

THE
SIMON KEITH
FOUNDATION
PRESENTS

Heart of Gold

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

VICTORIA CONFERENCE CENTER . VICTORIA BC, CANADA

S A T U R D A Y . A U G U S T 2 3 . 2 0 2 5

About Simon

SIMON KEITH C.M. AND HIS ACHIEVEMENTS TRANSCEND SPORT.

Born in England and raised in Victoria BC, Simon was a world class athlete when, in 1986 at age 21, while a carded athlete playing at the Canadian National Soccer Training Center, was struck down with a mysterious virus. Most had Simon playing for Canada at the 1986 World Cup in Mexico, however fate intervened. Eventually receiving a heart transplant most thought Simon's career was over. However, despite incalculable odds, Simon returned to the game he loved. First at the University of Nevada Las Vegas (UNLV) and after his senior year Simon became the #1 draft pick into the professional leagues. Simon played 5 professional seasons with his transplanted heart with stops in Cleveland, London, Montreal, Victoria, and Winnipeg.

Simon remains the first and only heart transplant recipient to play professional soccer and one of two to play any professional sport post heart transplant. Truly, truly remarkable.

Today...Simon remains one of the longest living organ recipients on the planet and is the most well-known and famous organ recipient in history.

Simon is a successful entrepreneur who, in addition to his business interests, travels the world working with executives in scaling their companies. Simon is an expert in the world of organ donation and transplantation and consults around the world with medical systems who have a desire to grow their system.

Simon is also a world class, much in demand keynote speaker who

has spoken at, among others, the British & Canadian Parliaments and presented a keynote address at The Whitehouse.

See more at: www.simonkeith.com

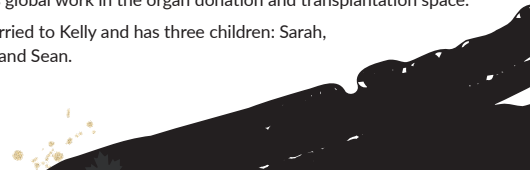
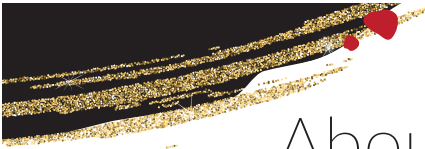
In 2012 he founded The Simon Keith Foundation, (www.thesimonkeithfoundation.com) a not-for-profit foundation dedicated to providing financial support to youths seeking a return to an active and healthy lifestyle after having an organ transplant. As of 2024 The SKF has raised and deployed millions in support of families and for organ donor awareness.

In 2015, he was named Canada's Humanitarian of the Year. In 2022, he was awarded one of Canada's highest civilian honors when he was named a Member of the Order of Canada. Simon also belongs to the Greater Victoria Sport Hall of Fame, the Southern Nevada Sports Hall of Fame, and the UNLV Athletics Hall of Fame.

He has shared his remarkable story on ESPN as featured in E60, in his book, Heart for the Game, and with audiences around the world. He has been featured in The Washington Post, Sports Illustrated, USA Today, FORBES, and in numerous other media outlets

Simon has been credited with DIRECTLY saving more than 1 million lives through his global work in the organ donation and transplantation space.

Keith is married to Kelly and has three children: Sarah, Samantha, and Sean.



IT HAS TO BE VICTORIA.

When we decided that we would stage the first ever Simon Keith Foundation Heart of Gold Gala and Concert, we knew it had to be in Victoria.

Victoria is the place where I was raised.

The place I learned about life, and sports.

And struggle. And community. And love.

Victoria
is home.

LETTER FROM SIMON

What started as a lighthearted conversation at Lake Cowichan where some friends and I thought we might be able to raise \$10K or \$20K to help a family or two has grown into a Foundation that has exceeded our collective vision. With your help, over the past 10+ years, The Simon Keith Foundation has raised millions of dollars. We have supported hundreds and hundreds of kids and families and have worked in and promoted organ donation and transplantation around the world. The impact that you have allowed us to have has been unprecedented.

It is an incredible honour and privilege for me to be home – in Victoria BC – where the very values that we have built the foundation upon were built and developed. My promise to you is that we will bring a world class show that will make Victoria proud as we celebrate The Simon Keith Foundation Heart of Gold Gala & Concert which will be taking place at the Victoria Conference Center on August 23, 2025!

I want to personally thank you for being part of this showcase. With your help, we know that this event will be a huge success and Victoria will be talking about it for years to come. It is our goal to raise enough money so that we can continue to deliver critical life changing support to more and more families who have experienced organ donation and transplantation in Canada and around the world.

I simply cannot express how grateful I am for you.

Sincerely,

SIMON KEITH, FOUNDER & CHAIRMAN



THE SIMON KEITH FOUNDATION

Founded in 2012, The Simon Keith Foundation provides financial support primarily to youths who have undergone a life-saving organ transplant who desire a return to an active and healthy lifestyle. In addition to helping people with their non-medical expenses, the Foundation strives to increase organ donor registration through public awareness campaigns.

To date, the Foundation has raised and deployed more than \$7 million US dollars (@10 MCDN) into changing kids' lives and promoting organ donor awareness.

A passion born from adversity; The Simon Keith Foundation has become the gold standard for post-transplant support in North America and around the world.

The *kids.* **THE PRIMARY FOCUS OF THE FOUNDATION**

CLICK HERE TO WATCH

Brock's Story



CLICK HERE TO WATCH

Emry's Story



CLICK HERE TO WATCH

Rowan's Story



The *advocacy.*

THE SIMON KEITH FOUNDATION AND SIMON PERSONALLY, TIRELESSLY ADVOCATES FOR IMPROVED ORGAN DONATION SYSTEMS



Simon Keith delivers the keynote address at The Whitehouse for President Obama's Organ Donation Summit.



Simon delivers keynote at the Sport for Peace Gala at the 2024 Paris Olympic Games. Simon also awarded the International Sport for Peace award.



Simon advocating for Transplant Patients in the United Kingdom.

Simon pictured with Dr Ali Abdul Kareem Al Obaidli, The Chairman of the United Arab Emirate Organ Donation and Transplant Committee.



Simon receives the Order of Canada for "his inspirational advocacy of organ donation and for his dedicated support for transplant recipients".

ORGAN TRANSPLANTS ARE BEAUTIFUL, COMPLICATED, SCARY, LIFESAIVING EVENTS. FOR KIDS, THE IMPACTS ARE EVER PRESENT.

When a child becomes ill - through no fault of their own - and the family has been delivered the devastating news that their child needs an organ transplant, the world stops.

Truly. Stops.

In a single moment, the families' priorities change. It is an all-hands-on-deck fire drill that lasts months, sometimes years. Doctors, hospitals, money, travel, bills, health, siblings, marriage. All put under enormous pressure while the collective team of the child works to save that precious life.

Simon Keith has an intimate understanding of this struggle. At just 19, and already a world class soccer player, Simon found himself at the center of this battle. His collective team included his family, his soccer teammates, his medical teams and most importantly the City of Victoria and its citizens.

Throughout this battle, Simon learned many important lessons. One of the most significant was what happens AFTER you have received the transplant. Once all the hoopla dies down. The community fundraisers are over. The health has stabilized, and people carry on with their own lives.

When the door to your house closes and you are all alone having to deal with this new life.





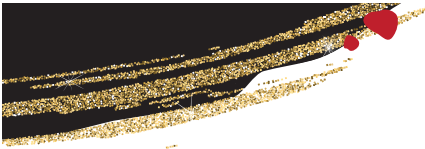
WHAT NOW?

The ever present "What Now" question rang like a raging fire inside of Simon. His success has been well documented as he is recognized as not only the first athlete to play professional sports after a heart transplant but a man who has become a worldwide expert and advocate for organ donation and transplantation. He has been credited with directly saving more than 1 million lives through his DIRECT work.

STILL THE FIRE BURNED.

Inside, Simon knew that what he experienced is what ALL kids who receive organ transplants face: **The unknown.**

He decided to change that.



For More Information, please contact

THE SIMON KEITH FOUNDATION
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www.SIMONKEITH.COM/FOUNDATION



Photos by: Steve Spatafore, Michael Roberts