

2020 ANNUAL PARTNERSHIP REPORT

COMING THROUGH FOR

KIDS

RE/MAX®

Celebrating the  
Remarkable Resilience  
of our Partners

2020

# A LETTER OF Gratitude from Mark

When I wrote to you last year, we were already living in a time of extraordinary change. Leaders in almost every field were working hard to keep pace with deep transformations. Certainly this was true in many areas of business and in our own field of pediatric health care.



Remarkably, 2020 ushered in even more upheaval. Immediately, we knew that the COVID-19 pandemic would create an even greater need for support at Canada's children's hospitals. But as uncertainty spread across society and the economy, there was a period when we didn't know whether our partners, dedicated as they are, would be in a position to help.

RE/MAX Canada's response was astonishing. Amid the exceptional demands of a global pandemic, you not only remained committed but actually raised the scale of your ambitions, finding new ways to come through for kids. Canada's children's hospital foundations could not be more grateful for your steadfast partnership.

With your support, children's hospitals were able to adapt and innovate in 2020, responding to the year's unique demands and laying even stronger foundations for the future. Many rapidly adopted virtual platforms to ensure that young patients would have access to the care they needed, including emergency assessments and mental health supports. Pediatric teams navigated operational complexities to keep critical care, cancer treatment, and other clinical activity moving forward. Hospital leaders collaborated energetically, reaching beyond the walls of their institutions to help protect the health of their communities and of all Canadians.

As hospitals made these extraordinary efforts, RE/MAX was by their side. While some real estate markets struggled and some fundraising activities became impossible, you sought

new ways to support children's hospital foundations in your communities – engaging agents, brokers, and office teams, and using fresh approaches to get community members involved.

Just as you have stood with Canada's Children's Hospital Foundations (CCHF) through the Children's Miracle Network program in this demanding year, we are committed to working closely with you to continue evolving our partnership. We are ready to help engage your teams in meaningful ways and keep pace with your customers' changing habits and expectations, including a growing shift to online retail.

We are also developing new tools to help you capture and communicate your impact on the health of children. Our team is creating a new measurement and reporting framework that will help you monitor and share the contributions you make to children's health in communities across the country. We look forward to sharing the results of these efforts with you.

Even as we lay the foundations for future impact, however, I hope you and your teams will take some time with this report to look back on 2020 with pride. Although it has been a year of enormous change – and RE/MAX Canada rose to many new challenges with amazing success – in some sense you did what you've always done: you came through for kids when they needed you. Canada's 12 children's hospital foundations join me in thanking you for every part of your work with us this year. We have always been grateful for your support; this year, it meant more than ever.

In gratitude,

*Mark Hierlihy*

**Mark Hierlihy • President and CEO, Canada's Children's Hospital Foundations**

# Year IN REVIEW

RE/MAX was off to an exciting start in February 2020, hosting its R4 convention in Las Vegas with 7,000 guests from 67 countries in attendance. Soon after, however, the COVID-19 pandemic gained ground throughout North America and caused dramatic changes in Canada's real estate markets.

Although RE/MAX's core business faced uneven conditions across the country, support for Canada's children's hospitals remained strong and steady among agents, brokers, and office staff from coast to coast. Enrolments in the Miracle Home Program, a fundraising initiative through which thousands of RE/MAX Agents commit to donating a specific amount to CMN for every transaction they close, stayed remarkably stable. In 2020, more than 600 RE/MAX Canada Offices and 7,000 RE/MAX Canada Agents participated in supporting their local children's hospitals.

Children's Miracle Network (CMN) hospital foundations were deeply grateful when brokers, agents, offices, and staff teams across Canada, including many in struggling markets, went above and beyond their usual business-related fundraising activities to ensure their support for local children's hospital foundations remained robust through this challenging year. In Northern Alberta, where COVID-19 and other factors slowed real estate activity early in the year, brokers and agents took the initiative to host fun runs, birthday fundraisers, and Halloween pumpkin sales, all to raise money for the Stollery Children's Hospital Foundation.

Locally and nationally, the holiday season in December became an opportunity to rally support for children's hospitals. RE/MAX Canada introduced the Season of Miracles campaign, raising more than \$67,000 for sick and injured children through one-time donations. More than one RE/MAX office also donated the funds they would otherwise have spent on a holiday party to their local children's hospital foundation – transforming a festive evening into a deeply meaningful gift.

In addition to these many efforts, RE/MAX Canada teams even looked beyond their own goals and activities to consider the needs of other CMN partners who might be struggling to meet their fundraising objectives in this challenging year. Showing a remarkable spirit of generosity and collaboration, RE/MAX teams across Canada promoted the social media posts of other partners and encouraged local communities to support children's health however they could. These selfless efforts were yet another reminder of the strength and authenticity of RE/MAX Canada's commitment to Canada's children's hospitals.

The entire CMN family is deeply grateful for your partnership, which meant more than ever in this extraordinary year.



*Photo Source: Opération Enfant Soleil*

*Note: Some images and videos in this report were taken before the COVID-19 pandemic gave rise to masking and social distancing protocols.*



# Top 100

## MIRACLE AGENTS AND OFFICES

**Thank You RE/MAX Agents,  
Brokers and Offices for  
Making Miracles Happen  
Every Day, Through the Sale  
of Every Home.**

See the Top 100 RE/MAX Canada Agents and Offices that donated a portion of the sale of each home to the Children's Miracle Network member hospital in their community.

### TOP 100 MIRACLE AGENTS

RANK	AGENT NAME	RE/MAX OFFICE	REGION
1	Justin Havre	RE/MAX First	Calgary AB
2	John Deoliveira	RE/MAX Ultimate	East York ON
3	Katrina Amurao	RE/MAX 2000 Realty	Surrey BC
4	Ron Neal	RE/MAX Alliance	Victoria BC
5	Judith Gray	RE/MAX Mid-Island Realty (Tofino)	Tofino BC
6	Sara Kalke	RE/MAX Real Estate Central Branch	Edmonton AB
7	Andrew Attia	RE/MAX Real Estate Centre Inc.	Milton ON
8	Ruth Ballantyne	RE/MAX Realty Services Inc.	Brampton ON
9	Jacqueline Pennington	RE/MAX Hallmark Realty Ltd.	Toronto ON
10	David Schooley	RE/MAX Twin City Realty Inc.	Kitchener ON
11	Jonathan Gelderman	RE/MAX Aldercenter Realty Ltd.	Aldergrove BC
12	Dusko Sremac	RE/MAX First	Calgary AB

13	Duane Ritter	RE/MAX Real Estate Central Branch	Edmonton AB
14	Neil McIntyre	RE/MAX Realty Services Inc.	Brampton ON
15	Jason Pilon	RE/MAX Hallmark Realty	Ottawa ON
16	Christopher Audette	RE/MAX First	Calgary AB
17	Mauro Bucci	RE/MAX Realty Specialists	Mississauga ON
18	Anita Van Rootselaar	RE/MAX Real Estate Centre Inc.	Guelph ON
19	Adam Dirksen	RE/MAX Elite Windermere/Riverbend	Edmonton AB
20	Sonia Tarabay	RE/MAX Elite Sherwood Park	Sherwood Park AB
21	Anita Painter	RE/MAX Check Realty	Campbell River BC
22	Brian Cyr	RE/MAX Real Estate St. Albert (RE/MAX Professional)	St. Albert AB
23	Asif Khan	RE/MAX Prime Properties	Markham ON
24	Ken Healey	RE/MAX Elite Windermere	Edmonton AB
25	Ken Morrison	RE/MAX Excellence	Edmonton AB
26	Jesse Peters	RE/MAX Executives Realty	Winnipeg MB
27	Jeffrey Mcinnis	RE/MAX of Wasaga Beach	Wasaga Beach ON
28	Calvin Kaiser	RE/MAX of Duncan	Duncan BC
29	Happe Dhillon	RE/MAX Real Estate (Mountain View)	Calgary AB
30	Mathew Charles Said Morley	RE/MAX First	Calgary AB
31	Frank Polsinello	RE/MAX Realtron Realty Inc.	Markham ON
32	Sandy Chen	RE/MAX Ultimate	East York ON
33	Mike Kennedy	RE/MAX Ultimate	East York ON
34	Craig Pilgrim	RE/MAX Real Estate St. Albert (RE/MAX Professional)	St. Albert AB

35	Jane Johnston	RE/MAX Camosun - Victoria	Victoria BC
36	Jacki Lam	RE/MAX Hallmark Jacki Lam Realty Inc., Brokerage	Richmond Hill ON
37	Christine Albo	RE/MAX All Pro Realty Ltd.	Trail BC
38	Powlik Darcy	RE/MAX Leduc Branch	Leduc AB
39	Melanie Galea	RE/MAX Fort McMurray - Walsh Real Estate 2010 Ltd.	Fort McMurray AB
40	Layne Britton	RE/MAX Alliance	Victoria BC
41	Steve Middleton	RE/MAX Little Oak Realty	Abbotsford BC
42	Sharon Black	RE/MAX Kelowna	Kelowna BC
43	Doug Cuthbert	RE/MAX Vernon	Vernon BC
44	Wayne Kahn	RE/MAX Realtron Realty Inc.	Markham ON
45	Natalie Belovic	RE/MAX Hallmark Realty	Ottawa ON
46	Conrad Zurini	RE/MAX ESCARPMENT REALTY INC.	Hamilton ON
47	Kathryn Kaiser	RE/MAX ESCARPMENT REALTY INC.	Burlington ON
48	Brian McIntyre	RE/MAX Hallmark Realty Ltd.	Toronto ON
49	Barry Campbell	RE/MAX Elite - Riverbend	Edmonton AB
50	Charlie Parker	RE/MAX of Nanaimo	Nanaimo BC
51	Elisse Moreno	RE/MAX Real Estate Central Branch	Edmonton AB
52	Errol Biebrick	RE/MAX Real Estate (Central)	Calgary Alberta
53	Daljinder Rekhi	RE/MAX Realty Specialists	Mississauga ON
54	Jennifer Osmond	RE/MAX Excellence	Edmonton AB
55	Stefani Schell	RE/MAX Real Estate St. Albert (RE/MAX Professional)	St. Albert AB
56	Harv Sague	RE/MAX Real Estate Centre Inc.	Burlington ON

57	Joel Anderson	RE/MAX First	Calgary AB
58	Terry Schneider	RE/MAX Hallmark Realty Ltd.	Toronto ON
59	Sean Kirady	RE/MAX One Group	Winnipeg MB
60	Ashok (Ash) Tewary	RE/MAX Realty Specialists	Mississauga ON
61	Kimberly Vink	RE/MAX First	Calgary AB
62	Matthew Cooper	RE/MAX Real Estate - Lethbridge	Lethbridge AB
63	Jason Ruttan	RE/MAX of Wasaga Beach	Wasaga Beach ON
64	John Dempster	RE/MAX Vision Realty	Drayton Valley AB
65	Trina Hodges	RE/MAX Elite Sherwood Park	Sherwood Park AB
66	Erin Willman	RE/MAX Real Estate St. Albert (RE/MAX Professional)	St. Albert AB
67	Marco DiPietrantonio	RE/MAX Finest Realty	Kingston ON
68	Rob Colangeli	RE/MAX Finest Realty	Kingston ON
69	Frank Leo	RE/MAX West Realty Inc.	Etobicoke ON
70	Thomas Allison	RE/MAX Fort Saskatchewan Branch	Fort Saskatchewan AB
71	Michael Cote-DiPietrantonio Holdings Inc.	RE/MAX Finest Realty	Kingston ON
72	Carmelina DelDuca	RE/MAX NIAGARA REALTY LTD.	Niagara Falls ON
73	Luis Biggs	RE/MAX Affiliates Realty	Carleton Place ON
74	Fatima Bregman	RE/MAX Hallmark Realty Ltd.	Toronto ON
75	Michael Pino	RE/MAX Elite North Side	Edmonton AB
76	Andrew Howell	RE/MAX Sarnia Realty Inc.	Sarnia ON
77	Greg Hamre	RE/MAX Affiliates Realty	Ottawa ON

78	Steve Hamre	RE/MAX Affiliates Realty	Ottawa ON
79	Graeme Parker	RE/MAX of Nanaimo	Nanaimo BC
80	Erica Tucker	RE/MAX Performance Realty	Delta BC
81	Mary Wilson	RE/MAX Rouge River	Scarborough ON
82	Rajiv Rajpal	RE/MAX Realtron Realty Inc.	Markham ON
83	Cory Kehler	RE/MAX Professionals	Winnipeg MB
84	Maher Traboulsi	RE/MAX Realty Specialists	Mississauga ON
85	Marianne Wilson	RE/MAX Rouge River	Scarborough ON
86	Janet Rathbun	RE/MAX Performance Realty	Delta BC
87	Michael McMullen	RE/MAX Camosun - Victoria	Victoria BC
88	Luke Quach	RE/MAX Real Estate North Branch	Edmonton AB
89	Jackie Blakney	RE/MAX Finest Realty	Kingston ON
90	Jamie Swaile	RE/MAX Performance Realty	Winnipeg MB
91	Ken Cameron	RE/MAX Solid Gold Realty II Ltd.	Waterloo ON
92	Jakob Christoph	RE/MAX Ocean Pacific Realty	Comox BC
93	Martin Peters	RE/MAX Little Oak Realty	Abbotsford BC
94	Linda Turner	RE/MAX Real Estate (Kamloops)	Kamloops BC
95	Julie Swayze	RE/MAX ESCARPMENT REALTY INC.	Stoney Creek ON
96	Brian Kondo	RE/MAX Hallmark Realty Ltd.	Toronto ON
97	Feras Riyal	RE/MAX Realty Specialists	Mississauga ON
98	Cameron Levitt	RE/MAX Hallmark Realty Ltd.	Toronto ON
99	Jennifer Queen	RE/MAX Professionals	Winnipeg MB
100	Ryan Auxtero	RE/MAX Executives Realty	Winnipeg MB





## TOP 100 MIRACLE OFFICES

RANK	OFFICE NAME	BROKER NAME	REGION
1	RE/MAX First	Rick Campos, Cliff Stevenson	Calgary AB
2	RE/MAX Hallmark Realty Ltd.	Barbara Brindle, Ken McLachlan, Debra Bain, Steve Tabrizi	Toronto ON
3	RE/MAX Real Estate Centre Inc.	David Medeiros, Delio Oliveira	Cambridge ON
4	RE/MAX Realtron Realty Inc.	Alex Pilarski, Richard Pilarski	Markham ON
5	RE/MAX Ultimate	Tim Syrianos	East York ON
6	RE/MAX of Nanaimo	Charlie Parker, Graeme Parker	Nanaimo BC
7	RE/MAX Real Estate Central	Pat Hare, Denise Hare	Calgary AB
8	RE/MAX Hallmark Realty		Ottawa ON
9	RE/MAX River City Strathcona		Edmonton AB
10	RE/MAX Alliance	Ron Neal	Victoria BC
11	RE/MAX Affiliates Realty		Ottawa ON
12	RE/MAX 2000 Realty (Guildford)	Spence Gatzke	Surrey BC
13	RE/MAX Real Estate Central Branch		Edmonton AB
14	RE/MAX Finest Realty		Ottawa ON
15	RE/MAX Realty Specialists	Greg Gilmour, Sam Sandhu	Mississauga ON
16	RE/MAX Kelowna	Peter Kirk, Jerry Redman	Kelowna BC
17	RE/MAX Excellence	Ayaz Bhanji, Sam Narayan, Don Patterson	Edmonton AB
18	RE/MAX Real Estate St. Albert (RE/MAX Professional)		St. Albert AB
19	RE/MAX Performance Realty	Don McDougall, Dwain Johnson, Arvind Nair	Winnipeg MB
20	RE/MAX Mid-Island Realty (Port Alberni)	Judy Gray	Port Alberni BC
21	RE/MAX All Points Realty Group	Alison Hazelwood, Glenn Renney, Gayle Kossaber	Coquitlam BC
22	RE/MAX of Wasaga Beach		Wasaga Beach ON

23	RE/MAX Camosun	Charlie Parker, Graeme Parker, Braden Wheatcroft	Victoria BC
24	RE/MAX Elite Sherwood Park		Sherwood Park AB
25	RE/MAX Rouge River		Scarborough ON
26	Re/MAX Nova	Craig Snow, Keith Bradbury, Kevin King, Ryan Hartlen	Halifax NS
27	RE/MAX Real Estate (Mountain View)	Lowell Martens	Calgary AB
28	RE/MAX Realty Services Inc.	Mike Zuccato, Gurinder Sandhu	Brampton ON
29	RE/Max Professionals Saint John	Gordon and Joanne Breau	Saint John NB
30	RE/MAX Premier Inc.	Gabriel Bianchi	Woodbridge ON
31	RE/MAX Nyda Realty	Robert Lacerte	Chilliwack BC
32	RE/MAX Real Estate North Branch		Edmonton AB
33	RE/MAX West Realty Inc.	Frank Colatosti	Etobicoke ON
34	RE/MAX Sarnia Realty Inc.		Sarnia ON
35	RE/MAX Professionals		Winnipeg MB
36	RE/MAX Colonial Pacific Realty	Al Hipplesley	White Rock BC
37	RE/MAX Elite Windermere		Edmonton AB
38	RE/MAX Real Estate Centre Inc.	David Medeiros, Delio Oliveira	Cambridge ON
39	RE/MAX Realty Professionals (Advantage Mgmt)		Calgary AB
40	RE/MAX Fort McMurray - Walsh Real Estate 2010 Ltd.		Fort McMurray AB
41	RE/MAX Executives Realty	Akash Bedi, Sabie Brar, Alan Ediger, David Gurvey	Winnipeg MB
42	RE/MAX Real Estate - Lethbridge	Dallas Harty, Katrina Harty	Lethbridge AB
43	RE/MAX Real Estate Centre Inc.	David Medeiros, Delio Oliveira	Burlington ON
44	RE/MAX Escarpment Realty Inc.	Conrad Zurini, Louis Zurini	Queenston Rd, Stoney Creek ON
45	RE/MAX Elite North Side		Edmonton AB
46	RE/MAX Landan Real Estate	Brian Carlin	Calgary AB
47	RE/MAX Elite - Riverbend		Edmonton AB
48	RE/MAX Crown Real Estate		Regina SK
49	RE/MAX Little Oak Realty (Abbotsford)		Abbotsford BC
50	RE/MAX Real Estate Camrose		Camrose AB

51	RE/MAX Twin City Realty Inc.	Peter Degroot	Kitchener ON
52	RE/MAX Estate Spruce Grove Branch		Spruce Grove AB
53	RE/MAX Select Properties	Allison Cimoszko	Vancouver BC
54	RE/MAX Grande Prairie Associates Realty Ltd.		Grande Prairie AB
55	RE/MAX Sabre Realty Group	Scott McDonald	Port Coquitlam BC
56	RE/MAX Westcoast	Richard Laurendeau	Richmond BC
57	RE/MAX Select Realty	Cory Raven	Vancouver BC
58	RE/MAX Hallmark Ciancio Group Realty		Unionville ON
59	RE/MAX Real Estate Centre Inc.	David Medeiros, Delio Oliveira	Kitchener ON
60	RE/MAX Crest Realty (South Granville)	Deborah Upton, Kevin Li	Vancouver BC
61	RE/MAX River City South		Edmonton AB
62	RE/MAX Centre City Realty Inc.	Carl Vandergoot	London ON
63	RE/MAX All Pro Realty (2016) Ltd.		Trail BC
64	RE/MAX Chay Realty Inc.		Barrie ON
65	RE/MAX Progroup Realty (Ladner)		Delta BC
66	Re/MAX Avante	Roger LeBlanc	Moncton NB
67	RE/MAX All-Stars Realty Inc.	Leo Barrasso, Daniel Sarafian	Unionville ON
68	RE/MAX Real Estate Centre Inc.	David Medeiros, Delio Oliveira	Guelph ON
69	RE/MAX Valleyview Realty	Dave Town	Brandon MB
70	RE/MAX Check Realty	Dave Procter	Campbell River BC
71	RE/MAX Penticton Realty	Deborah Moore	Penticton BC
72	RE/MAX House of Real Estate	Afshin Devani, Michael Cain	Calgary AB
73	RE/MAX One Group		Winnipeg MB
74	RE/MAX Fort Saskatchewan Branch		Fort Saskatchewan AB
75	RE/MAX Real Estate Central Alberta		Dale AB
76	RE/MAX LifeStyles Realty (Maple Ridge)		Maple Ridge BC
77	RE/MAX Pembroke Realty		Ottawa ON
78	RE/MAX Absolute Realty		Ottawa ON
79	RE/MAX Treeland Realty Ltd.		Langley BC

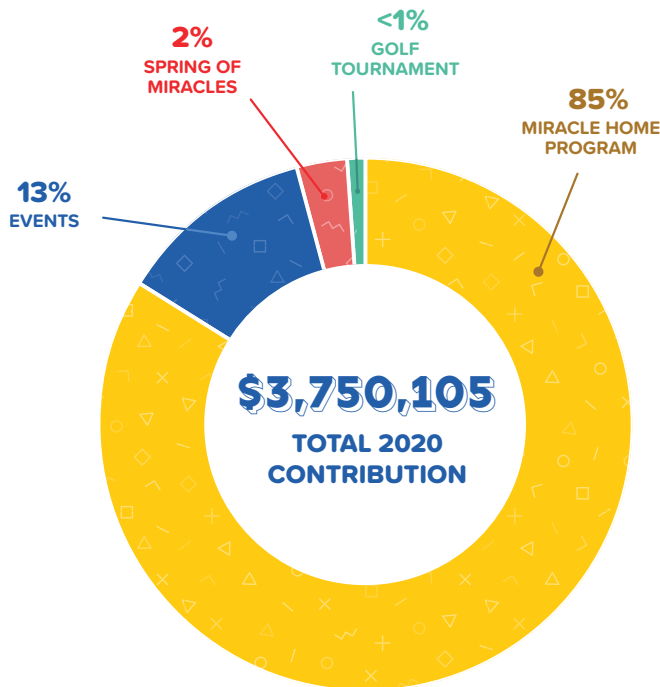
80	RE/MAX All Points Realty (New West)		New Westminster BC
81	RE/MAX Escarpment Realty Inc.	Conrad Zurini, Louis Zurini	Upper James., Hamilton ON
82	RE/MAX Escarpment Realty Inc.	Conrad Zurini, Louis Zurini	Winterberry, Stoney Creek ON
83	RE/MAX a-b Realty Ltd.		Stratford ON
84	Re/Max Banner		Greenwood NS
85	RE/MAX Real Estate Centre Inc.	David Medeiros, Delio Oliveira	Hamilton ON
86	RE/Max Advantage Realty Ltd.	Gary Robinson	London ON
87	RE/MAX 100	David Jurek	100 Mile House BC
88	RE/MAX Performance Realty Ltd.		Delta BC
89	RE/MAX Niagara Realty Inc.		Niagara Falls ON
90	RE/MAX Escarpment Realty Inc.	Conrad Zurini, Louis Zurini	Fairview, Burlington ON
91	RE/MAX Crown Realty (1989) Inc.	Cathy Gregorchuk	Sudbury ON
92	RE/MAX Eastern Realty Inc.	John Hope	Peterborough ON
93	RE/MAX Little Oak Realty (Fort Langley)	Ray Yenkana, Andrew Bracewell	Fort Langley BC
94	RE/MAX Crest Realty (MacDonald St)		Vancouver BC
95	RE/MAX Leduc Branch		Leduc AB
96	RE/MAX Prince Albert		Prince Albert SK
97	RE/MAX Ocean Pacific Realty	Dave Procter	Comox BC
98	RE/MAX Aldercenter Realty	Dan Flokstra	Aldergrove BC
99	RE/MAX of Duncan	Doyle Childs, Cal Kaiser	Duncan BC
100	RE/MAX Home Advantage	Clark Coyston	Castlegar BC

# Financial OVERVIEW

RE/MAX Canada has a long history of supporting children's hospitals across Canada. Since first donating to Children's Miracle Network in Canada in 1992, you have given over \$82 million.

**\$3.7+ million**  
RAISED IN 2020

Thank You,  
**RE/MAX Canada!**



## Result Summary

CAMPAIGN TYPE	AMOUNT
Miracle Home Program	\$ 3,180,464
Events	\$ 501,118
Spring of Miracles	\$ 67,023
Golf Tournament	\$ 1,500
<b>GRAND TOTAL</b>	<b>\$ 3,750,105</b>

## Total Contributions (2012 to 2020)

	2012	2013	2014	2015	2016	2017	2018	2019	2020
Total Giving (include underwriting and in-kind)	\$ 4,014,168	\$ 3,876,934	\$ 4,084,101	\$ 4,057,622	\$ 4,587,789	\$ 4,899,663	\$ 4,639,113	\$ 4,557,865	\$ 3,750,105
Percent Change	N/A	-3%	5%	-1%	13%	7%	-5%	-2%	-18%

# Recognition AND Engagement

Children's Miracle Network hospital foundations sought opportunities to celebrate and promote RE/MAX Canada's efforts to support the health of children and youth.



ESTIMATED REACH OF  
Television and  
Radio Broadcast

**750,000**



ESTIMATED REACH OF  
Local and National  
Public Advertisements

**1,129,805**



TOTAL CIRCULATION OF  
Print Recognition  
(including Annual Reports)

**40,311**

In addition to spreading the word through traditional channels, our team and partners posted and shared news about RE/MAX Canada's efforts on social media.



TOTAL NUMBER OF  
Posts\*

**39**



TOTAL NUMBER OF  
Engagements\*

**5,526**

(including likes, comments,  
shares, and interactions)



TOTAL NUMBER OF  
Impressions/Reach\*

**304,135**

*\*includes posts on CMN Canada social  
media only*

*\*includes engagements from CMN Canada  
and 12 member foundations' social media*

*\*includes impressions/reach from CMN  
Canada and 12 member foundations'  
social media*



# Commitment COAST TO COAST

Through RE/MAX Canada's partnership with CMN Canada, we are enabling impact across the country.

Every dollar that agents, brokers, and offices raise locally stays local, inspiring neighbours and supporting patients and families nearby. This local impact – often benefiting RE/MAX agents' and brokers' own kids or other loved ones – is part of what keeps RE/MAX Canada active on behalf of CMN, year after year.





## COMMITMENT COAST TO COAST

# Making it personal

Every RE/MAX Canada agent who supports Children's Miracle Network brings their own style and motivation to the cause. In one region this year, agents planned a special gathering to share their unique reasons for giving – as well as tips from top performers.



*Note: Some images and videos in this report were taken before the COVID-19 pandemic gave rise to masking and social distancing protocols.*

Realtor Tammi Gloeckler from RE/MAX of Swift Current is one of more than 230 RE/MAX agents across Saskatchewan who support **Jim Pattison Children's Hospital Foundation** through the Miracle Home Program. Tammi's own family experienced firsthand the difference RE/MAX agents' contributions can make; her grandson Emmet, born in June 2018, was diagnosed with a rare genetic condition that affected his liver and kidneys, necessitating numerous surgeries during his 22 months of life. Sadly, Emmet passed away from complications related to an infection. Tammi continues to support the Foundation in his honour. "The ending of my grandson's story wasn't the one we had hoped for," she says, "and sadly, it is sometimes the same one other families face. The more support we have for the children's hospital, the more happy endings we can help create."





### MAKING IT PERSONAL

Leo Bruneau is well known in the RE/MAX family for spearheading “Team Leo” at RE/MAX All Points Realty in BC. He’s also a prominent ambassador for **BC Children’s Hospital Foundation (BCCHF)**, and a recent recipient of the CMN Volunteer Award. When his local children’s hospital foundation approaches Leo – whether to host a fundraiser or volunteer his time – his answer is a reliable and enthusiastic “yes”. The strength of Leo’s commitment to CMN and BCCHF was especially evident this year as he spent several hours of his birthday in August calling friends and business associates to solicit donations. Within a few days, he had raised over \$25,000 for sick and injured children in BC – an extraordinary gift from an extraordinary partner.





Above: Nathalie Théorêt with Gabriel Bolduc, OES child and his family.

Note: Some images and videos in this report were taken before the COVID-19 pandemic gave rise to masking and social distancing protocols.



## MAKING IT PERSONAL

RE/MAX agents across Québec work tirelessly to support children's health through **Opération Enfant Soleil (OES)**. One of Québec's most active and passionate OES supporters is Nathalie Théorêt from RE/MAX D'ICI. Through years of fundraising effort, Nathalie and her team have developed a wide range of creative and successful initiatives – from car rallies to concerts – all with a single focus: making a positive difference in the lives of sick and injured children. Cumulatively, Nathalie has raised hundreds of thousands of dollars for CMN, bringing pride and inspiration to agents, brokers, and staff across Québec and beyond.



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## MAKING IT PERSONAL

Many of RE/MAX's most effective CMN supporters have spent years developing their fundraising strategies as they have built their careers. In early 2020, a group of agents in the **CHEO** region decided to convene a special gathering designed to accelerate agents' fundraising progress by connecting RE/MAX team members at different career stages and phases of their philanthropic journeys. Some invitees were Miracle Home Program veterans, while others were new to the program or considering deepening their commitment. One agent had a powerful personal connection to the cause: a child undergoing care and treatment at CHEO. Although the gathering was delayed due to COVID-19, its planning attests to a spirit of collaboration – and a commitment to achieving results for kids – that holds plenty of promise for the years ahead.





## COMMITMENT COAST TO COAST

# Coming through for kids

In a year of uncertainty and disruption, RE/MAX Canada teams continued to rally behind their local children's hospitals in ways both familiar and new.



Although the pandemic changed the way houses were bought and sold, the housing market in the region of **McMaster Children's Hospital Foundation** was strong. RE/MAX agents remained active in the Miracle Home Program, with some reaching their highest ever levels of support. Agents from RE/MAX Escarpment Realty Inc. Brokerage offices raised over \$70,000 for the cause, while RE/MAX Real Estate Centre Inc. Brokerage continued to focus on enrolling agents into the program to drive future philanthropic support. The Hamilton and Burlington offices also achieved impressive results this year, helping to ensure that McMaster Children's Hospital continues to connect children and families from Niagara Falls to Brantford to Burlington with the very best pediatric treatment and care.

*Below: RE/MAX Escarpment cheque presentation.*





RE/MAX®



Children's  
Miracle Network



In 2020, RE/MAX  
agents across southern  
Alberta raised over

**\$436,000**

for the Alberta Children's  
Hospital Foundation.

**Thank you for being agents  
of change, RE/MAX!**

Alberta  
**Children's**  
**HOSPITAL**   
FOUNDATION

*Note: Some  
images and videos  
in this report were  
taken before  
the COVID-19  
pandemic  
gave rise to  
masking and  
social distancing  
protocols.*

Alberta  
**Children's**  
**HOSPITAL**   
FOUNDATION

## COMING THROUGH FOR KIDS

The RE/MAX Calgary Committee did not let the pandemic-driven postponement and cancellation of many fundraising activities prevent them from rallying meaningful support for **Alberta Children's Hospital Foundation** this year. This dedicated group continued to contribute to the hospital and promote the cause to their networks and communities. One notable event in their fundraising calendar was a summer auction that raised more than \$8,000 for the Foundation.



Above: Kendra and Kinsey

Note: Some images and videos in this report were taken before the COVID-19 pandemic gave rise to masking and social distancing protocols.



## COMING THROUGH FOR KIDS

As the Maritime housing market grew over the past year, many realtors across the **IWK Health** region were busier than ever before, juggling the new rules and logistics associated with buying and selling homes during a major pandemic. While managing these many complexities, RE/MAX agents, brokers, and offices continued to do whatever they could to support sick and injured children, including making an effective online fundraising ask. This support made an enormous difference for patients, including twin sisters Kendra and Kinsey, who have relied on the IWK for care and treatment during the pandemic. Over the years, both Kendra and Kinsey have benefitted from specialized equipment made available in part by the generosity of the Maritime RE/MAX team.





## COMMITMENT COAST TO COAST

# Creativity and commitment

With some usual fundraising activities off the table in 2020, some RE/MAX Canada agents identified creative new ways to extend their support.



*Below: Virtual photobooth with Santa in action!*

*Note: Some images and videos in this report were taken before the COVID-19 pandemic gave rise to masking and social distancing protocols.*

RE/MAX sales associate Jesse Peters has been a top fundraiser for **The Children's Hospital Foundation of Manitoba** for more than five years, making an extraordinary difference for patients and families, primarily through the Miracle Home Program. This year, as COVID-19 restrictions prevented kids and families from enjoying in-person visits and photo sessions with Santa Claus, Jesse and his team stepped in. Partnering with a local photography and graphic design firm, they created a virtual photobooth where children and their families could pose for a holiday snapshot with Santa. For every photo taken, Jesse and his team donated \$5 to the Child Life Department (CLD) at Children's Hospital in Winnipeg. The CLD exists to give kids the best possible experience at our hospital, especially if they need to be here for extended stays. The CLD has played an especially crucial role this year since pandemic-related rules have restricted the number of visitors patients can have. Thanks to RE/MAX, Jesse, and team, the CLD is able to continue its work creating healing environments for young patients.



• **Happy Holidays** •





Above: Pino Realty Group raised \$3,030 with a pumpkin fundraiser!

Note: Some images and videos in this report were taken before the COVID-19 pandemic gave rise to masking and social distancing protocols.



## CREATIVITY AND COMMITMENT

Real Estate in Northern Alberta was a rollercoaster this year, thanks in large part to the COVID-19 pandemic. The usually busy spring market was slow to start but business came booming back in some areas. While real estate activity drove many generous Miracle Home Program donations, RE/MAX agents also took the initiative to support the **Stollery Children's Hospital Foundation** in other ways, including birthday fundraisers, Halloween pumpkin sales, and fundraising runs. Agents also support the Stollery Kids store and many stepped up during the RE/MAX Season of Miracles national campaign to top up their Miracle Home Program donations or make a one-time donation if they weren't already part of the program.





COMMITMENT COAST TO COAST

## Reaching new heights

Some RE/MAX Canada agents and regions achieved their best results ever in 2020, delivering new levels of support to kids and families in a year when the extra help was especially welcome.



It was a record-breaking year for RE/MAX teams in the region of **Children's Hospital at London Health Sciences Centre**. Together, over 400 Miracle Agents donated more than \$207,000 for life-saving equipment and life-enhancing programs and services – our largest ever regional total. David Schooley of RE/MAX Twin City Realty Inc. was the region's top fundraising agent in 2020, earning the title for the second year in a row. His motivation is personal: 18 years ago, his son needed care. "My family received wonderful care from the staff at Children's Hospital when we needed it, and as donors, the warmth and authenticity of that relationship is much the same," David says. Today, David's son is healthy and off to university, while David himself is gearing up for a possible threepeat as an outstanding ally to his local children's hospital foundation.

*Below: David Schooley holds his award for Top Fundraising Agent at the 2019 RE/MAX Elevate Awards, presented by Children's Health Foundation.*

*Note: Some images and videos in this report were taken before the COVID-19 pandemic gave rise to masking and social distancing protocols.*





Above: The Fundraising Force of Andrew Attia.

Note: Some images and videos in this report were taken before the COVID-19 pandemic gave rise to masking and social distancing protocols.

## SickKids® REACHING NEW HEIGHTS

Andrew Attia of Attia & Associates Real Estate Professionals with RE/MAX Real Estate Centre Inc. Brokerage is a fundraising force. Andrew's support for **SickKids** is astounding in its energy and results, and his record is only growing. A generous participant in the Miracle Home Program, Andrew also organizes fundraising golf tournaments and other local events in support of SickKids. His rise through SickKids' Top 30 RE/MAX fundraising ranks has been strong and steady: 16th in 2018, 9th in 2019, and 3rd overall in 2020. Andrew is the top SickKids fundraiser in his brokerage, RE/MAX Real Estate Centre, and is surely part of the reason why the brokerage has climbed to #2 overall this year. While friendly competition helps to drive Andrew, his primary motivation is the difference SickKids makes for children's health in Southern Ontario and around the world.





*Above: Each year, the Janeway Foundation gives special recognition to RE/MAX donors who go above and beyond to support sick and injured children through the Altitude Elite Program.*



## REACHING NEW HEIGHTS

Each year, the **Janeway Children's Hospital Foundation** celebrates RE/MAX agents who go above and beyond to support our children. Through the Altitude Elite program, agents who donate \$1,000 or more are recognized as Platinum donors, receiving acknowledgement in an ad in the provincial newspaper as well as through the Foundation's social media channels. Remarkably, despite the impact of COVID-19 on fundraising efforts, 2020 saw the largest number of Platinum donors to date. The Janeway and the patients and families we serve are especially grateful to these RE/MAX agents for their outstanding efforts in a difficult year: Mark Beson, Robert Moore, Ron Ellsworth, Craig Piercey, Cory Reid, Robert Decker, Michelle Brown, Stephen Shepherd, Trent Squires, Joe Wells, Keith Bradbury, Rob Burton and Pat Higgins.

# A STRONG Partnership

Investing in the future of Canadian children since 1992

**1992** RE/MAX Canada becomes a Children's Miracle Network partner.

**2001** Stollery Children's Hospital opens in October. The Janeway Children's Health and Rehabilitation Centre moves into a new, state-of-the-art facility.

**2002** BC Children's Hospital opens the Ambulatory Care Building, housing 30 outpatient clinics. Luke's Landing, a helideck, opens atop IWK Health.

**2003** McMaster Children's Hospital team develops the first scale to measure quality of life in children with epilepsy, incorporating both the child's and parents perspectives. This scale will be translated into six languages and be used around the world.

**2006** Opening of Alberta Children's Hospital in Calgary.

**2009** Doctors at SickKids are among the first in Canada to successfully perform cardiac surgery on a baby in utero.

Opération Enfant Soleil and the Montreal Children's Hospital Foundation announce the official unveiling of the first intraoperative MRI scanner in Canadian pediatric hospitals.

McMaster Children's Hospital opens the largest single inpatient mental health unit in Canada.

**2010** Edmonton becomes a Miracle City.

**2011** New Children's Hospital opens at London Health Sciences Centre in London, Ontario. McMaster Children's Hospital opens south-central Ontario's first and only dedicated Pediatric Emergency Department and Trauma Centre.

**2012** RE/MAX Canada celebrated 20 years as a Children's Miracle Network partner.

**2013** August Month of Miracles launches.

**2014** RE/MAX Canada reaches \$55 million in funds raised.

Construction starts on the new Children's Hospital of Saskatchewan.

**2015** RE/MAX Canada Ambassador Group launches. The new Glen Site Montreal Children's Hospital opens.

**2016** Canadian Motorcycle for Miracles journey takes place.

RE/MAX Canada's Double it for CMN campaign and the Today for Tomorrow monthly giving program launches.

**2017** RE/MAX Canada celebrates 25 years as a Children's Miracle Network partner and reaches \$70 million in funds raised.

**2018** RE/MAX Canada launches a new "Pull Up Your Socks for Kids" online initiative.

**2019** RE/MAX Canada hits the \$79 million milestone in total funds raised in Canada.

SickKids broke ground on the Patient Support Centre: a new 22-storey education, training and administrative hub, expected to open in late 2022.

The Jim Pattison Children's Hospital officially opened to patients on September 29, 2019.

**2020** Attesting to an extraordinary record of engagement and support across the country for the past 28 years, RE/MAX Canada's cumulative giving total reached over \$80 million in 2020.

Canada's children's hospitals responded quickly and effectively to the COVID-19 pandemic, driving initiatives from pandemic-focused research at SickKids to a widespread expansion of virtual care across the country.



## Thank you, **RE/MAX CANADA.**

Children's hospitals across Canada are deeply grateful for your support and commitment – this year and every year.

For more information and inspiring stories, visit us at [www.childrenshospitals.ca](http://www.childrenshospitals.ca)