

THE
SIMON KEITH
FOUNDATION
PRESENTS
Heart of Gold
G A L A & C O N C E R T

February 7, 2025

Re: The Simon Keith Foundation Heart of Gold Gala and Concert

Date: August 23, 2025

Location: Victoria Conference Centre – Victoria BC Canada

Dear Mayor Alto and City Councillors,

We are excited to announce that the first ever Canadian gala event hosted by The Simon Keith Foundation will be held in Victoria, British Columbia on August 23, 2025.

Simon is a Victoria raised former world class athlete who holds the distinction of being the first athlete to play professional sports after having undergone a heart transplant. At the time, Simon was living in Victoria and generated headlines around the world. In almost 40 years since receiving his first heart transplant, Simon remains the most well-known organ recipient in the world.

A Member of the Order of Canada, and multiple Sports Halls of Fame, Simon has spent the past decades as an advocate for improved organ donation and transplant systems around the world. His namesake Foundation has raised millions of dollars for kids and families in their desire to return to an active and healthy lifestyle after receiving an organ transplant.

The Simon Keith Foundation is both a Canadian Charity (operating under the name Donate Life Canada) and an American charitable foundation. All funds raised in Canada – including the funds raised in Victoria - will remain in Canada with Victoria kids and families taking priority as The Simon Keith Foundation continues to serve the organ donation and transplant world.

The Simon Keith Foundation has, among many other programs, financially supported every child in Canada who has a desire to participate in the Canadian Transplant Games. The Simon Keith Foundation also awards scholarships, including at the University of Victoria, for deserving young woman and men affected by organ donation.

The Simon Keith Foundation Heart of Gold Gala and Concert promises to be a world class production and a showcase event for 2025. The City of Victoria will be on full display to attending

SATURDAY . AUGUST 23 . 2025

VICTORIA CONFERENCE CENTER . VICTORIA BRITISH COLUMBIA

WWW.SIMONKEITH.COM/FOUNDATION | INFO@THESIMONKEITHFOUNDATION.COM

THE
SIMON KEITH
FOUNDATION

P R E S E N T S

Heart of Gold

G A L A & C O N C E R T

sponsors and celebrities and media from around the world will get a glimpse into the city that Simon has raved about while traveling the world.

The Executive Organizing Committee would like to respectfully ask the City of Victoria to consider an in-kind donation related to the rental of the Victoria Conference Centre.

Simon is looking forward to presenting the details of The Simon Keith Foundation Heart of Gold Gala and Concert to City Council on February 13, 2025.

More information regarding the event can be seen at www.simonkeith.com/foundation

SATURDAY . AUGUST 23 . 2025

VICTORIA CONFERENCE CENTER . VICTORIA BRITISH COLUMBIA

WWW.SIMONKEITH.COM/FOUNDATION | INFO@THESIMONKEITHFOUNDATION.COM