



CIBC employees in London, England rally together on the live trading floor to raise money for children's charities.

CIBC MIRACLE DAY CONTINUES ITS PLEDGE TO SUPPORT CHILDREN'S CHARITIES

Today employees and advisors donate their fees and commissions to organizations that support kids in our communities

FOR THE KIDS WHO TAKE PART IN the HEROS program, small achievements add up to a lot. Since 2000, HEROS (or Hockey Education Reaching Out Society) has been helping vulnerable young people take to the ice and do things they never thought possible. "We tell them, 'It's okay to fall, as long as you get right back up,'" says Norm Flynn, founder and president of HEROS. "It's a metaphor for life."

HEROS is a volunteer-driven charity that uses hockey to teach life skills and empower marginalized youth. The program runs in nine cities across Canada and has helped almost 10,000 young people over the years. Many of the kids face barriers and may not have the same opportunities as their peers, Mr. Flynn says. HEROS is one of the recipient charities that benefits from CIBC Miracle Day, which occurs on the first Wednesday of every December.

CIBC traders and CIBC Wood Gundy investment advisors donate their fees and commissions to support children's charities across Canada and around the globe. "CIBC Miracle Day is unique because we don't ask for donations from clients or the public," says Harry Culham, senior executive vice-president and group head of capital markets at CIBC and executive champion for Miracle Day. "By trading with us, the fees and commissions go directly to help children build a better future." CIBC Miracle Day has been an employee-driven tradition for 34 years, says Mr. Culham, raising over \$95-million in Canada and \$246-million globally since it began in 1984. "We know from experience that it only takes one person to make a difference and that great things happen when we rally around a common purpose," he adds. Mr. Flynn says CIBC has been supporting HEROS since the organization's founding, and the funds from the day go "a mile wide and a mile deep." He adds: "They don't just donate, they invest in the community."

This year's event will take place on Dec. 5, on trading floors and in offices in Toronto, New York, Vancouver, Calgary, Montreal, Halifax, London, Hong Kong and, new for 2018, Chicago. CIBC traders and advisors will be joined by clients, volunteers, celebrities and kids from recipient charities like HEROS, Power to Be and Holland Bloorview Kids Rehabilitation Hospital. Toronto's Holland Bloorview is Canada's largest pediatric rehabilitation hospital, working with kids with disabilities like cerebral palsy, autism and spina bifida. The hospital offers everything from physio, occupational and speech therapies to emotional and financial support for families. "We help over 8,000 kids a year reach their full potential," says Sandra Hawken, president and CEO of



Big smiles from kids and parents on the trading floor.



CFL legends Michael 'Pinball' Clemons and Chad Owens make Holland Bloorview Ambassador Liam feel special during CIBC Miracle Day.



TV Host Scott McGillivray helps make live trades with clients as part of CIBC Miracle Day.



Rachel McAdams takes calls from clients on the CIBC trading floor to raise millions for children's charities on CIBC Miracle Day.

We couldn't do what we do without CIBC and the proceeds from Miracle Day.

Sandra Hawken
President and CEO of the Holland Bloorview Foundation

the Holland Bloorview Foundation. "A lot of parents say that when their children are at Holland Bloorview, they feel seen. They're not treated as unusual for having a disability, but are celebrated for all the things that make them unique and special." "We couldn't do what we do without CIBC and the proceeds from Miracle Day," Ms. Hawken says. "It makes an impact on the lives of kids with disabilities, on the research that we're doing to help kids here in Toronto and across the country." Ms. Hawken says one of the most exciting parts of Miracle Day is getting the Holland Bloorview kids involved in the festivities. "A boy that participated last year, Liam, who has autism, still talks about last year's Miracle Day and how he got to wear a suit and talk to the bankers," she says. "He was so excited to speak on stage. That might seem like a small piece of it, but here's a child who just a few years ago was afraid to speak to anyone. He's since then gone on to do much more public speaking, and that CIBC Miracle Day opportunity really unlocked so much for him." Tim Cormode is executive director of Power to Be, a non-profit organization based in Vancouver and Victoria that provides outdoor education programs for kids and young adults living with a disability.