want to help.

### **15. How will sending funds to hospitals help with making PPE available to Canadian hospitals? Wouldn't it be more effective to find ways to source PPE for hospitals?**

We know the government is making every effort and doing all it can to acquire personal protective equipment (PPE) supplies. Some hospitals have had to purchase other equipment (i.e. testing instruments and other related tools) as they face the COVID-19 fight. We need to get those supplies in place as soon as possible. Funds raised through this national community effort will help support these requirements.

**16. How much did this marketing campaign cost? Who paid for it?**

Current circumstances have created a situation where a large volume of unused media space is available. We are grateful to several national media organizations who have reached out to offer free media space for this important message.

The many hospital foundations involved combined their internal resources and media contacts to produce and promote this message. We anticipate the cost to undertake this campaign and bring it to market will be approximately 5-7 per cent of total funds raised.