

Sponsorship Package



VHA Playdate

Special Play for Special Needs

VHA Home
HealthCare
Creating More Independence



“At VHA Playdate, I feel comfortable because it is professional and safe. The staff are friendly and accepting of my child.”

- Parent of VHA Playdate participant

What is VHA Playdate?

Co-designed with parents of children with medical complexities, VHA Playdate gives kids who are medically fragile a rare chance to have a blast with other kids who are just like them! VHA Playdate is like no other program in that it is:

- **Fully supported by a skilled team of healthcare professionals** including a paediatric occupational therapist, paediatric nurses and personal support workers who receive special education to participate in the program.
- **A chance for kids to engage in play as fully as possible** despite significant developmental delays. The program provides on-site nursing interventions that enable safe participation including tube feedings, medication, seizure management, suctioning and oxygen therapy.
- **A rare opportunity for parents and caregivers** – who often have little to no time to themselves – **to relax** and have peace of mind in knowing their children will be safe while participating in the program.
- **Free to all participants.** This is especially important to financially strapped families who often find the cost of such specialized programming prohibitive, even with partial subsidies.

VHA Playdate was featured on [CTV News](#) during our pilot session in Fall 2016. Since then, it has gained attention from parents of VHA clients and we have a waitlist for future playdates since each session only accommodates 15 children.

While VHA donates the administrative support needed to sustain this program, **we are looking for a longer-term partner** to continue our strategic mandate to support children with medical complexities and help ensure these children get this unique chance to socialize, play and enjoy a weekend afternoon of sheer fun.

Despite the program’s overwhelming success, **we continue to seek out long-term funding** to keep this important initiative going.

How can you help?

Become a long-term funding partner! Call 416-482-8783 or email stedesco@vha.ca

RAISING KIDS WITH COMPLEX MEDICAL NEEDS CAN BE DIFFICULT.

Some of the challenges include *balancing work and care needs, booking time off for appointments and the costs associated with typical respite care* or making hospital visits, hospital parking fees, etc.

This is why VHA is committed to always keeping the program free of charge.

VHA Playdate provides one-on-one care services from healthcare professionals.

Typical respite programs do not always meet the nursing needs of children with medical complexities. VHA Playdate is specifically designed for children who are medically fragile and technology dependent. Parents feel their children are safe and are able to participate as fully as possible in play while they are gone.

It provides a safe space for children with complex medical needs to socialize.

Children with complex medical needs can sometimes feel isolated at school. VHA Playdate focuses on group-based activities such as parachute play or obstacle courses because these kids respond with delight when other children are present. Bringing these children together for a playdate is different than being at home or school because it's all about fun!



Why Sponsor?

With your help, we can afford:

- Staff to help the kids play, ensure their safety and to give parents peace of mind (each child has support from a Personal Support Worker throughout the day, an Occupational Therapist who leads activities and three nurses who are on hand in case of a medical event).
- Rental of a fully accessible space to play in.
- Specialists in music therapy, art activities.
- Special guests to provide unique experiences.
- Art and music supplies for various activities.

As a sponsor, you will receive:

- Corporate recognition and link prominently featured on VHA's website home page (www.vha.ca) and on the VHA Playdate page (www.vha.ca/playdate). As well as corporate recognition in VHA marketing and communications materials such as: VHA's Annual Report, promotional postcards, media releases, Facebook and Twitter.
- A "Playdate Program Sponsor" graphic to use on your own website or other promotional materials.
- A tax deductible receipt.

Contact
Sandra Tedesco,
VHA's Client Services
Regional Manager, at
stedesco@vha.ca or
416-482-8783 to learn
more about sponsoring
VHA Playdate.

The Cost of VHA Playdate

While the benefits for the kids and parents are priceless, the VHA Playdate program requires people power and financial resources to run.

It starts with a home visit to meet each child and family, discuss the goals and possibilities of the program and assess each child's unique developmental and medical needs. This results in appropriate play and support for each child and also helps families develop positive relationships with our team. Up to now, the program has been limited to VHA clients. But with ongoing investment, we hope to expand the service to all kids in the GTA who qualify.

The approximate cost breakdown per six-week VHA Playdate session is:

- Facility rental: \$5,500
- OT facilitator fees: \$2,400
- Nurse fees: \$3,840
- PSW fees: \$9,120
- Activity fees: \$200
- Special guests: \$1,200
- Refreshments and snacks: \$60

Thus, the individualized care, fees for supplies, staff, entertainment, refreshments and rental costs add up to about **\$1,500 per child for each six-week session.**

“The need for respite for caregivers is *so important*, and the cost of this program is such a *small price to pay* for what the children and their parents get out of it.”

Carol Annett

President and CEO
VHA Home HealthCare

About VHA Home HealthCare

VHA Home HealthCare (VHA) is a not-for-profit, charitable organization that provides healthcare services to people of all ages and cultural backgrounds to create possibilities for more independence.

Children with medical complexities are a priority population for our organization as part of our 2015-2020 strategic plan. VHA Playdate is an initiative that evolved from this strategic planning.

VHA is proudly accredited with Exemplary Standing by Accreditation Canada. It is also an anchor agency of the United Way Toronto and York Region and a Registered Nurses' Association of Ontario Best Practice Spotlight Organization.





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