



# Camp Quality Canada

## NATIONAL NEWSLETTER

Volume Number 04, Issue 1

### OUR NEW NEWSLETTER

Welcome to the inaugural edition of the Camp Quality E-Newsletter! Since our last edition, we have been working hard to change the layout and look of our bi-monthly newsletter and have put it in electronic format. Not only does this cut down on cost and number of paper copies printed, it also means quicker access to more people! You can pass it along to as many people as you like and it will never get ripped or wrinkled! If you know someone who would like to be on our mailing list, please contact [information@campquality.com](mailto:information@campquality.com).

### KW OPTIMIST CLUB

The Optimist Club of Kitchener-Waterloo recently presented a cheque to Camp Quality for \$5000 as a result of two events: Conquer the Canuck and The Horror Hill Run. Pictured here are Bill Vlaad (President, Camp Quality), Jeff (Camper) and Tony Martin (Race Director & Optimist Member).



### MISSION STATEMENT

Camp Quality Canada is a volunteer, charitable organization which improves the quality of life for children living with cancer through camps and year-round support programs.

### CAMP QUALITY NATIONAL NEWSLETTER

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### CAMP QUALITY NORTHWESTERN ONTARIO WINTER REUNION

What would camp be without sun, warmth, sailing, hiking, fishing and water skiing? It would be the First Annual Camp Quality of Northwestern Ontario Winter Reunion! The first of many such annual events took place February 6<sup>th</sup> and 7<sup>th</sup> in Thunder Bay at the Nor'Wester Resort Hotel. This fun-filled event was an occasion for campers, their families and volunteers (totalling 100 people!) to come together and enjoy some skiing, snowboarding, tubing, curling, golfing, as well as some relaxation, massages, pedicures and manicures. Families and volunteers arrived by car and plane, flights courtesy of regionally-based Bearskin Airlines, from Dryden, Atikokan, Fort Frances, Winnipeg and Thunder Bay.

The weekend ended with the Snowflake Ball including a magician, incredible fireworks, courtesy of some local businesses and, of course, the ever-popular karaoke. The reunion was enjoyed by one and all. Old friendships from camp were re-ignited and some new friendships were made. No matter what mother nature threw at us (-30 with windchill) the fun and laughter, along with many layers of clothing, kept the weekend full of warmth and magic for all.

Camp Quality would like to thank all of our friends and supporters who provided us with transportation, food, beverages, clothing and gifts of their time to help make this weekend one of a kind.

*(Submitted by Marc Butikofer, Assistant Camp Director, CQNWO)*



### OUR THANKS TO OUR SPONSORS:



## RIDE FOR RYAN

August is a time for change. The days begin to shorten; the air cools off at night . . .

For three weeks this August, a group of friends hope to create change for Camp Quality. They will be biking from Calgary, Alberta, to the Terry Fox monument in Thunder Bay, Ontario, in order to raise both awareness and funds for Camp Quality. They will challenge themselves physically and mentally over those three weeks in hopes that they may find something in themselves, too.

The ride is in honour of Ryan Adams, who passed away due to his own fight with cancer. Ryan was the kind of guy who could always make you smile. He never let anyone feel sorry for him because of his troubles, but remarkably was always supportive of his friends until the end. Ryan was also a very active person, who would have enjoyed a journey like this, himself.

The money raised by this trip will support three groups: The N.W.O. and Alberta camps, and the National Board. We hope that part of our fundraising will help open new camps. Hopefully we can help positively change lives of children with cancer all across Canada.

For more information, please contact [information@campquality.com](mailto:information@campquality.com).

*(Submitted by Jason Browne, Ride for Ryan Organizer)*

## CAMP QUALITY ALBERTA UPDATE

Camp Quality Alberta celebrated its 6<sup>th</sup> Winter Reunion this past January. Despite the cold week, the picture below shows the campers, companions and families who braved the weather to attend. Many activities were planned including a movie night, crafts, hockey, skating and an indoor campfire. This was the first Winter Reunion at our new location—Camp Kannawin on Sylvan Lake, Alberta, and the view across the lake was spectacular. Although some of our families were absent and we certainly missed them, we know we will be reunited at the summer camp in a few short months.

Plans are underway for The Central Alberta Optimists 2<sup>nd</sup> Annual Radiothon, in which Camp Quality Alberta will be participating. We are very encouraged and excited to be a part of this wonderful event that raises money for Pediatric Oncology Programs in the Central Alberta area.

Camp Quality Alberta is partnering with Camp Quality Northwestern Ontario and our National Board in a wonderful event that will surely increase awareness in both provinces. Ride for Ryan is a bike tour across the prairies starting in Calgary and ending in Thunder Bay this summer. A group of Ryan's dedicated friends are memorializing Ryan's life and love for children.

*(Submitted by Sheri & Mark Langen, CQAB)*



## CAMP QUALITY NORTHERN ONTARIO UPDATE

Camp Quality Northern Ontario is in the middle of fundraising events. The Espanola Lions Club is having the group from "Quality Times" come to Espanola to perform on May 15, 2004. Attendees are given the choice of either dinner and show or just show. The tickets are out and selling well. The Quality Times team is also gearing up for their annual concert in Cobalt. The International dinner at Cambrian College, to be held on April 15, 2004, is also gearing up! Our Public Relations Coordinator is busy with presentations on Manitoulin Island, Blezard Valley and other small communities in the Sudbury area. The Annual Ice Fishing Derby in Whitefish will be held on Saturday, March 6, 2004. Some of the COC members are on the committees to organize these events or participate in order to show their support since the funds are coming to the camp.

Our "Christmas Joy" went very well this year and the needy Camp Quality families appreciated the gift certificates and gifts. Thank you cards were received from some of the families that were very emotional and tell us that what we are doing is worthwhile.

*(Submitted by Lorraine O'Brien, Camp Director, CQNO)*

## OUR THANKS TO OUR SPONSORS:

Endorsed By  
Optimist International



CIBC World Markets  
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## FROM THE PRESIDENT'S DESK

What a smile and a little sunshine brings. Never is this truer than the end of February. And as Old Man Winter is beaten north



by the longer days of spring, the frozen Canadian soils prepare for another harvest of summer. With this sunshine comes another exciting camp year. The Camp Operating Committees have been busy squirreling away over the winter, preparing for the arrival of several hundred campers to the beaches and pool decks of our five camps—no hibernation for these teams! In addition to the fundraising, companion and program staff recruitment, the COCs were busy pulling camp logs together, planning and executing reunions and pretty much lining everything up for this summer's camps. With the highly anticipated spring, not only with the COC begin to feel the "heat" as the summer approaches, so too will our two National Facilitators (NF).

Angie Marshall continues to keep me and the rest of the board in line and in the flow as the Communication and Administration NF. New to the team, but not new to CQ, is Meagan Ross, the newly appointed Marketing and Training NF. Having spent several years at CQ Southern Ontario, Meagan has returned from a three week South American honeymoon, rolled up her sleeves and is aggressively planning several new initiatives. From huge multi-provincial biking tour fundraisers and a new annual dinner/ball fundraiser, to a five camp training program and the makings of our sixth camp, we have kept Ms. Ross' dance card filled for years to come. We welcome Meagan to her new role and we thank Angie and her family for their continued commitment. Most importantly, from the bottoms of our hearts, we thank all of the COC members for their endless energy, creativity and leadership. Your warmth is the sunshine of CQ and will bring endless smiles to the children and their families this summer once again.

To the roads ahead...

*(Submitted by Bill Vlaad, President, Camp Quality Canada)*

## CAMP QUALITY SOUTHERN ONTARIO WINTER REUNION

"To infinity and beyond!" Or should I say "To Camp Quality and beyond"! The weekend of February 7<sup>th</sup> marked the 2004 Winter Reunion for Camp Quality Southern Ontario, and the launch of the 2004 camp theme: SUPERHEROES!

We had a great turnout, with over 35 families attending the reunion, which was held in Niagara Falls. Whether they were enjoying rides, battling it out with the superheroes at Marvel Adventures, dining at the Rainforest Café and Planet Hollywood, or simply playing games and drinking hot chocolate with other campers and their families, great fun was had by all!

This weekend would not have happened if not for the support of donated time, money and services. So much happens behind the scenes, and for several months now, a dedicated and hard working team of individuals have been planning and organizing this weekend, and their hard work definitely paid off. Thank you to all of them.

A special thanks also needs to go out to the team at Mr. Lube, whose support helped make this weekend possible, and the generosity of many local groups and attractions in the Niagara area. Most of the attractions were donated and/or the events provided at special rates. Thanks to all for allowing this weekend to happen.



The kids are excited, the volunteers and staff are excited, and we're set for another great year at Camp Quality Southern Ontario!

*(Submitted by Michelle Donais, Camp Director, CQSO)*

## OUR THANKS TO OUR SPONSORS:



## CAMP QUALITY PUPPET PROGRAM

Children with cancer often experience difficulties upon their return to school following cancer treatment. The Camp Quality Puppet Program uses life-sized puppets and through short plays endeavours to encourage sensitivity about cancer and its effects. This program is offered to schools free of charge.

If you, or someone you know might be interested in volunteering as a puppeteer and/or starting a puppet program in your area, please email [information@campquality.com](mailto:information@campquality.com) for more information.



## NATIONAL TRAINING WORKSHOP

The weekend of March 20 will mark the first Camp Quality Training Workshop, being held in Toronto. Representatives from each camp will attend the workshop to share with and learn from each other. A guest speaker, Mike Aoki from Reflective Keynotes, is part of the agenda. Mike specializes in training people to make dynamic presentations that motivate others to action. This promises to be a great weekend!

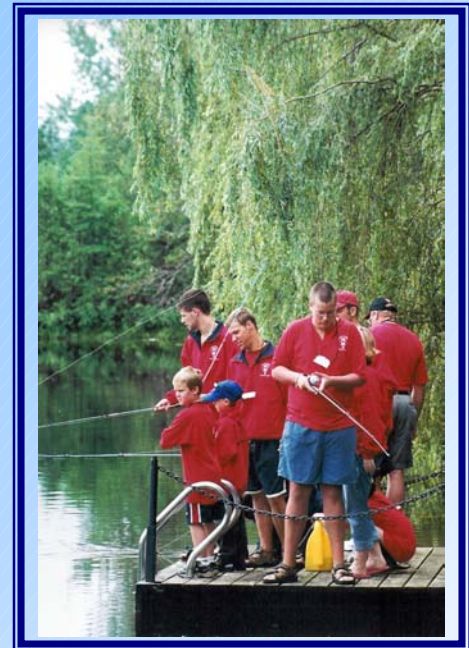
## ATTENTION WINNIPEGGERS!

Camp Quality is looking to establish a camp in Winnipeg, Manitoba. An information session is being planned for late April. If you are interested in learning more about the Camp Quality program, please contact us at [information@campquality.com](mailto:information@campquality.com).

## CAMP QUALITY EASTERN ONTARIO BOWL-A-THON

On April 24th, Camp Quality Eastern Ontario will hold its 4th annual Bowl-A-Thon. This event has become the main fundraiser for the Eastern Ontario program. Last year Mr. Lube joined us as our major sponsor. The Mr. Lube franchises in the Capital Region donated \$2,200 to the event, along with a huge assortment of prizes and giveaways. The Mr. Lube donation comes from a local promotion where they offer each customer in July the opportunity to donate \$1 to Camp Quality Eastern Ontario. This year they held the same promotion, and gave each contributor a free air freshener for their vehicle. The event is held at the Walkley Bowling Lanes, who graciously donate the use of the facility, and also raised over \$1,500 for us last year. We can't say enough about how much we appreciate the effort and support from these two organizations. This year, we are very happy to announce that a group of campers' moms have banded together to organize the event. From what we've seen so far, they are doing an amazing amount of work. Their goal is to fill all 32 lanes with individual and corporate teams. We can't wait to see what they come up with! Last year the event raised almost \$10,000 for our camp.

*(Submitted by Glenn Mooney, Assistant Camp Director, CQEO)*



TO LEARN MORE ABOUT CAMP QUALITY, VISIT OUR WEBSITE AT:

[www.campquality.com](http://www.campquality.com)