



[aiim • SickKids Foundation]

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AIIM helps The SickKids Foundation do more everyday by ...

Understand

SickKids Foundation has a mandate. Over the next 5 years, the SickKids Foundation plans to double community and corporate charitable donations to allow to them to fulfill their program goals of investing in patient care and research.

Evaluate

AIIM worked with the SickKids Foundation to assess how they could be helped to meet their corporate mandate. Their current process for building marketing campaigns was lengthy, cumbersome and labour intensive. With so many constituents in their supply chain; creative agencies, design studio's, photographers, commercial printers and fulfillment houses, it was taking several weeks to execute a marketing campaign. The SickKids Foundation needed a solution that would help them manage the increase in marketing activity while containing internal budgets.



The Hospital for Sick Children Foundation is the largest non-governmental granting agency in child health in Canada. Established in 1972, SickKids Foundation has granted over \$300 million to The Hospital for Sick Children and over \$60 million to researchers across the country. SickKids Foundation's mission is to inspire communities to invest in medical and scientific advances to improve the lives of children and their families in Canada and around the world. Contributions have been invested in outstanding patient care, research and education. Their vision: Healthier children. A better world.

Print savings
of 15-20%

Agency fee savings
of 25-35%

Reduction in logistics
costs

Marketing activity
up 20-40%

Manage

AIIM's solution for the SickKids Foundation included **aiim•PRINT**, **aiim•DIRECTMAIL** integrated with the **aiim•CONNECT** web to print portal in order to create efficiencies in the charity's print and direct marketing programs. As part of the ongoing relationship, AIIM conducts regular performance checks with the SickKids Foundation to ensure the solution is helping them focus on reaching their 5 year goal.

Measure

- Achieved 15-25% savings on total print spending in addition to consolidation of suppliers
- Additional 25-35% savings on creative design through the reduction of third-party agency fees
- An overall reduction in warehousing costs, inventory levels and courier costs
- Increase marketing activity in the early stages of adoption by 10% with an intention to reach between 20-40% as the program matures
- SickKids Foundation employees now spend less time on non-value added activities and use that valuable time to focus strategically on marketing to improve charitable donations

