



## On CIBC Miracle Day, we're investing in kids.

### Impact in Montreal

#### What is CIBC Miracle Day?

- CIBC Miracle Day is one of the largest one-day corporate fundraising events devoted to children's charities in Canada
- On the first Wednesday of December, CIBC's wholesale banking and participating Wood Gundy employees donate their fees and commissions to children's charities across Canada
- In 2011, nearly \$650,000 was donated by the CIBC Children's Foundation to children's charities in Quebec
- This year, the CIBC Children's Foundation will donate over \$4 million to children's charities in 125 communities across Canada.

#### Who Benefits?

- In 2011, approximately 450 children's charities across Canada were provided funding to support a range of programs, including hot meals to start the school day, shelter in the midst of a crisis, the opportunity to go to camp, or training to learn a new skill

#### Montreal organizations funded through CIBC Miracle Day:

##### Montréal Children's Hospital Foundation

Established in 1973, Foundation's mission is to support excellence in pediatric care at The Montreal Children's Hospital (MCH) of the McGill University Health Centre. This 100-year-old bilingual institution is a leader in the care and treatment of sick infants, children and adolescents. Since 1994, over \$951,000 has been donated to the Montreal Children's Hospital Foundation by CIBC. This year, \$16,500 was contributed in support of programs for children and families at the Hospital.

[www.Fondationduchildren.com](http://www.Fondationduchildren.com)

##### La Fondation Générations/The Generations Foundation

Generations Foundation has introduced food programs to assist children in becoming more independent and self-sufficient. Through its 'hands-on' approach, Generations Foundation provides nutritious breakfast, hot lunch and a snack daily to over 6,500 schoolchildren in 61 schools and 11 learning centers. In 2011, CIBC donated over \$90,000 to the Generations Foundation. CIBC has been supporting this organization since 2000, with almost \$315,000 donated.

[www.generationsfoundation.com](http://www.generationsfoundation.com)

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### Other Facts

- Each year over 450 children's charities across Canada benefit from the money donated on CIBC Miracle Day.
- Since 1984, Miracle Day has raised more than \$60 million in Canada for children's charities. In 2010, Miracle Day raised over \$4.1 million in Canada.
- Throughout the year, hundreds of employees also take an active role with the charities that the CIBC Children's Foundation supports. This includes serving on boards of directors, volunteering time and talents, and offering personal donations.

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