

# CORPORATE SOCIAL RESPONSIBILITY

Corporate Class Inc.

## B. Magazine

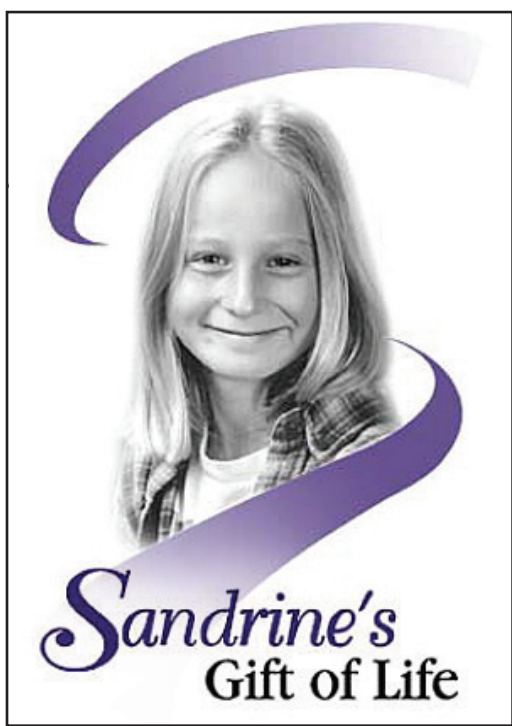
May 2009

Behind the Scenes

## ORGAN DONATION

### Sandrine's Story...

### A tale of devastation turned to hope



IN THE DECEMBER 2007 ISSUE OF B MAGAZINE WE FEATURED A BEHIND THE SCENES STORY ON CERTIFIED IMAGE AND ETIQUETTE CONSULTANT, DIANE CRAIG. MAY 26, 2009 MARKS THE 10TH ANNIVERSARY OF THE DEATH OF DIANE'S DAUGHTER, SANDRINE, FROM A TRAGIC SCHOOL BUS ACCIDENT. FOLLOWING IS SANDRINE'S STORY... A TALE OF DEVASTATION TURNED TO HOPE

**B Magazine:** Thank you Diane for allowing us to tell Sandrine's story to our readers. Please start by telling us a little bit about yourself.

**Diane:** I studied fashion design at the Académie des Hauts Couturiers Canadiens, then I worked as a Haute Couture Instructor for the Académie. After becoming President of Image International in 1993, I decided to expand the company's services. In 1995, I took a certificate course at the Washington School of Protocol and in 1999, I completed an Intercultural certificate program at the University of British Columbia.

**B Magazine:** In 1994, a series of tragic events started to occur. Would you mind sharing the story with B's readers?

**Diane:** After one year as President of Image International, things were moving along really well. My hard work and efforts were paying off. It was an exciting time. My husband's business, a financial planning firm, Craig & Taylor and Associates was also doing exceptionally well. Our son Kenny, 12 years old, had just been invited to join the Junior National Ski Jumping Team and our precious little girl, Sandrine, 7 years old, was busy with a flurry of activities and friends.

On October 31st, 1994, as I was getting the children ready to go out for Halloween, the phone rang and it was the doctor telling my husband, Shawn, that his biopsy from the previous week confirmed he had lung cancer. Shawn passed away February 23rd, 1995 at the age of 44. Dreams were shattered; our perfect little family was ripped apart and left grieving. Why us?

In 1996, my son Kenny moved to Calgary to join the National Ski Jumping Team. Sandrine and I learned to live as a twosome. We hung on to each other, every evening we cuddled on the sofa and read, except for the times I was away on business. I was out of town an average of once or twice a month.

On May 25th, 1999, while on a business trip in Toronto, my morning session was interrupted. There was an emergency call for me. What could be so pressing? Earlier that morning there had been a school bus accident; Sandrine had been injured and was now in the ICU of the Children's Hospital in Ottawa. The next day, Sandrine was pronounced brain dead. My precious, happy little girl was gone at the tender age of 11. By then, Kenny was at my side and it seemed like the whole world was crumbling right around us.

**B Magazine:** How did you cope?

**Diane:** Two ways: First my faith became stronger...I realized that I could plan and plan, but someone else was in charge. I trusted in God and prayed. He would protect us all, here on earth and in heaven, where Sandrine and her dad were now reunited.

Secondly, when Sandrine was declared brain dead, Kenny and I made the decision to donate her organs to save or enhance the lives of others. Immediately, our friends decided to launch a campaign on organ and tissue donation. We began campaigning for organ and tissue donation and embraced the cause wholeheartedly. Sandrine's gift of life helped 6 people: a 34 year old woman received her heart and lungs, two teenagers each received a kidney, an 8 month old baby received her liver and two elderly people each received the gift of sight.

**B Magazine:** Who inspired you through- out these tragedies?

**Diane:** I was inspired by the strong community support we received. It was overwhelming. I was inspired by a young man of 26, Eddie, so brave and so determined. He was waiting for a lung transplant that never arrived. You can read his story at [www.sandrinesgift.org](http://www.sandrinesgift.org). It is a story of hope and courage.

**B Magazine:** When did you get involved with Trillium Gift of Life Network as a volunteer?

**Diane:** In 2001 I was invited to join The Premier's Advisory Board by Premier Michael Harris. Trillium Gift of Life Network was created following a recommendation made by this Premier's Board. In 2006, I was invited to join the Board of TGLN by Premier McGuinty. My term was just renewed and I will remain on the Board until December 2010. Currently I chair the communication committee for TGLN.

**B Magazine:** It has been 10 years since Sandrine died. How are you coping today and what are your plans to mark her death?

**Diane:** Not a day goes by I don't think about Sandrine. On May 24th, we will hold a memorial service in Ottawa to mark the 10th anniversary of her passing. This memorial will help us remember Sandrine, raise awareness for organ and tissue donation and transplantation, and of course celebrate the 10th anniversary of Anna's life saving transplant. The speakers will be CEO of Trillium Gift of Life, Dr. Frank Markel, and the CEO of Canadian Blood Services, Dr. Graham Sher.

*This article has been edited and condensed*