

This award is dedicated to the memory of Ruth Atkinson Hindmarsh, daughter of the Atkinson Charitable Foundation's founder, Joseph E. Atkinson, and president of the foundation until her death in 1994.



During her more than 40 years of work at the foundation, Mrs. Hindmarsh was an ardent supporter of organizations that helped children living in poverty. Among her favourites were the Fresh Air Fund and the Santa Claus Fund—two charities created by her father and operated by The Toronto Star newspaper.

This award honours Mrs. Hindmarsh's spirit of compassion, and her devotion to the tragic plight of our society's most defenceless victims.

The Ruth Atkinson Hindmarsh Award is sponsored by:



and the four Hindmarsh families.

For more information, call or write:

**Christine Avery Nuñez
Co-ordinator**

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Call for Nominations 2005



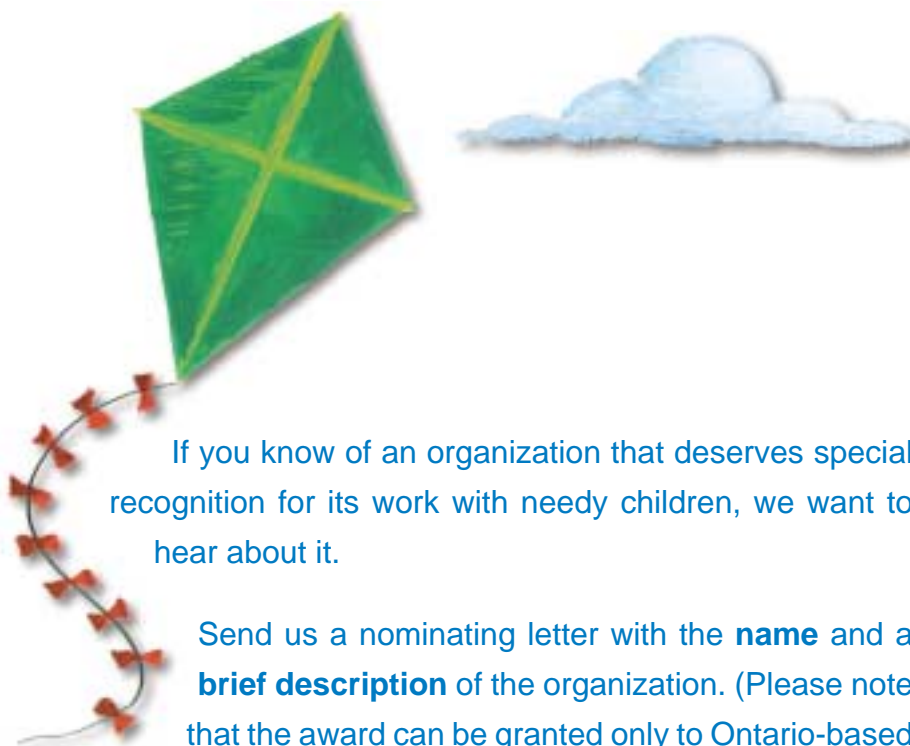
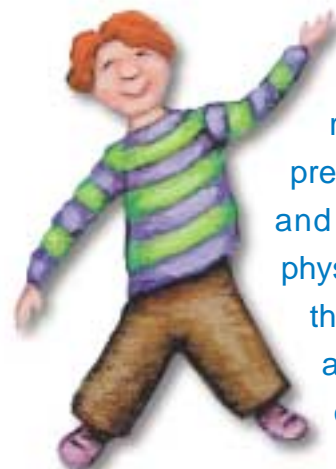
**Ruth Atkinson Hindmarsh
AWARD
2005**

Every day, hundreds of Ontario organizations marshal their resources against the tragically persistent fact of child poverty and its cruel and costly consequences. In different ways, each organization is trying to improve the prospects of children who, through no fault of their own, must struggle more than most to realize the promises of one of the world's most advanced and wealthiest societies.

These organizations, small and large, old and new, are often the source of great ideas, activities, programs and services. They deliver nutritious food, recreational opportunities or academic preparation; they provide emotional support and spiritual guidance; they improve the physical well-being of needy children. While these organizations deserve our recognition and gratitude, most go virtually unnoticed outside their immediate communities.

The Ruth Atkinson Hindmarsh Award was established in 1998 to celebrate and encourage the heroic efforts of these organizations and reward the very best. It provides an annual gift of \$50,000 to a charitable organization that has **implemented an activity that significantly improves the life prospects of children at risk.**

This gift will allow the winning organization to build on its success. The funds may be used to further develop its activity, educate the public or influence other organizations that help economically disadvantaged children.



If you know of an organization that deserves special recognition for its work with needy children, we want to hear about it.

Send us a nominating letter with the **name** and a **brief description** of the organization. (Please note that the award can be granted only to Ontario-based registered charities.)

- Then, **in no more than two pages**, please provide answers to the following questions:
1. **What** is the activity, program or service?
 2. Specifically, **how is it different** from other activities that target needy children?
 3. **How has the activity made an impact** in Ontario? What results can you show to demonstrate the activity's effectiveness?
 4. What is the activity's **potential for expansion and replication**?
 5. **How could the award be used** to expand, replicate or promote this work?

The Board of Trustees of The Atkinson Charitable Foundation will make the final decision, assisted by representatives from Ruth Atkinson Hindmarsh's family as well as experts in child welfare.

Nominations must be received by: **April 8, 2005**. While many organizations will deserve the award, only one will be selected. The winning organization will be notified by the end of June, 2005.

Previous award recipients:

- 2004 Yorktown Child & Family Services, Toronto
- 2003 The Gatehouse, Toronto
- 2002 Massey Centre for Women, Toronto
- 2001 Youth Assisting Youth, Toronto
- 2000 Family Enrichment Program, North Bay
- 1999 Ryerson Community School, Toronto
- 1998 Native Child & Family Services, Toronto

