

GIVING

SPONSORED BY CIBC WOOD GUNDY

CIBC Miracle Day bringing local support to children in need

DENISE DEVEAU
Postmedia Content Works

As is now tradition, CIBC Wood Gundy steps up each year to raise funds for children's charities across the globe. Despite all that has changed in 2020, this year was no exception as the annual CIBC Miracle Day took place in the spirit of giving.

"As a leading wealth management firm in the region, we're very proud to be leaders in giving back to the communities where we work and live," says Brian Mills, first vice-president and district branch manager in London.

While it's the first year that CIBC Miracle Day was held virtually, it didn't stop the momentum of a proud tradition that started in 1984.

Since its inception, Miracle Day has been held on the first Wednesday in December in locations around the world. Every Miracle Day, members of CIBC Capital Markets and CIBC Wood Gundy Investment Advisors donate their fees and commissions to help kids in need. "It's a very big event for all

"We serve 49,000 children in any given year,"

SARA STEERS, director of philanthropy for London Children's Health Foundation

of us to be able to give back to the local communities we serve," Mills says.

This year, in place of the traditional kickoff event in Toronto, Canadian athletes Michael "Pinball" Clemons and Mitch Marner joined a host of international stars like Mark Wahlberg to lend their online best wishes and support.

Since Miracle Day was launched, the annual event has raised more than \$260 million globally. "Over the last three years we have supported 66 different charities and since 2004 we have donated more than \$2.3 million locally to improve the lives of children," Mills



Every Miracle Day, members of CIBC Capital Markets and CIBC Wood Gundy Investment Advisors donate their fees and commissions to help kids in need. -SUPPLIED

reports.

Last year, CIBC Wood Gundy London donated a record-breaking \$365,700 to local children's charities. Among them was the London Children's Health Foundation, which directs its allotted Miracle Day contributions to the Children's Hospital and the Thames Valley Children's Centre, a rehabilitation centre for children with physical and communications disorders.

"We serve 49,000 children in any given year," says Sara Steers, director of philanthropy for London Children's Health Foundation, who adds that it has received upwards of \$160,000 over the past

three years from the event. "Miracle Day is an incredibly important event for our organization and children in our community. Very few people realize the extent of the support provided by CIBC Wood Gundy. It's an amazing and unique corporate initiative, and we are honoured to be counted among the recipients."

Steers adds that clients of CIBC Wood Gundy are also an integral part of Miracle Day's success, and in turn positively influence children's lives. "By working with their advisors, they are helping us meet the needs of so many children in their own communities. The im-

portant part of that support is tremendous."

Brian Mills is the District Branch Manager with CIBC Wood Gundy in London, Ontario. The views of Brian Mills do not necessarily reflect those of CIBC World Markets Inc.

CIBC Private Wealth Management consists of services provided by CIBC and certain of its subsidiaries, including CIBC Wood Gundy, a division of CIBC World Markets Inc. "CIBC Private Wealth Management" is a registered trademark of CIBC, used under license. "Wood Gundy" is a registered trademark of CIBC World Markets Inc.

THIS STORY WAS CREATED BY CONTENT WORKS, POSTMEDIA'S COMMERCIAL CONTENT DIVISION, ON BEHALF OF CIBC WOOD GUNDY.

Find the perfect gift for **TRUCK LOVERS.**

Get inspired with Driving.ca's gift guide filled with ideas to get engines racing.

Visit Driving.ca/TruckGift today!

Follow us at [f](https://www.facebook.com/drivingdotca) [i](https://www.instagram.com/drivingdotca) @drivingdotca and [@](https://www.instagram.com/drivingca) @drivingca

Driving.ca