

Clearwater makes a difference in quality of life for Maritime children and families

By Mark Campbell

When fourteen-year-old Andrea Crowe needed to go to the Mayo Clinic, Colin MacDonald helped her get there.

Andrea, who was diagnosed with a rare blood condition, had been in the IWK hospital for more than a year, pretty much unable to bend her legs. MacDonald, CEO, Clearwater, arranged for the company jet to fly Andrea and her family to and from the Clinic, which would've cost her parents \$50,000. After a month of diagnosis and treatment, Andrea returned home, and today she is able to do most of the things a normal teenager would do.

Andrea's story is just one of many examples of how MacDonald and Clearwater have made a difference in the quality of life for Maritime children and families over the company's 25-year history. Most company efforts have been focused around raising funds for the IWK Grace Health Centre, which provides quality care to children, women and families throughout the Maritimes. MacDonald has chaired the Leadership Gifts division of the hospital's capital campaign for the past two years, and was a driving force behind Clearwater's involvement in two fundamental hospital fund-raisers: Kermesse and the annual telethon.

For the past several years, Clearwater has been title sponsor for Kermesse, an annual street fair that contributes \$100,000 annually to the operations of the hospital. The company is also a top donor to the IWK, contributing over \$50,000 each year to the hospital's telethon. These contributions have been raised through company-wide, grassroots initiatives, such as bake sales, 50-50 draws and casual days.

Marie Chapman, campaign director, IWK Foundation, says MacDonald constantly encourages staff to join him in supporting these events. He has also offered deep discounts on product, such as lobster, to organizations raising money for the annual telethon. It is efforts like these that have made MacDonald the heart of the hospital's capital campaign

"Colin has spent a lot of time working on behalf of the IWK over the past 18 months," says Chapman. "He has given us the benefit of his time, his business connections throughout the Maritime community, a very large personal gift and he has inspired other volunteers with his passion for the IWK. His work on our behalf has certainly made a huge difference in the quality of life of many Maritime families, both directly and indirectly."

To date in 2002, Clearwater has contributed \$60,000 to the hospital, almost matching last year's total contribution of roughly \$70,000.