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GIVING TUESDAY NOW: The power of generosity

Donate money or time for #GivingTuesdayNow to help people and communities hardest hit by the pandemic



Doctors review a case in the emergency department at University Health Network's Toronto Western Hospital during the COVID-19 pandemic. The hospital's foundation is raising funds for research, education and patient care. Non-profits, corporations and citizens around the globe are being asked to help people and communities in need for Giving Tuesday Now. PHOTO COURTESY OF UHN

Many Canadians have taken a financial hit from the public health crisis, but that hasn't stopped them from reaching into their wallets for Giving Tuesday Now, a global day of action taking place on May 5 in response to the unprecedented need caused by COVID-19. Citizens around the world are being asked to give or volunteer, or both, to help people and communities hardest hit by the coronavirus. Some of the ways Canadians are giving back — while practising physical distancing — include providing free meals and much-needed supplies to frontline workers, supporting small businesses by purchasing gift cards or writing positive online reviews, or reaching out to family, friends and neighbours who may be feeling isolated during quarantine. Many Canadians are also giving to charities in their communities. Below are some of the organizations participating in #GivingTuesdayNow and information on how you can get involved.

UNICEF Canada, the Canadian division of the United Nations Children's Fund — a United Nations agency that provides humanitarian and developmental aid to children worldwide — is encouraging Canadians to give the gift of survival this #GivingTuesdayNow. With Survival Gifts, UNICEF is able to provide the most vulnerable children and their families around the world with health care, clean water, food security, education and emergency relief. Survival Gifts are real, life-saving gifts delivered to children and families where they are needed most. To find out how to give, visit: shop.unicef.ca

War Child is a charity dedicated to protecting children in war-affected communities by providing education, opportunity and justice. The Toronto-based organization works around the world to defend

and promote child rights. War Child takes an active role in raising public awareness around the impact of war on communities and the shared responsibility to act. To find out more and to donate, go to: warchild.ca

Toronto General & Western Hospital Foundation raises funds for research, education and the enhancement of patient care at Toronto General and Toronto Western hospitals, as well as the Michener Institute of Education at the University Health Network (UHN). The foundation says that the need for urgent funds has increased during the COVID-19 pandemic. It has established an emergency COVID-19 fund to support the highest-priority needs of UHN during the pandemic in three main areas: protecting frontline workers; conducting critical research; and acquiring hospital equipment. To find

out more and to donate, go to: tgwhf.ca

Toronto Rehab Foundation raises funds for Toronto Rehab, a member of the University Health Network (UHN) and Canada's largest academic health sciences centre dedicated to adult rehabilitation and complex continuing care. Money raised by the Toronto Rehab Foundation helps to provide world-leading changes in rehab that help impact the future of health care. Toronto Rehab's scientists, clinicians and staff are working on new ways to improve everyday life for people living with the effects of disability, illness and aging. You can donate to the foundation by visiting: torontorehabfoundation.com

The Oakville Community Foundation is a charity working with philanthropic families

to help address needs in the local community. In response to the pandemic, it set up the Oakville Resiliency Fund to support the community in stages starting with "community heroes" charities on the front lines who are helping people meet their basic needs of health, food and shelter as well as vulnerable populations. For #GivingTuesdayNow, the foundation launched "The Doctor's Challenge," after a local doctor pledged \$200,000 to the fund in support of food relief efforts. It's a challenge to others in the community to also give to the fund. All money raised goes directly to frontline service organizations in the Oakville area. For more information, please visit: theocf.org

Yonge Street Mission (YSM) is a local development agency in Toronto helping people move up and out of poverty. YSM provides programs and

services for three distinct groups: street-involved youth, families in need and adults experiencing chronic poverty. YSM has seen a huge increase in demand for its services due to COVID-19 and is asking for donations to help provide critical supplies such as groceries, meals and hygiene kits to people in need. For more information, please visit: ysm.ca

These are just some of the dozens of organizations participating in Giving Tuesday Now.

You can find more information on the campaign and search for a charity at givingtuesday.ca/gtnow.

Donations can be made directly on the charity's website or many charities can also be found by visiting CanadaHelps.org.

Hospital foundation fuels crucial research

Toronto General & Western Hospital Foundation is raising funds for key initiatives to help during the pandemic

From 3-D printing of personal protective equipment to supporting the homeless during COVID-19, donor dollars are being put to work by Toronto General & Western Hospital Foundation, providing immediate support to frontline health-care workers and supporting key research initiatives.

Partnering with the University Health Network (UHN) as part of the COVID-19 Research Fund, the foundation is raising funds for faster assessments and treatments to prevent and minimize spread through prevention, diagnostics, anti-virals, therapies and cures.

"We're not looking after clinical patient care; we are providing all the extras," says Louise Aspin, senior vice-president and chief development officer for the Toronto General & Western Hospital Foundation.

"We're filling in the gaps in research funding, imaging equipment,

research chairs, fellowship programs as well as broad-based research programs."

As one of the top three hospital foundations in the country, it raises funds for research, education and the enhancement of patient care at Toronto General and Toronto Western hospitals, as well as the Michener Institute of Education at UHN, granting \$100-million to the UHN on an annual basis.

As part of its COVID-19 response, it's deploying frontline staff to 10 long-term care homes and five retirement living facilities, "meeting the needs of the most vulnerable populations," Aspin says.

"We are also purchasing all the PPE for the province, not just UHN, and sending equipment wherever it's needed."

They're working to secure personal protective equipment (PPE), but "also making sure we have the appropriate equipment should this pandemic return, should there be a second wave," she says.

"It's about contingency planning, making sure the hospitals are ready. We haven't seen the worst-case scenario but we're certainly preparing for it."

As the No. 1 research institute in the country, UHN is largely funded

by philanthropy and it's taking a leadership role in the Greater Toronto Area and throughout Ontario during the COVID-19 pandemic. For example, 49 clinicians are leading 108 active clinical studies associated with infection and infectious diseases.

Government and partner funding have kickstarted UHN's research efforts. But philanthropic support will accelerate the pace of what's possible.

While the organization is working with government to raise funds for securing PPE, it is in addition conducting research around the potential reuse of PPE, such as sanitizing masks so they can be safely reused, as well as 3-D printing of masks and shields.

"We set up 3-D printing facilities through philanthropic dollars [and] we're buying equipment through philanthropic dollars," Aspin says.

One research project, for example, involves N95 mask preservation. N95 masks are only manufactured by 3M, and worldwide demand has resulted in worldwide shortages.

"They're fitted to health-care professionals," Aspin says.

"Once it's been fitted ... that's the mask that protects you. If we were to use a different kind, all of those masks would have to be refitted."

That's why they're researching ways that masks can be sterilized and reused.

"We're not at the stage where we're reusing sterilized masks," she says, "but if there comes a time we will have a stockpile of them."

They're also doing research into ventilator splitters, where two patients with acute respiratory distress syndrome share one ventilator. A 3-D printed splitter, for example, could potentially allow a single ventilator to treat two patients by managing air flow to both while addressing cross-contamination issues.

New clinical trials are being launched with anti-viral therapies to protect health-care workers on the front lines, and a rapid diagnostic test is being developed for hospital emergency departments to measure lung sickness and risk of death from COVID-19 infection.

In addition, a multi-hospital research platform is being launched to provide tests for health-care workers and identify COVID-19 at early stages to prevent spread.

Donor dollars are also helping to secure rooms at Toronto's Fairmont Royal York at an "enormous discount" so health-care workers on the front lines can get a good's night sleep while protecting their families

from infection.

Two hotels have also been procured by the city for people experiencing homelessness who are dealing with COVID-19.

"So we're managing those sites, we're training the custodial services to appropriately clean the facilities and we're purchasing PPE for those facilities," Aspin says.

Some donors are directly supporting frontline health-care workers with daily meals.

"They're likely not at home long enough to prepare anything for lunch or dinner—they're working very long shifts," she says.

"It's really extraordinary the support the community has offered," Aspin says, such as local restaurants donating meals to staff. "It's so heartfelt and so heartwarming. It's been such a pleasure seeing how our city and our province is coming together."

Since the start of the shelter-in-place order, they've raised more than \$11-million, much of it going toward research and frontline health-care workers. But there's still a lot of work to be done, including research on COVID-19.

Canadians who want to take part can donate online at tgwhf.ca/helpnow.

We'll beat this together.

At University Health Network,
we're reassigning our researchers
to find rapid solutions to COVID-19.
From faster diagnosis to treatment,
we're bringing hope to the world.

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Help Canada's number-one
research hospital put an end
to COVID-19.

Give today.

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GIVING TUESDAY NOW: UNICEF offers international COVID-19 aid

Today marks a special day in a movement that encourages Canadians to look beyond their borders and help the greatest in need



A nurse takes a girl's temperature at a primary health care centre in Beirut. Since the first case of COVID-19 was confirmed in the country, UNICEF has been supplying these centres with such medical supplies as gloves, surgical masks, N95 respirator masks, thermometers, goggles, gowns and sanitizer. PHOTO COURTESY OF UNICEF/CHOUFANY

Many Canadians are worried about their loved ones and their communities as they wait out the COVID-19 pandemic. But Giving Tuesday is a chance for Canadians to look beyond borders and rally together to help the world's most vulnerable.

Children living in poverty are even more vulnerable during a global pandemic, especially those in refugee camps and war zones who lack such basic hygiene supplies as soap and clean water for handwashing. Front-line health workers helping these vulnerable populations are also at greater risk.

"We have a choice as we come out of this," says David Morley, president and chief executive officer of UNICEF Canada. "As individuals are we going to hunker down and just look after our families and friends? Or can we say, 'This is global, how can we reach out?'"

Even something as simple as handwashing isn't so simple for those without access to running water. Only three out of five people worldwide have basic handwashing facilities, and yet proper handwashing is a crucial step in the fight against COVID-19.

For many of the world's poorest children, if their parents don't go to work, they don't eat. "This is going to be sending people back into poverty. They're not going to have enough food and more people are going to go hungry," Morley says.

As a result of this international pandemic, one billion kids are not able to attend school. For children



Eleven-year-old Igihozo Kevin in Rwanda studies at home by listening to his lessons on the radio every day, which UNICEF is developing by working with the Rwanda Education Board, Rwanda Broadcasting Agency and other local partners. PHOTO COURTESY OF UNICEF/KANOBANA

living in poverty, going to school isn't just about getting an education for a better life, it's also about getting a daily meal. And for those children experiencing domestic violence, home isn't a safe place, and yet they have nowhere else to go.

"The lack of food and education and the risk of greater violence ... are all secondary products of this pandemic," Morley says. UNICEF

has also temporarily suspended its regular immunization programs, which could lead to other medical crises. "We've got to move quickly on the medical side, but also on all of these other impacts."

UNICEF operates the world's largest humanitarian warehouse, located in Denmark, which provides almost half of the world's vaccines. It also stockpiles personal protective equipment (PPE), such as gloves

and masks, as well as food, water and medicine – ready to be shipped out at a moment's notice to those who most need it.

"We're the world's largest humanitarian agency for children," Morley says. And though UNICEF is mandated by the United Nations General Assembly to advocate for the protection of children's rights, it's entirely funded by voluntary donations. One-third of its money comes from

individuals, while two-thirds comes from governments.

Life-saving supplies such as soap, water purification tablets and personal protective equipment are critical in the global fight against COVID-19. By making a donation or purchasing a UNICEF Survival Gift, Canadians can help supply essential resources where they're needed most.

UNICEF Survival Gifts are real items with real impact. The water health bundle, for example, includes bars of soap, oral rehydration salt sachets and water purification tablets. And the PPE bundle includes a respiratory mask, surgical mask, gloves, protective boots and a coverall gown to keep front-line health workers safe from the spread of preventable diseases.

Alongside critical resources and emergency care, UNICEF is also working with partners to reach millions of children who are out of school with educational resources, social protection and ongoing essential health care in more than 190 countries.

"People appreciate Canadians, both our generosity of spirit and our financial generosity, and we need it now more than ever," Morley says.

"What world do we want coming out of this? The virus knows no boundaries, but our response [should be] we have to look at the world as one. Individuals can be part of that reaching out and become part of the solution."

Visit unicef.ca to make a donation or purchase a survival gift.

Helping rehab patients in isolation

Post-acute care during a pandemic has its unique challenges, but Toronto Rehab is stepping up with technology and a bit of good cheer

As Canada's largest physical rehabilitation facility, and one of the world's top research centres in this field, Toronto Rehab helps patients with post-acute care after a disabling event, such as a stroke, heart attack, brain tumour or spinal cord injury.

But during the COVID-19 pandemic, post-acute care has been particularly challenging.

Toronto Rehab has taken on acute-care patients from surrounding hospitals in an effort to free up beds at those hospitals. It's now at 100 per cent capacity, and staff are focused on keeping it clear of COVID-19 "so our most vulnerable people are protected," says Dr. Mark Bayley, psychiatrist-in-chief and medical program director at Toronto Rehab Institute, part of the University Health Network.

That means Toronto Rehab has introduced a temporary no-visitors policy to protect patients and staff from COVID-19. While this is deemed necessary, it puts inpatients

at greater risk of depression and anxiety. Social isolation has also been found to exacerbate any pre-existing medical conditions, from cardiovascular diseases to Alzheimer's.

"Normally in our day-to-day work we really appreciate the help and role that family caregivers provide to our patients in terms of their rehab, so it's been hard for us to have to say no to them coming to visit," Bayley says. "We recognize it's very hard on families."

So staff are coming up with innovative solutions to promote wellness and safety while boosting the morale of patients, who might be feeling lonely, anxious or depressed. The Acquired Brain Injury (ABI) inpatient unit, for example,

has introduced morning singalongs to popular songs, setting up speakers and encouraging patients to join in from their bedside.

Through donor contributions, they're also aiming to provide low-income inpatients with iPads or smartphones to virtually connect with their loved ones and "help people with those feelings of loneliness and isolation," Bayley says.

In some cases, inpatients don't have the financial means for an iPad; in other cases, they might not have the physical or cognitive ability to operate a typical mobile device. Someone recovering from a stroke, for example, might have poor hand function and so they might require a hand brace or an alternative to an iPad.

Staff at the Toronto Rehab Acquired Brain Injury inpatient unit belt out songs during a daily singalong to bring cheer to patients in isolation. PHOTO COURTESY OF TORONTO REHAB



If we're not innovative and creative, these people will not have the rehabilitation they need to recover."

Dr. Mark Bayley,
Medical program director,
Toronto Rehab Institute



Toronto Rehab is also working on remote delivery of rehabilitative therapy, via telephone or video, especially for the most vulnerable. Donor support is needed to help increase the infrastructure around these rapidly expanding virtual rehabilitation services.

Once discharged, patients still require eight to 12 weeks of rehabilitation, which is typically done in-person. Since that's not possible during COVID-19, Toronto Rehab staff have mobilized to provide virtual care and rehabilitative therapy. Its Cardiac Rehab program, for example, is now almost 100 per cent virtual, using the pre-existing Health e-University platform, which was developed with donor support.

"We implemented virtual rehab in approximately two weeks – normally that would have taken two years," Bayley says. "If we're not innovative and creative, these people will not have the rehabilitation they need to recover."

Research is also being done at Toronto Rehab on how to use Fitbits or similar devices to monitor people isolated at home with dementia or cognitive impairment. And researchers are experimenting with 'smart' fabric, which features built-in sensors, so a piece of clothing could measure heart rate and muscle activity.

"We recognize the challenges for our patients and their families, but also the opportunities to take some of these innovations and put them into practice," Bayley says. "These are ways we're going to be able to support people now – and in the long term."

Donor support can help patients overcome isolation in post-acute care, as well as support innovations in virtual care and rehab. Donations can be made to the Toronto Rehab Foundation.



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You can make a difference in the fight against COVID-19 now

We can only contain the virus if we contain it everywhere together. Your support will keep children and families safe by providing handwashing essentials, medical supplies and protective equipment for front line workers.

Help UNICEF fight COVID-19 today.

Donate at
unicef.ca/covid

Thank you for your generous support.

UNICEF's COVID-19 response

UNICEF is the world's leading humanitarian organization for children. We are working around the clock with the World Health Organization (WHO), governments and front line responders to keep children healthy, learning and safe.

We are providing life-saving medical supplies, personal protective equipment, information and other essential support. Across 190 countries, UNICEF is protecting every child's right to a childhood.

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