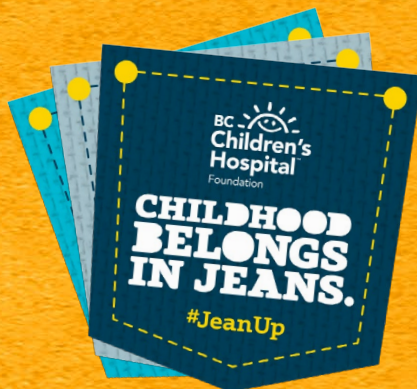


THIS MAY, HELP KIDS GET BACK INTO THEIR JEANS

BCPVPA is proud to support this province-wide initiative during the month of May. It's a chance for students to come together and wear jeans to show what they stand for—helping sick and injured kids get out of their hospital gowns and back into their own jeans.

It's easy to get involved with Jean Up this May

- > Sign up your school now at JeanUp.ca/schools
- > Collect donations online by sharing your school's fundraising page
- > Pick a day for all students to wear their jeans—then celebrate the difference your school is making



Perks of the Jean Up school program

- > Month-long initiative gives schools flexibility to pick any day in May to Jean Up
- > We will provide stickers for all students to proudly wear
- > We provide all the tools you need—including an online fundraising page for your school, messaging for newsletters, automatic tax receipts and a poster to track progress

Double your impact!

All donations made through your online fundraising page will be matched by our friends at Odlum Brown Limited.



ODLUM BROWN
Investing for Generations®

*Gifts will be matched from May 1-31, up to a cumulative total of \$30,000.



TRUE BLUE SUPPORT FOR JEAN UP

Having “the blues” usually refers to feelings of sadness or melancholy. But for Mike Avis, a Physical Education teacher at a small school near Parksville on Vancouver Island, the colour blue represented a triumph and reason to celebrate.

Errington Elementary has been supporting BC Children’s Hospital through the Jean Up campaign for the last four years, but this past year the school kicked it up a notch by taking their fundraising efforts online and spreading the campaign to the broader community. Mike also offered an enticing fundraising goal: if the school community raised \$2,000 or more, Mike committed to dyeing his hair a bright, vibrant blue.

Mike had a strong motivation to encourage support for BC Children’s Hospital: his second son, Judah, was born with a double inlet left ventricle, a heart condition that would require multiple surgeries. The first surgery had to be done just 36 hours after Judah was born, with the second happening at four months of age and the third when Judah was four years old.



All three surgeries were done at BC Children’s Hospital, and now Judah is a healthy, energetic child who loves to run.

“I was eager to have Errington Elementary take part in Jean Up because of my son Judah and the incredible care he received at BC Children’s Hospital,” Mike said. Dyeing his hair blue was a gesture he would be happy to make if it provided inspiration to the school community.

And it did. The school blew past their \$2,000 goal and Mike showed up at the school triumphantly sporting a bright blue hairdo, to the delight of the entire school.

“I felt so proud to be able to support BC Children’s Hospital,” Mike said. “It’s the one way I can give back for the kindness and care they have shown my little boy. Judah is such an amazing person and I’m so thankful every day for having him in my life.”



BC Children’s is the only hospital in the province devoted exclusively to the care of children. That means one million kids—including some of the sickest and most seriously injured—count on the hospital for specialized care they often can’t receive anywhere else. Last year, 100,000 patients visited the hospital—that’s almost one student in every classroom.

YOUR IMPACT IN ACTION

Vanessa had already suspected the truth, even before she received the phone call from a doctor about her daughter: "We believe Maeli has leukemia."

In July 2019 Vanessa's family was moving back to Vancouver after living abroad for 8 years, with a planned 2-week layover in Taiwan. The month before they left Hong Kong, Vanessa's daughter Maeli kept falling sick with small illnesses like unexplained fevers and sinus infections. This continued throughout the trip, getting so severe that they had to visit the hospital three times while in Taiwan.

A few days after returning home, mysterious bruises started showing up on Maeli's legs, and when she tripped and scraped her knee, the wound wouldn't stop bleeding. The local medical clinic ordered blood work for Maeli, and soon after they received the fateful call that confirmed Maeli's leukemia diagnosis. Immediately, the family headed off to BC Children's Hospital.

Maeli received treatment over the next two years and during this time Maeli's school, Lions Bay Community School, pulled together to show their support for Maeli.

Sparked by the efforts of vice principal Natalie Mendes, the school created a "Daily Mile for Maeli" fundraising page as part of the Jean Up campaign. Natalie shared Maeli's story with the kids at the school and helped them understand how important BC Children's is in supporting kids with serious illnesses.

Educational hikes in the nearby woods were already part of the school's curriculum, but the students took it further by going on extended hikes and runs, rain or shine, to raise thousands of dollars for BC Children's in honour of their classmate. They also showed their support by celebrating the end of Maeli's treatment with a dance party.

Today Maeli is a spunky, high-energy seven-year-old who's developed an intense appreciation for everything life has to offer. "There are a lot of good people in the world who want to help," Vanessa said. "It's situations like this that bring the community closer, and you realize how important friends and family are."



DENIM FADES. COURAGE DOESN'T.

This May, let's help BC's kids
get out of their hospital gowns
and back into their jeans.

Sign up your school now
at JeanUp.ca/schools

