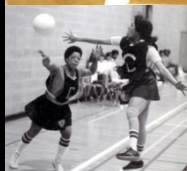


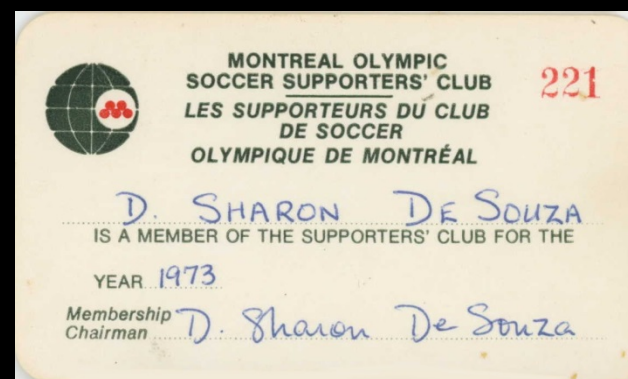


**The Sian Bradwell Fund**  
**For Children With Cancer**  
**McMaster Children's Hospital**  
**Montreal Children's Hospital**  
**Sick Kids (Hospital For Sick Children)**



Sharon Bradwell joined RBC in 1974, after graduating with degrees in Science from McGill University and Commerce from Loyola College, which at the time was affiliated with the Université de Montréal. Starting in the Systems & Technology (S&T) department in Place Ville Marie as a cost analyst, it was quickly discovered that Sharon was a football (soccer) fan and former soccer reporter for the Loyola News, so was 'drafted' by the S&T soccer players in the department -- including Jim Holland, Mike Diamond and John Truman. Sharon also played netball with John's wife Jan -- to become the RBC team secretary.

In 1976, Sharon joined the Operations & Systems Softball League, which was comprised of IT employees. That same year, she met her future husband, Ken, a young Englishman (who worked in the Investments department of the Bank of Nova Scotia) while the RBC soccer team was playing a friendly game against Scotiabank in Toronto. They were married in 1979.





Their daughter Sîan was born in 1984, and at the age of 5 months, Sharon found a lump on her foot, which was diagnosed at the Montreal Children's Hospital as being a very rare but malignant form of cancer, primitive neuroectodermal tumour (PNET).



Doctors thought it started in Sîan's pancreas and spread through her bloodstream. She underwent treatment – chemotherapy, radiation and surgery for 11 months before her death at the age of 17 months in 1986.



Ken and Sharon founded the [Sîan Bradwell Fund For Children With Cancer](http://sianbradwell.com/sian-bradwells-story/) as a way of keeping Sîan's name alive and helping other children. Staff in the Systems & Technology group were very supportive of their fundraising efforts, helping to organise many fundraising events, including the Sîan Bradwell Softball Tournament, which is now the longest-running community-based fundraiser for the Montreal Children's Hospital.



Thanks to volunteers in Quebec and Ontario, the Fund supports the Montreal Children's Hospital, SickKids Hospital in Toronto and McMaster Children's, and also the Juravinski Cancer Centre in Hamilton. Over \$1,800,000 has been donated in Sîan's name. Sîan's story can be found at:

<http://sianbradwell.com/sian-bradwells-story/>

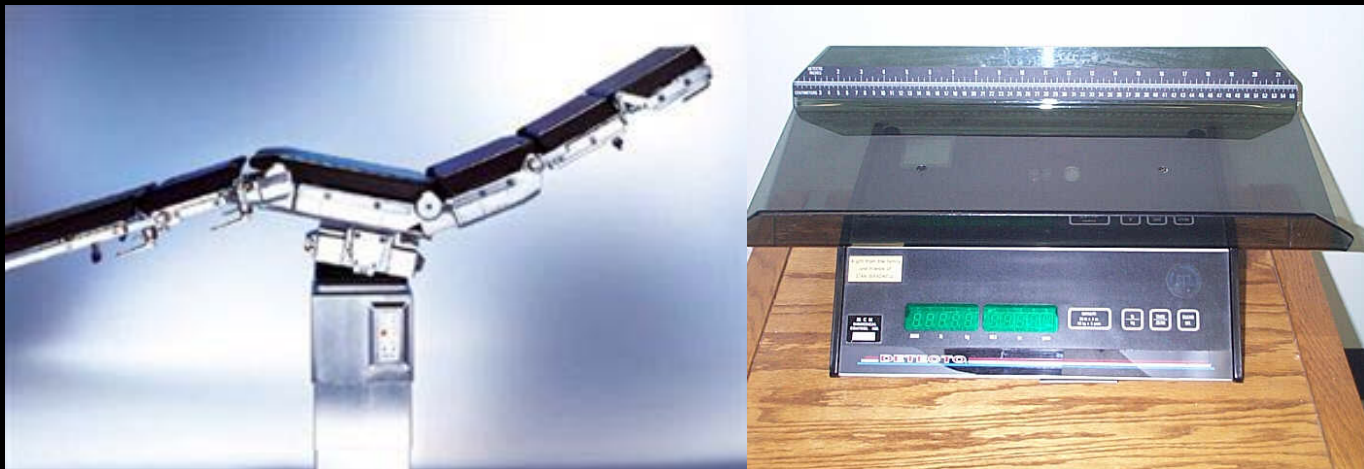






## Some of the items purchased for the hospitals include:

- ♥ Diagnostic Microscope For Pathology (\$55,000)
- ♥ physiological monitors (\$20,000 each)
- ♥ transplant monitors (\$15,000 each)
- ♥ Microwave tissue processor (cost: \$40,000)
- ♥ cell counter (\$115,000)
- ♥ Alphamaquet operating table (\$90,000)
- ♥ Cavitron (ultrasonic aspirator) (\$135,000)
- ♥ 2 surgical tables (\$50,000 each)
- ♥ Infant weighing scales (\$3,000)
- ♥ Wigs for children who have lost their hair
- ♥ Special gel mattresses for patients in the terminal phases
- ♥ Wheelchairs, pain control pumps, C.A.D.D. pumps
- ♥ ... and many other pieces of equipment





In July 1992, Sharon was featured in an article in the Bank's internal publication, Interest magazine, which helped promote efforts on behalf of the Montreal Children's Hospital. Over the next year, Sharon designed the SIAN softball logo, with input from friends Rob Rodford and Leeanne Barber of the Technical Reference Centre in PVM. The star logo was designed several years later, in 2000, after the establishment of the Sian Bradwell-West Island Lakers Basketball All-Star Weekend.

**T**HE DREAM IS ALIVE for Sharon Bradwell, business systems analyst in Finance & Administrative Systems, Montreal head office. She devotes six to nine months every year to organizing the Sian Bradwell Softball Tournament—which last year raised \$10,000 for the cancer ward at Montreal Children's Hospital. A similar tournament is scheduled for Toronto to benefit the Hospital for Sick Children. This has been Bradwell's way of remembering her daughter Sian, who died of cancer six years ago at the age of 17 months. "I want Sian to be proud of me," says Bradwell... **PASSING ON PASS-BOOKS** is what a senior client did when Sharon Mason transferred from the Ridgetown, Ont., branch to the London City Centre branch. Having handled all banking for seniors living in The Village, a home for the elderly, Mason was presented with numerous "antique" passbooks, some dating back to the 1870s... **PEARL OF BANKING** was the honor won by Alecia Lake, a Royal banker at the Basseterre branch in St. Kitts when the local Red Cross Society held a talent and beauty contest for its Golden Jubilee. Lake beat out contestants from Barclays, Scotia Bank, National Bank and Development Bank... **HELPING A KID BE A KID** is the theme of a tripartite race-relay telephone for disabled kids in Hamilton. More than 70 Royal bankers handle phones and tablet pledges in the annual event which has raised one million to date. **SPECIAL PEOPLE** staged this year's Canadian Special Olympics, held in Saskatoon, Sask. Nearly 50 Royal bankers were among them, handling all the on-site merchandising for the event... **BIG BROTHERS OF YORK** got a big boost from Montreal—over 5000



Sharon Bradwell: Organizes charitable softball tournament in memory of daughter Sian

#### Royal Bank Volunteers

##### From F&AS...

Mary Muscatello  
Bob Dandridge  
Joe Nicastro  
Vito Moroneschi  
Marina Testa  
Mirna Spadaro  
Bill Rodriguez  
Marco Lucidi  
Claudio Trissolano  
John Knappling  
Laura Brevet

##### From C&FP...

Louise Lacoste  
Nancy Teyssier

##### Also...

Many others from local West Island branches

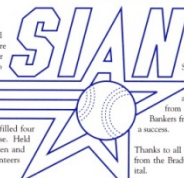
#### F&AS'ers part of Successful Fundraiser

BY SHARON BRADWELL  
With Barbara Pickfield

The sixth annual Sian Bradwell Charity Softball Tournament, held earlier this year, raised more than \$17,000. Added to the money raised over the last five years, this brings the total to \$100,000 donated to the cancer ward of the Montreal Children's Hospital.

The tournament was started in 1989 with eight teams and two ball parks. This year, 28 teams filled four parks for a weekend of fun — teamwork for a good cause. Held in honour of Sian Bradwell, daughter of organizers Ken and Sharon Bradwell, the event involves teams and volunteers from many communities.

Royal Bank contributions include support from Bob Suderland, Vice Chair and Robert Thomas, V.P. Control & Financial Planning. "It's marvelous," according to Bob Suderland. "The community spirit and the involvement from all the branches is just tremendous. The games are so exciting and competitive and everything is for such a extremely worthy cause."



Since 1989, people have been willing to support the cause in memory of Sian Bradwell who died of leukemia at 17 months of age. Many volunteers from West Island branches joined with Royal Bankers from F&AS and C&FP to make the event a success.

Thanks to all who gave their time, effort and resources from the branches and the Montreal Children's Hospital.



#### WHAT WORKS...

Promotions, business builders, morale boosters and good deeds



Sharon Bradwell: Organizes charitable softball tournament in memory of daughter Sian

Scarsborough, Ont., thanked customers for taking part in an Easter food drive for local needy families. Labour sandwiches were given to the West Scarborough Neighbourhood Community Centre... **TOMMY'S VALENTINE** in Montreal's Main branch—inspired by Chairman Allan Taylor's "Words of Faith" speech—took the form of a huge heart signed by more than 200 people in the Valley, B.C. area. The message—written in French—said, "Let's keep our Royal Family together" "Mamma's response" A giant valent with messages written in English... **"CITATION ROSE"** was the award bestowed on staff at Valley, B.C. branch for radio station crew very for strong community dedication. Chocolates and flowers were delivered for the branch's countless good deeds... **CHIVALRY WALKS** DEAD when Fred Shurman, manager of Independent Business, North Okanagan Area, B.C., came to the rescue of a stranded visitor from California at Vancouver Airport. Shurman showed her to the bus station, found her a place to stay in Vernon, and generally turned out very for the branch and the bank. He even received a thank-you letter from the mayor of Modesto, California, the visitor's home town... **A GOOD WORK-OUT** was held by all when Royal bankers in the Channel Islands lost out a prize team 10-1 at the Nicolas state games in a football match. The Royal Bank team is part of the First & Young League which consists of 4 teams, ranging from accountants to printers... **A CHALLENGING RUN** is what four Montreal local after Royal bankers bond in the Privacy Cause Challenge when corporate trainers ran a relay race through Montreal's Old Port area to raise funds for same, a foundation that trains guide dogs. Royal Bank's team of Anne Leclerc, Sherif Bowers, Justin Bous and Anne Dupont took on close to 100 other corporate challengers.

Submitted by our readers.

If you know "What Works," write to: The Editor Interest

1 Place Ville-Marie, 7th Floor West Montreal, Quebec H3C 2A9

JULY 1992 9





RBC's support of the Sian Bradwell Fund through the use of facilities, donations and volunteers was recognised in 1993 through the presentation of a plaque to the Corporate Secretary, Jane Lawson (front row, 4<sup>th</sup> from left), seen here with staff from the S&T and Finance departments:



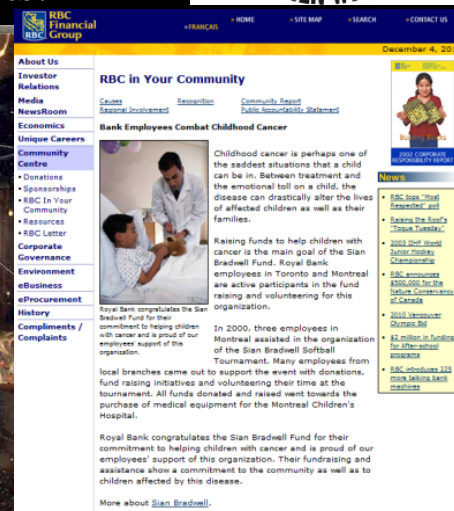
RBC Boardroom, 1 Place Ville Marie – 40<sup>th</sup> floor

Front row:

Janice Berg, Nia Morfonnios, Diane, Jane Lawson (RBC Corporate Secretary), Bob Dandridge, Sharon Bradwell, Mary Mucciacciaro, Laura Brunet, Brenda Lafontaine

Back row:

Michael Conway (VP Finance), Bob Hurtubise, Joe Nicassio, Steve Richardson (Manager, Corporate Donations), Mirella Spadafora, Claudio Trivisono, Marisa Testa, Julie D'Antonio, Michelina De Pippo





Work transfers brought Ken and Sharon to Ontario in 1997. By this time, Sharon was working in the Finance department as a database administrator.

In 2000, while consulting the Marketing department about a pamphlet for sponsors of the Sîan Bradwell Softball Tournament, Sharon met the artist responsible for designing a new version of the RBC logo, Ross Gibson. Sharon explained that in the Sîan softball logo, the letters of Sîan's name and the star lean to the right – the direction in which we read -- to indicate forward motion and thinking. Sharon suggested that the RBC Leo should face the opposite direction to represent the Bank as a forward thinking corporation. A few months later, the forward-facing Leo was unveiled.



### Our Logo



#### 2001 - Present

In 2001, Royal Bank created a new master brand to further exemplify its evolution from a bank to a diversified financial services company. The new brand name "RBC Financial Group" (shortened to "RBC" in 2007) captured the diversity of its businesses.

With this new master brand name, the company introduced a new logo that continues to pay homage to tradition and honours its strong Canadian roots by retaining the traditional lion and globe. With a simplified design and brighter colours, the new logo design optimistically faces the future.







As a way of building team co-operation between the various Finance departments reporting to Head Office Finance, Sharon approached SVP John Merriam in 2000 with the idea of holding a golf tournament. The proposal was received enthusiastically, and staff who participated were given a day off to attend.



In 2004, after a year working as the manager of business continuity planning for Head Office Finance, Sharon moved to the Enterprise Business Continuity group, from which she retired at the end of 2009, after a 35-year career at RBC.



**Sharon Bradwell**  
Manager, Business Continuity Planning

**Royal Bank of Canada**  
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Tel.: 416-955-5689  
Fax: 416-955-7888







How does one keep up the friendships built over a lifetime?  
By staying in touch whenever possible and participating in activities together once in a while!



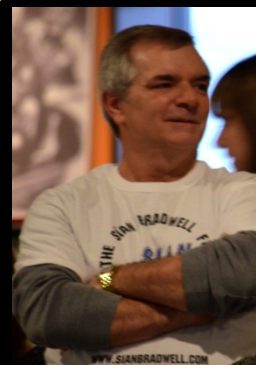
The Breakfast Club – Montreal



RBC Royals – Montreal  
(Sîan Bradwell Softball Tournament)



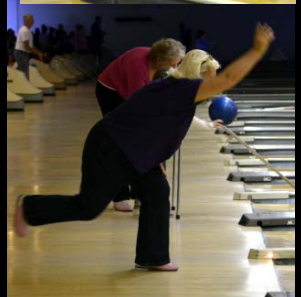
In 2010, Sharon and long-time friend Dave Baxter started an afternoon of bowling at Laurentian Lanes in Montreal, and since that time, the event has grown into a bowling and dinner get-together which is also a fundraiser for the Montreal Children's Hospital. The event takes place annually on the last weekend of January.





## StrikeOut Cancer! Family Bowling - Burlington

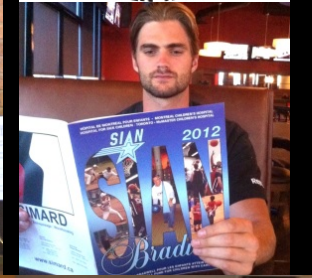
In 2011, and with the support of staff from the RBC Brant & Upper Middle branch, a similar family bowling day (“StrikeOut Cancer! Family Bowling Day”) was started in Burlington as a fundraiser for McMaster Children’s Hospital and Juravinski Cancer Centre. This event is now organised by RBC Wealth Management in Burlington.







The event is supported by the Hamilton Tiger-Cats Football Club (and in the past, the Toronto Argonauts Football Club through the ambassador of the Sian Bradwell Fund, Mike Bradwell. Mike is now retired from professional football.)





RBC staff participation in the Family Bowling day earns the Sîan Bradwell Fund a grant for the participation of staff,







## RBC Dominion Securities staff – October, 2016



From 2019 onwards, bowling day is being organised by RBC Dominion Securities staff.





# *How can you help?*



- *Participate in our events and invite your family to support you!*
- *Volunteer your time. We need organisers, cashiers, photographers ... a few hours of your time means a lot to us.*
- *Make a donation. This can be done at any time and you will receive an income tax receipt within a few minutes for online donations.*
- *Donations can also be made via RBC Charity Trust, even though the Sian Bradwell Fund is NOT a member organisation of the United Way :*
  - *McMaster Children's Hospital:* United Way business number: 13115-9543-RR0001
  - *Montreal Children's Hospital:* United Way business number: 11892-1543-RR0001
  - *Sick Kids Hospital:* United Way business number: 10749-2928-RR0001
- *Collect or donate a door prize. We can use just about anything!*





*On behalf of young cancer patients ...*

*... and their families ...*

*... we thank you for supporting our efforts.*



*For further details, please visit our web site:*

*[www.sianbradwell.com](http://www.sianbradwell.com)*

