



**100 women in  
hedge funds™**

### **Designate Trades to Go to Big Brothers Big Sisters on Miracle Day, Wednesday, December 1**

Miracle Day is December 1. On that day, CIBC generously donates all of its commissions to children's charities. If your firm trades through CIBC that day, you have the power to delegate the donation to Big Brothers Big Sisters. As 100 Women in Hedge Funds' Gala beneficiary in 2004, we have the opportunity to leverage our contribution through this program.

That verbal designation is all it takes to send funding to our programs for children. It costs you nothing.

***You can make even more of a difference if you forward this to your friends.***

#### **About Big Brothers Big Sisters ([www.bbbsa.org](http://www.bbbsa.org))**

Founded in 1904, BBBS is celebrating its one hundredth year of mentoring. There are more than a *quarter-million* Big Brothers Big Sister relationships, and the organization serves more than 5,000 communities. In keeping with the goal of being impactful and mindful of the results of collective efforts, the organization is one of the leaders in the not for profit arena in actively measuring and quantifying its impact. National research has shown that the positive relationships between youth and their Big Brothers and Big Sisters have a direct, measurable, and lasting impact on children's lives. Children in Big Brothers Big Sisters are 46 percent less likely to start using drugs, and 27 percent less likely to start drinking; 52 percent less likely to skip a day of school and 33 percent less likely to engage in violent behavior.

#### **About Miracle Day [http://www.childrensmiracle.com/usa/usa\\_home.asp](http://www.childrensmiracle.com/usa/usa_home.asp)**

Each year, on the first Wednesday in December, CIBC 's employees and clients participate in a major fund raising effort on behalf of children's charities throughout the world. The fund raising campaign is known as Miracle Day.

On Miracle Day, we donate all of the fees, commissions and other monies raised to support children in need in our communities.

#### **Miracle Day objectives.**

For nearly two decades, Miracle Day has sought to raise the quality of life for children in the communities served by CIBC. It is a vivid demonstration of our dedication to preparing children for future success.

Through Miracle Day, and in partnership with our clients, we strive to build awareness of children's issues, particularly among members of the financial community. We also aim to encourage volunteerism and foster community involvement on the part of our employees.

#### **How it all began**

Miracle Day started in Canada in 1984 and was conceived by the late Timothy Miller, a manager in Toronto for Wood Gundy, which was acquired by CIBC in 1988. The program's goal was to raise money for children's charities during the holiday season. That first Miracle Day raised \$123,891. Since then, Miracle Day has raised nearly \$80 million for children's charities and has become an annual tradition in our offices around the world - all through the simple belief that, working together, we can make a difference in the lives of children.

Miracle Day is more than a one-day event - planning is continuous, and proceeds benefit children year-round. And it's more than a financial commitment. It's a unique, three-way partnership between CIBC, our clients, and the children's charities that are important to all of us.

We are deeply involved with the charities that we support. We encourage our employees to learn more about these organizations and to volunteer with them.