

# REACHING A MILLION DOLLAR MILESTONE:

## LONG & McQUADE'S ANNUAL MUSIC THERAPY FUNDRAISING DRIVE



Erin, Music Therapist at BC Children's Hospital, with a young patient



For many of the 1,500 employees at Long & McQuade, music isn't just a business. It's a way of life, stemming from the genuine belief that it has the power to enlighten, transform and heal. And it is this belief in the healing power of music that is the driving force behind Long & McQuade's annual music therapy fundraising drive, that as of December 2017, has raised over \$1 million for music therapy and music-focused activities at children's hospitals, facilities, and programs across the country.

What started off in 2007 as a drive benefitting just three hospitals and raising \$10,000, has, 11 years later, developed into an annual initiative now benefitting 23 hospitals and centres nationally, that in 2017 alone raised more than \$150,000 for the cause.

The premise is simple: make a donation to our drive during the months of November and December, and receive a \$5 rental coupon that can be used any time from January to December of the following year.

It goes without saying that, coupon or no coupon, our customers have been generous with their support of the cause. And over the years, staff have embraced the drive by putting their own unique and heartfelt spins on the fundraising.

Not just during the holiday season but throughout the year, some stores raise funds by hosting recitals, concerts and clinics, where admission is free but donations to the drive are welcome.

And customers seem to have caught on to the year-round giving spirit too, making donations online through the e-store by adding SKU 491072 to their purchases; leaving a buck or three for the cause at the till in-store; or purchasing a metal gift card tin, profits from whose sale go to the drive.

At some hospitals, the effects of our fundraising have been clearly palpable.

For example, at the BC Children's Hospital, the \$155,000 our BC stores have raised over the past 11 years has allowed the music therapy program – which is completely donor-funded and to which Long & McQuade's contribution is the most significant and consistent – to expand into other areas of the hospital that were not previously being served, such as oncology, the ICU, and the in-patient adolescent teen lounge.

As described in the annual stewardship report:

**At BC Children's Hospital, the Music Therapy program helps inpatients cope with the anxiety, isolation and other feelings that are associated with illness and extended hospital stays. Many children and adolescents relate readily to music and popular songs, and enjoy the opportunity to express themselves artistically. Music therapy provides a safe and motivating atmosphere to explore and resolve issues related to their hospitalization and illness.**

At Toronto's Hospital for Sick Children (where the seeds for the fundraising drive were planted back in 2007 with the creation of the Long & McQuade Music Therapy Endowment Fund), the \$189,000 donated thus far has helped purchase a variety of instruments, and facilitate the addition of three music therapists to the hospital staff.

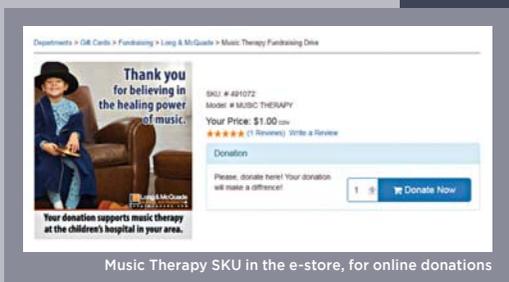
There are approximately 2,300 music therapy sessions held each year, and as stated in the hospital's annual giving report,

**Through making and responding to music, benefits may include:**

- Expressing emotion and creativity
- Lowering pain and anxiety
- Helping to be more relaxed and to sleep
- Making the hospital stay more positive

Again, the music therapy program at Sick Kids Hospital is entirely funded through philanthropic efforts.

At IWK in Halifax, the outcome of our drive has been the most profound, where the previously non-existent music therapist position was developed entirely as a result of Long & McQuade's fundraising efforts. Since 2008, the Long & McQuade stores in Nova Scotia, New Brunswick and PEI have raised an incredible \$207,000 for music therapy at IWK.



Music Therapy SKU in the e-store, for online donations



Long & McQuade's Greg Hutton, with son Jeremy, presenting the 2017 cheque at the BC Children's Hospital Telethon



Carolyn Williams, MMT, RP, MTA – Music Therapist at Sick Kids Hospital in Toronto, ON



Long & McQuade's Laura Rodie, Jordan Small, Sheri Katz and Dan Coniglio presenting the 2017 cheque to Carolyn Williams, Music Therapist at Sick Kids Hospital





Evelyn and Sarah during a music therapy session at Alberta Children's Hospital

Visit our website at [long-mcquade.com/community](https://www.long-mcquade.com/community) for a list of hospitals and programs that we support via our music therapy fundraising drive, as well as articles and videos from some of our hospital recipients, explaining the value and power of music therapy.

If you have any questions or would like further information, please contact **Sheri Katz** at [skatz@long-mcquade.com](mailto:skatz@long-mcquade.com).

In other cities, both fledgling and established music therapy programs and music-driven activities have benefitted from the funds toward, and focus given to, the power of music in a clinical setting.

#### **ALBERTA CHILDREN'S HOSPITAL Calgary, AB**

Evelyn uses a combination of sign language and speech to communicate, so Sarah incorporates sign language into their songs to promote language development.

"Sarah coming in is the absolute highlight of Evelyn's day," says (her mother) Marie-Claire. "Music therapy is a big part of the reason why Evelyn thinks of the hospital as a place she likes."

#### **HEARTH PLACE CANCER SUPPORT CENTRE Oshawa, ON**

Our music therapy program primarily supports families dealing with childhood cancer. We:

- Offer in-home music therapy to families who have a child too ill to travel to our centre
- Provide legacy activities for families who have a palliative child
- Offer support to the siblings of the dying child
- Offer music therapy as part of the children's grief support group, where children explore the power of music and lyrics in their grief journey

#### **JANEWAY CHILDREN'S HOSPITAL St. John's, NL**

"Every child, every teen, identifies with music in some way. So I try to find out how that patient is responding to music, what they like about music – and then design a program that will help them to attain their therapeutic goal areas but also to maybe learn some new skills and enjoy music as well."

– Susan Lemessurier, Music Therapist at Janeway Children's Hospital

#### **JIM PATTISON CHILDREN'S HOSPITAL Saskatoon, SK**

"Music therapy is so important to children in hospital! There are so many wonderful benefits: music therapy helps to provide comfort, relaxation, and fun, while decreasing anxiety, stress, and pain. One of the things that seems the simplest but that might be the most important is that music therapy provides children in hospital with something 'normal' and fun to do in their day."

– Leanne Hoeft, Music Therapist at Jim Pattison Children's Hospital

#### **NEO KIDS FOUNDATION Sudbury, ON**

"Long & McQuade's generous donation will help our music room at the CTC, where music is part of day to day activities and the playing of instruments is part of their learning, enjoyment, improvement and enhancement of our students' fine motor skills."

– Patricia Mills, President NEO Kids Foundation

#### **VICTORIA CONSERVATORY OF MUSIC Victoria, BC**

"Thanks to you, we are able to create moments of pure joy, happiness, fascination, comfort, peace and hope for these individuals. Donations to the music therapy program ensure we can continue to help alleviate suffering and pain, anxiety and depression, and to initiate and enhance communication skills, spark memories, and help regain physical movement."

– Jane Butler McGregor, CEO

#### **HEALTH SCIENCES CENTRE CHILDREN'S HOSPITAL Winnipeg, MB**

"Your support demonstrates both the recognition and importance of offering music therapy to children and families who experience a hospital stay and have to cope with the stress associated with illness."

– Cecilia Bellingham, Music Therapist



Cheque presentation with the Janeway Foundation's Marjorie Scott, Music Therapist Susan Lemessurier, and Long & McQuade's Bob Davis



A music therapy session  
PHOTO: JIM PATTISON CHILDREN'S HOSPITAL FOUNDATION

