

Cottage Dreams Celebrates its 5th Anniversary ~ 2003-2008

Winter 2007 Newsletter



A Gift of Time Away with Family.
Celebrating Cancer Recovery.

33A Pine Avenue, PO Box 1300
Haliburton, ON K0M 1S0
(705) 457-9100

info@cottagedreams.org

Charitable Registration # 888550100 RR 0001

THREE WAYS YOU CAN DONATE:

> The Ripple Effect



> Financial Donation



> Sponsor a Visit



"We are very grateful for the big hearts of the people who made this possible for us." *2007 Cottage Visitor*



What's New...



In 2003, we offered our first six families cottages in Muskoka, Haliburton, and Parry Sound; in 2007, we placed almost 170 families in cottages across Ontario. Cottage donors and community members from right across the province have helped create memories that will last a lifetime. As we near our fifth year of operation, we are proud to announce changes to the way the program will be coordinated in 2008. We will launch a new, highly interactive website in early 2008 as well as reset the program calendar to offer cottage visits from June 1, 2008 to October 17, 2008 inclusive. These changes will help keep administration and staffing costs down while maintaining the program excellence for which we are known. If you would like to be a part of this revised program schedule, please let us know. In particular, we are seeking donors for Sunday-to-Friday weeks in July and August, the times most often requested by applicant families.

Over the past few months we have said goodbye to three staff members who have either moved away or gone on maternity leave. We say goodbye to Barbara Irwin, Thomie Spielbergs, and Vicki Hoare, and thank them for the difference they've made for Cottage Dreams. The Cottage Dream Team now consists of:

Seana O'Neill, *Founder and President*
Hilary Elia, *Fundraising Coordinator*
Kristy Bourgeois, *Program Coordinator*
Brianna Elder,
Events/Marketing and Administration

soneill@cottagedreams.org
fundraising@cottagedreams.org
program.support@cottagedreams.org
Brianna.elder@cottagedreams.org

At a Glance...

We are thrilled to announce that Cottage Dreams' new **Ripple Effect** program was named one of **Canada's top 101 gifts to give this holiday season** by *Canadian Living* magazine. Please click on the cover pictured at right to create your own Ripple Effect e-greeting card. It is an easy and cottagey way to send someone a special card and make a donation on their behalf. It's also a great way to say thank you to your hosts!



CBC radio ONE The CBC Radio One program *Outfront* will feature a documentary on Cottage Dreams in early 2008.

Seana O'Neill has been asked to be one of 12 **tvo** Ontarians who will be profiled for a new TVO series called *Get Involved*. It will be featured on the network next spring.

A Very Special Evening...

A Fine Art auction featuring northern Canadian artists to benefit Cottage Dreams Cancer Recovery Initiative



We're hosting a silent and live fundraising auction on February 21, 2008 in Toronto, all in support of Cottage Dreams Cancer Recovery Initiative. The art is created by cottage-country artists or reflects northern subjects and will take you back to your beloved lake where lifelong memories are created.



Parkview BMW
On Leslie just North of Eglinton.



Where: The spectacular new Parkview BMW dealership, located at Leslie and Eglinton avenues.

When: Thursday, February 21, 2008

Preview begins at 6:00 p.m. Auction runs from 7:00 p.m. to 9:00 p.m. Tickets are \$50 each and include hors d'oeuvres and bar service.

For additional information and to purchase tickets, please click here.

Becoming a Corporate Partner

On average, www.cottagedreams.org receives 10,000 hits a week, making Cottage Dreams' website a great place from which to send your message to thousands of people interested in cottaging and cottage-related products. This year, we are proud to partner with the following companies:

Cottage Life magazine

For almost five years, our friends at *Cottage Life* have donated advertising, promotional items, editorial support, and staff volunteer hours to Cottage Dreams.



American Express

We launched a very successful program in Port Carling this summer that saw five per cent of all sales in and around Port Carling paid for with an American Express credit card donated to Cottage Dreams. The summerlong initiative raised \$25,000 for Cottage Dreams and significantly increased card usage for American Express.



The first annual **Cottage Dreams Cottage Classic** was held at the newest Clublink golf course, Wyndance, this past July and raised more than \$100,000. Thank you to all of our sponsors including everyone at American Express, as well as Honourary Chairman Patrick Brigham, the staff at Clublink, our amazing volunteers, and everyone who attended, or donated items and their valuable time. You made a true impact. Mark your calendars for July 7th, 2008 – we'll see you again at Wyndance!



We Check It Out

We Check It Out Ltd. is a membership-based property inspection and services provider, enabling year-round peace of mind. From August 2007 until August 2008, We Check It Out will donate a percentage from newly registered annual memberships sold at community events throughout cottage country to Cottage Dreams – up to \$25,000. Please visit www.wecheckitout.ca to purchase your membership and help Cottage Dreams place more families into cottages.



RBC Dominion Securities

RBC was the first corporate partner for our Ripple Effect program. We are currently seeking new partners to speak to those who love the great outdoors by advertising on this popular web page.



Century 21 Granite Realty Group

We're celebrating our second year of support from Haliburton-based Century 21 Granite Realty brokers and agents, who have donated on a per sale basis to Cottage Dreams.



Moose FM

Moose FM stations across cottage country have given support through way of on-air promotion and remote broadcasts.



McDonalds of Muskoka

Cottage Dreams was a charity of choice for their March to June 2007 coin box collection.



The Haliburton Quilt Guild

To date, more than \$14,000 has been raised by the Haliburton Quilt Guild. Sponsoring a quilt panel is a unique way to be part of Haliburton history and to support Cottage Dreams. The individual quilt panels will contain your name or that of your family or business. In addition, a short biography you submit will be included in a book to accompany the quilt, which will be displayed at the Agnes Jamieson Gallery in Minden, Ont. Visit www.cottagedreams.org for more information on this initiative.



"Thank you to Cottage Dreams, our sponsor, and the cottage owners. Last year at this time I was preparing for surgery. This year it has been such a pleasure to celebrate being well in such a relaxed and comfortable way."

2007 Cottage Visitor

"My family and I cannot put into words how much we appreciated all Cottage Dreams has done for us. You have allowed us a chance to just forget about "living with cancer" and gave us a week of being a normal family. I can never thank you enough for this wonderful gift."

2007 Cottage Visitor

"Thank you all for this opportunity to reconnect. We enjoyed birdwatching, Petroglyphs Provincial Park, canoeing, fishing, kayaking, rowing, swimming, barbecuing, stargazing, and feeding the ducks. To all involved with this cottage visit, your generosity makes all the difference."

2007 Cottage Visitor

"Cottage Dreams was a wonderful opportunity to escape from everyday life after the very challenging, physically demanding, and emotional year that followed a diagnosis of Inflammatory Breast Cancer. It gave me a gorgeous place next to the water to re-group, re-assess, and say thank you to a dear friend who was beside me at every step. Thank you all so much."

2007 Cottage Visitor

"It was a week to rekindle relations and create wonderful positive memories. It was also a time of thanks and relaxation after a very long and hard cancer journey. We came home refreshed and positive about the future. Thank you Cottage Dreams."

2007 Cottage Visitor



The staff, board of directors, and visitors would like to say thank you to our amazing volunteers, advisors, donors, and cottage owners. Their generosity allows us to make kids giggle and parents shine. Thank you all and warm **Season's Greetings** from all of us to all of you.

Seana O'Neill, *Founder and President*

Please forward this newsletter to your co-workers, family, and friends and consider donating to Cottage Dreams as a way to give a gift that truly makes a difference.

THREE WAYS YOU CAN DONATE:

> The Ripple Effect



> Financial Donation



> Sponsor a Visit

