



# Camp Quality Canada - NATIONAL NEWSLETTER -

*Lifting the spirits of children with cancer!*

Volume Number 04, Issue 3

## CAMP QUALITY WINNIPEG - A New Camp!

Bill Vlaad, President of Camp Quality Canada, and I arrived in sunny Winnipeg (the two humidity-stricken Torontonians were baffled by the dry Prairie heat) on June 3<sup>rd</sup> to host an information session at the Ramada Marlborough in Winnipeg. Over a dozen people, as well as the family of one of our campers, attended the session. The response has been exciting – many people have stepped forward to commit their time to start the first Camp Quality in Manitoba, and a potential location was even offered! Once the newly formed Camp Organizing Committee is in place, a few members will visit an existing camp this summer to witness first hand the amazing experience they will be bringing to those children with cancer in Manitoba! A special thanks goes to David Doyle of Great West Life, who was a huge help in organizing the session.

*(Submitted by Meagan Ross, National Facilitator, Training and Marketing)*

## OPTIMIST CLUBS JOIN TO SUPPORT CQ ALBERTA

*This past spring, five Optimist Clubs in Central Alberta (Red Deer Optimist Club, Piper Creek Optimist Club, Wild Rose Optimist Club, Innisfail Optimist Club and Blackfalds Optimist Club) worked together with two radio stations (98.9 Z FM & 95.5 KG Country) to host the second annual Cure for Kids Campaign, a 24 Hour Radiothon. Their efforts raised a staggering \$87,000! Camp Quality will be splitting these funds with two other deserving organizations. The people of Central Alberta area have demonstrated once again that they care about the world around them and wish to make a difference in the lives of children living with cancer! Thank You to all who participated in this worthy event. (Submitted by Sheri Langen, Camp Director, Camp Quality Alberta)*



Heather Stewart, Terry Katerenchuk and Melissa Gushnowski participated by answering telephones and taking pledges at the 2<sup>nd</sup> Annual Radiothon.

## TOUR FOR KIDS:

### Ride Somewhere Meaningful!

This summer, hundreds of cyclists will help raise money for children's cancer camps in Ontario including Camp Oochigeas, Camp Quality and Camp Trillium. This fantastic journey will see cyclists touring central Ontario, linking the very camps that will benefit! Not only will cyclists Ride Somewhere Meaningful™, but they will also be able to ride FOR something meaningful... every cyclist will dedicate each segment of their journey to someone who is battling or has survived cancer or to honour the memory of someone special. Starting on August 12 in Toronto and ending on August 15 at Camp Quality in Lanark, near Ottawa, cyclists will ride through beautiful cottage country for four days. Tour For Kids will raise money for the camps through rider pledges and donations. For more information, or to register as a rider, volunteer or to simply make a donation, visit [www.tourforkids.com](http://www.tourforkids.com).



## 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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## OUR THANKS TO OUR SPONSORS:



## FROM THE PRESIDENT'S DESK

A year! I wrote my first article in this newsletter a year ago. What a difference a year makes. If I look out the back of the bus I can see several CQ accomplishments over the past year –



monuments of a very productive year including a record number of campers. The new energy at CQ is in large part to the introduction of the new board members Dr. Desiree Dunn, Rock Taylor, Margaret Smith and Rick Kuwayti. We welcome them and look forward to productive input from them as we continue to lift the spirits of our campers. And we thank former board members Darryl Peck, and Lesley Mansfield for their focus and input during their tenure. One of the best developments over the past year has to be the introduction of Meagan Ross as our National Facilitator (NF) for Marketing and Training. The addition of Meagan to our team has allowed Angie Marshall to focus her time as the NF for Communication and Administration. With this new alignment, Angie and Meagan have accomplished several new initiatives including the revamping of all our national policies and the development of a new camp in Winnipeg, Manitoba, slotted for opening in 2005!! Watch out Saskatchewan for 2006! Angie and Meagan have also been focusing on our national awareness and fundraising. The Tour of Kids, our relationship with Optimists International and Mr. Lube and the development of a national video will undoubtedly help us open the doors to even more campers and even better programs throughout the year. This summer will also see the kick-off of our very own Gala Fundraiser: An Evening Extravaganza on July 21st at Schmooze Night Club in Toronto. Increasing the awareness of CQ in the financial capital of Canada at this event will help us in reaching the dreams and goals we set at the 2003 Annual National Workshop. And this is just a snap shot of what has been a great year. On behalf of the National Board, thank you to all those in the CQ family that have given their love and dedication to our campers over the last year. A special thanks goes to our Camp Directors - Michelle, Lorraine, Sherri (and Marc), Pam (and Glenn) and Clara. There were a million reasons you could have found not to take on the leadership of our camps. Rather, you looked at the ways you could make a difference. We thank you; our campers thank you and their families thank you. As the torch is passed to new camp directors, we hope your vision and guidance helps them build even better and safer programs for our campers. To The Roads Ahead...

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

## COMEDY NIGHT

Sometimes there is an event so special and moving that the magic in the air is palpable. We are sure you will say the same about the first annual Camp Quality Evening Extravaganza.

The event is being held on July 21<sup>st</sup> at the Shmooze Nightclub on Mercer Street in Toronto. There will be laughs, dance moves, as well as the reacquainting and meeting of old and new friends (perhaps not in that order). Four comedians and a DJ have been booked to entertain you into the wee hours of the morning!

The goal of the Evening Extravaganza is to raise funds for and awareness of Camp Quality. A silent auction will be held with a preview of items up for bid on the website (see below for details). There will be a Camp Quality display, camp volunteers mingling among the attendees to answer any questions you may have about the program, and what promises to be a crowd pleasing presentation by the Camp Quality President, Mr. Bill Vlaad.

The magic of the evening will give those in attendance an emotional taste of the Camp Quality experience. So check your worries at the door – laugh, have fun, be a kid again! In doing so, you will begin to understand the true value of Camp Quality's mission.

We look forward to seeing you there.

If you would like to purchase tickets or contribute to the silent auction, please let us know. For more detailed information on the event visit:

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

*(Submitted by Darryl Green, Comedy Night Organizer)*



## OUR THANKS TO OUR SPONSORS:

Endorsed By  
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## CAPS4KIDS

In March of this year, Camp Quality was approached by caps4kids who are "hockey players that sew" caps for children who are sick and/or in the hospital. Their hats resemble surgeon caps except that they use a variety of different colours and patterns and fabrics. Caps4kids is generously donating enough caps for all of our campers in Canada. Thank you to Lesley Tripp and her caps4kids team for making a difference!

## 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).



OUR THANKS  
TO OUR  
SPONSORS:



## A FIRST FOR CQNWO

Camp Quality of Northwestern Ontario held its first Annual Sponsor Appreciation Night and Open House at the Valhalla Inn on April 15, 2004. It was a resounding success. The turn out was extremely satisfying to the organizers. Sponsors were treated to an evening of cheese & crackers, veggies & dip along with hot hors d'oeuvres being served by the staff of the hotel. Special guest Rock Taylor and Meagan Ross from National Office joined us for an evening of food, drinks and laughter. Meagan gave a special award to Cliff Freisen and Bearskin Airlines for their dedication to Camp Quality.

A silent auction was held in conjunction with this event, allowing Camp Quality to give back to its sponsors. Over \$2500 in donations was solicited for this event from new organizations interested in becoming part of our organization and just under \$1500 was raised.

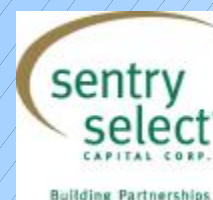
Every sponsor who donated over \$1000 in 2002 and/or 2003 received a framed picture of 2003 Camp children and volunteers. This year there were 52 special businesses/individuals that fit the criteria. Thank you sponsors!

Also at this event was the kick off of the Ride for Ryan fundraiser. Jackie Crosley, a member of the cycling team, gave a short PowerPoint presentation informing everyone of the details of this fundraiser.

The continuing slide show, along with the display of pictures of the camp activities and the children attracted the sponsors and allowed them to see what they were supporting. The Camp Organizing Committee and Sponsor Appreciation Night Committee wore pictures of the Camp Quality Northwestern Ontario campers on lanyards around their necks for the entire evening. It reminded us all of our purpose.

Hats off to the small committee that pulled this altogether. The first of anything is usually the most difficult. Now we have a template in which to build on. Committee members include: Nancy Chovancak, Tania Taylor, Jenny Taylor, Melny Zizman and Kasey Etreni. Let us not forget the Churchill High School volunteers who assisted us in many ways the evening of this event. Without their assistance, the Organizing Committee would not have been able to mix and mingle with the guests who arrived.

*(Submitted By Kasey Etreni, Promotions Director, Programming Assistant, Camp Quality NWO)*



## CAMP THEMES 2004

The theme for camp week is always an exciting part of our program. This year's themes are:

Medieval Times - CQEO

Happy Days - CQNO

Superheroes! - CQSO

Hawaiian - CQAB

Travel Through Time - CQNWO



## CAMP QUALITY EASTERN ONTARIO - AMAZING MOMS

The only thing as cool as the kids are that parents!

Camp Quality Eastern Ontario has just held our 4<sup>th</sup> Annual Bowl A Thon. This event is our major fundraiser of the year. Last year, we had a great turnout, including a number of campers and their families; we raised over \$10,000 for our camp.

At the end of the event, some of the campers' moms approached us and asked if they could take on the organization of the Bowl A Thon for this year. We have always avoided asking the families for direct support, because the focus of Camp Quality is to give the families a break, not a job. But they insisted that they really wanted to help us out with this - we gladly accepted their very generous offer!

Well, we were blown away! The moms recruited another mom, and a close friend and together they organized the most successful event yet. They filled the entire bowling facility, and arranged a mountain of prizes and giveaways. Mr. Lube was once again our major sponsor, and the Walkley Bowling Lanes donated the facility and made a very large financial donation to the camp. When the dust settled, we had raised well over \$18,000. Simply Amazing! We can't thank these women enough. They have already started planning an even bigger event next year. Thank you to all who helped make this day such a huge success.

*(Submitted by Glenn Mooney, Camp Quality Eastern Ontario)*



Mr. Lube's Donation to CQEO

## CQSO TRAINING WORKSHOP

It's pretty hard to believe that we are only two months away from gathering our stuff and heading back to our beloved camp for a week of amusement, food, fun-filled events, food, the excited sounds of joy from campers, and last but not least... food. On Saturday June 5, the Southern Camp held its annual training day - what a success it was. The COC did an exceptional job keeping the crowd on the edge of their seat with high-tech presentations, pushing Microsoft PowerPoint to the edge of performance. It was great to see returning volunteers and we were also very pleased with the number of new volunteers vying for positions as Companions, Support Staff, and Maintenance. The COC stressed some very important issues to the volunteers in attendance ranging from new child abuse legislation to role playing proper scenarios that outlined the proper techniques of handling some of the situations that may arise while attending camp. Jaws dropped when our Program Directors presented the agenda for the camp week, revealing plans to attend the Guelph Air Field for a day of airplane rides and food. Again I would like to thank the COC for taking time out of their busy schedules to put together these presentations representing Camp Quality in their usual stellar way. This training day gave us a small taste of what is in store for all those involved with camp this year. Now the final preparations are in high gear for everyone involved! We look forward to another successful camp week filled with excitement, fun, and, of course... food.

Good luck to all the camps !

*(Submitted by Jeff Keil, Assistant Director Camp Quality Southern Ontario)*

## CAMP QUALITY NORTHERN ONTARIO TIDBITS!

FUN, FUN, FUN is in the air for our up coming camp week: July 10-16. We have chosen "Happy Days" as our camp theme this year, so I'm sure we will see lots of poodle skirts, saddle shoes and maybe even the Fonze!

Here are some of the things we've been up to recently:

Training weekend was held June 11 - 12.

Relay for life was held June 4 and 5. Many of our campers and volunteers were there under the supervision and organization of Lino and our nurse, Nathalie.

On May 15 Jack Scully and his troupe from Quality Times went to Espanola to perform. The show was terrific and a lovely turkey dinner was enjoyed.

All the participants at our annual international dinner enjoyed a good meal and camaraderie on April 15.

Also, the Sudbury Firefighters Choir, of which Jeff Wiseman is a member, gave us a donation in March.

Before signing off, I would like to congratulate Alicia Faubert (companion) who married in May, Big Mike who got engaged at Quality Time in Espanola, Allyson Maley (companion) and our nurse Nathalie Ducharme who are also getting married in July. Best wishes to all of you!

*(Submitted by: Theresa Pagnutti, Media & Fundraising)*

Have a safe and happy summer!

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

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