



464 Bathurst Street, Toronto ON M5T 2S6

**Your invitation to be part
of the new Camp Ooch!**





Date, 2019

Ms. Caring Donor
123 Generosity Street
Suite <3
Lovely, ON X0X 0X0

Dear <Caring>,

You have a very special place in the story of Camp Ooch. Your kindness and generosity is felt by our Campers and their families every single day. Thank you for your amazing support!

You're hearing from me today because we want you to be part of the next chapter in the story of Ooch. And, like a good story told by the campfire or by flashlight in our cabins, it's got excitement, adventure and just the right amount of heart-thumping, race-against-time urgency!

Right now, we have a magnificent opportunity to rebuild the Camp Ooch waterfront and "Camphitheatre", where we have our campfires and sing-a-longs. With your help, we can renovate the heart of Camp, and make it more accessible for kids using walkers, crutches and wheelchairs, helping our Campers get around with full independence.

Your gift of \$X or \$X will help make dreams come true. Let me tell you how.

Let me tell you how you can make dreams come true. I want to introduce you to one of my friends, a firecracker of a kid named Jadarose, but we call her Jada. Jada had a very aggressive, rapid-onset form of cancer when she was in grade 8. Part way through Jada's intense treatment, the doctors told Jada and her mom Jennifer that they recommended amputating one of Jada's legs below the knee.

True to form for our Ooch Campers, Jada's spirit is stronger than you can believe, but she needs a little extra help to get around at Camp. For kids using walkers, wheelchairs, canes or crutches, getting down to the waterfront and Camphitheatre without help can be a struggle. And our kids are independent!

464 Bathurst Street, Toronto ON M5T 2S6
Tel: 416.961.6624 Fax: 416.961.2267 ooch.org



SPECIAL REPLY FORM FOR:
Ms. Caring Donor



✓ **Yes, Alex! I will be a leader in making nature more accessible at Camp Ooch!**

Here is my leadership gift of:

- Ask1
- Ask2
- Ask3
- I prefer to give \$_____

- I've enclosed a cheque made payable to Camp Oochigeas.
- I prefer to charge my donation to VISA MasterCard AMEX

Card # _____

Expiry ____ / ____

Name on Card _____

Signature _____

Telephone _____

New regulations from VISA may require us to contact you by phone to confirm your CVV. If you choose to give using your VISA, please include your telephone number. Thank you!

Ms. Caring Donor
123 Generosity Street
Suite <3
Lovely, ON X0X 0X0



464 Bathurst Street, Toronto ON M5T 2S6
Tel: 416.961.6624 Fax: 416.961.2267 ooch.org

Charitable Business No.: 13111 6022 RR0001



What Your Gift Will Do



\$500 Pathways for All: You'll help grade and resurface a section of paths, allowing Campers to go between their cabins, buildings, and activity areas without assistance.



\$1,000 Landscaping Features: You'll ensure the natural beauty of Camp Ooch is preserved after construction is completed!



\$2,500 Roadway Improvements: You'll ensure a portion of the roads to the Barn (our indoor recreation facility), MedShed, sports court and camp garden are upgraded and accessible.



\$5,000 Waterfront Boardwalk: You'll contribute to boardwalk upgrades, allowing all Campers to easily access waterfront activities and docks.



\$10,000 Camphitheatre: You'll make a portion of our Camphitheatre—the heart of Camp Ooch—accessible for all, and help towards our goal of allowing 50% more Campers around the campfire!

I'm sharing this with you now, before we share this project with others, because you are a cherished donor and you have made very generous gifts to Ooch. We count you in a very special group of donors and I hope you are inspired to give your biggest gift to Ooch yet!

You'll find enclosed a special storybook, created just for you and few other of our very loyal donors and friends. A local artist and friend of Ooch did these illustrations to help bring Jada's dream to life for you.

And we want you to be part of this story.

You can be part of making our outdoor spaces as accessible as our indoors, where kids like Jada splash and play in the water, swim, kayak, and more. And they will do all this independently—with your caring and generous support.

Our ambitious plan includes updating Camphitheatre, so that kids with any kinds of assistive devices can participate fully and independently in sing-a-longs, jams and campfires.

Your gift of \$X this renovation will make dreams come true. You'll find enclosed your reply form, and as you can see, we are making a big and bold ask of you today. You'll also find enclosed a couple more photos and reflections from Jada and Jennifer.

Thank you, from the bottom of my heart, for your kind and compassionate support of Ooch and kids like Jada. I know we are asking you for a lot today, but I hope you'll reflect on this request and give as generously as you can. If you want to talk to us about ways to give or have any questions at all, please don't hesitate to reach out. We would love to talk with you and help make this happen!

With gratitude,

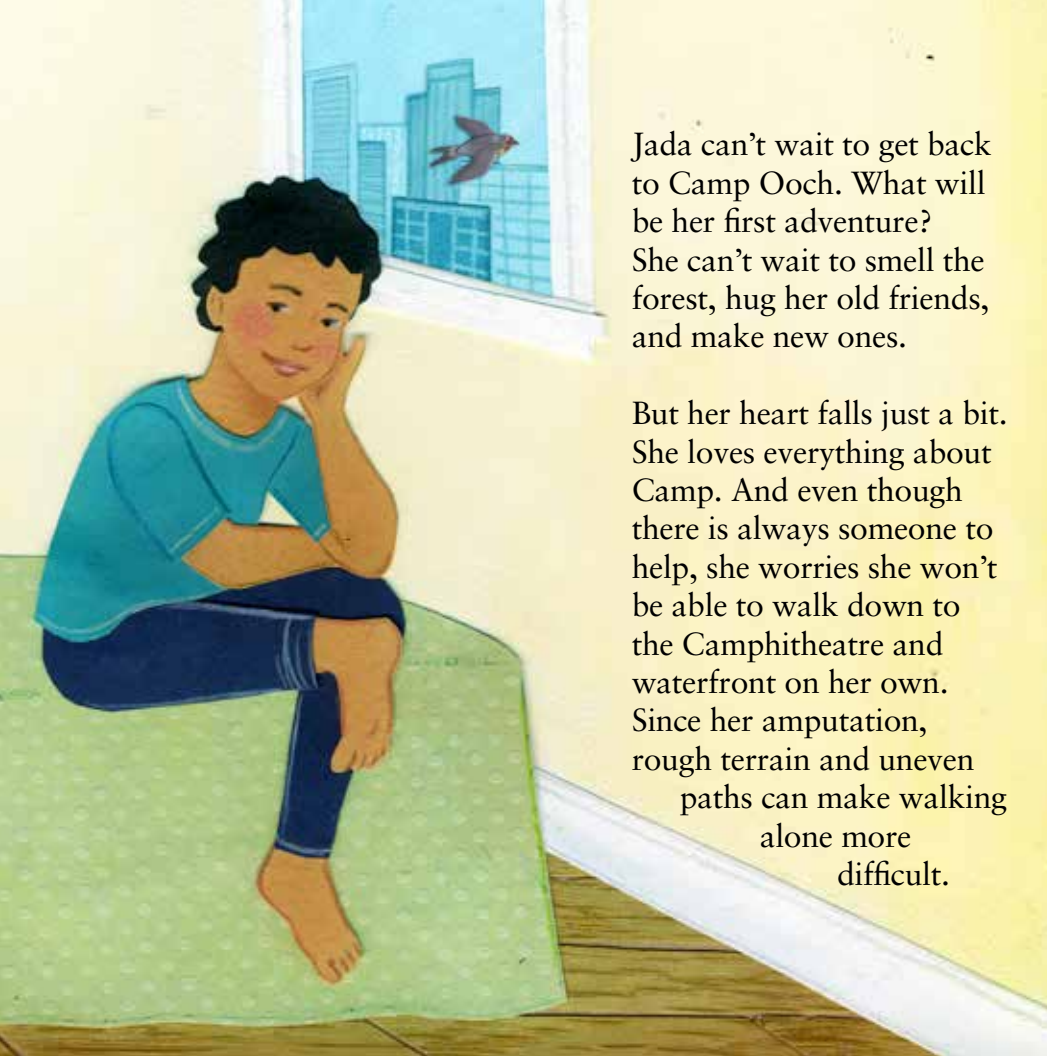
Alex Robertson, CEO



P.S. Will you be part of this story with your gift today? You will help us rebuild the heart of Camp Ooch!

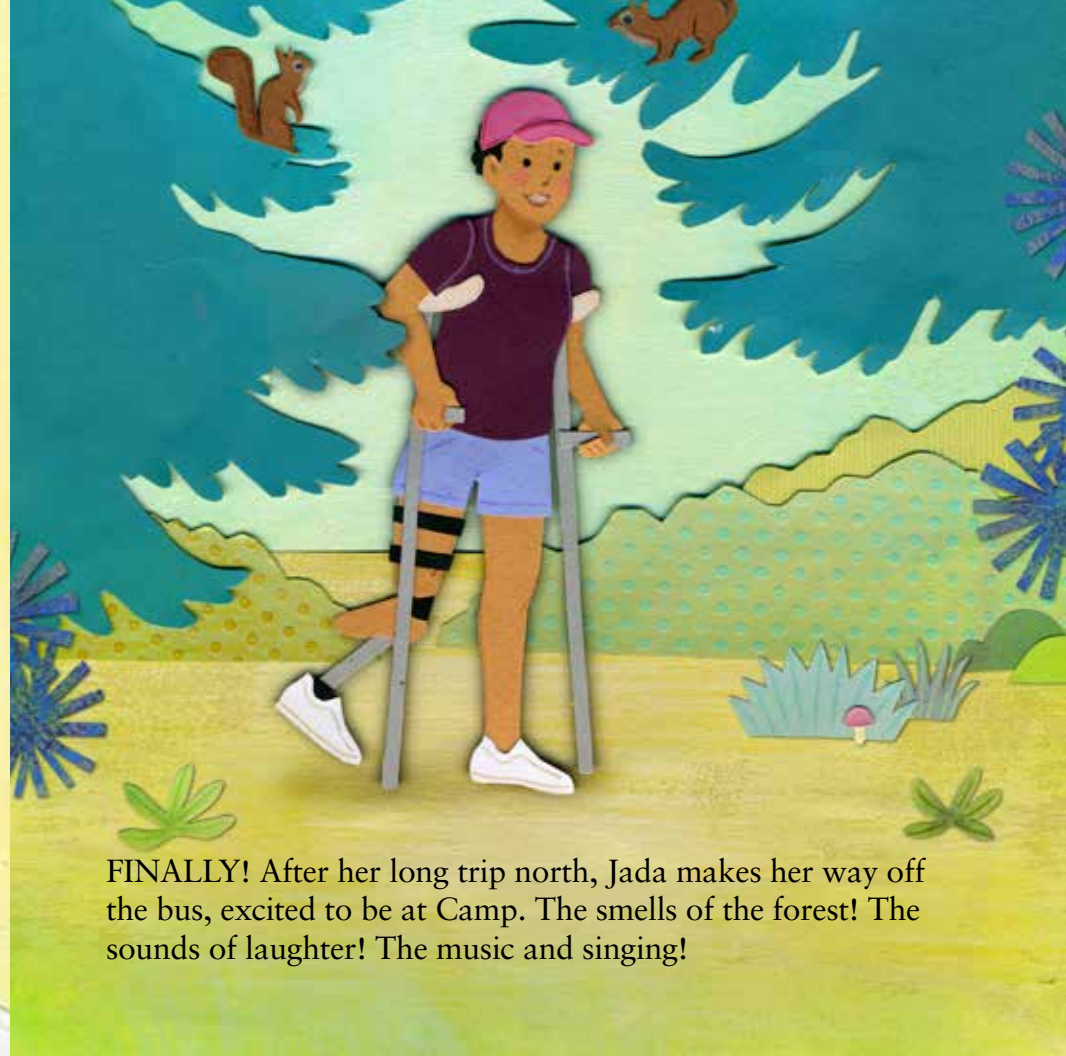


Jada's
dream



Jada can't wait to get back to Camp Ooch. What will be her first adventure? She can't wait to smell the forest, hug her old friends, and make new ones.

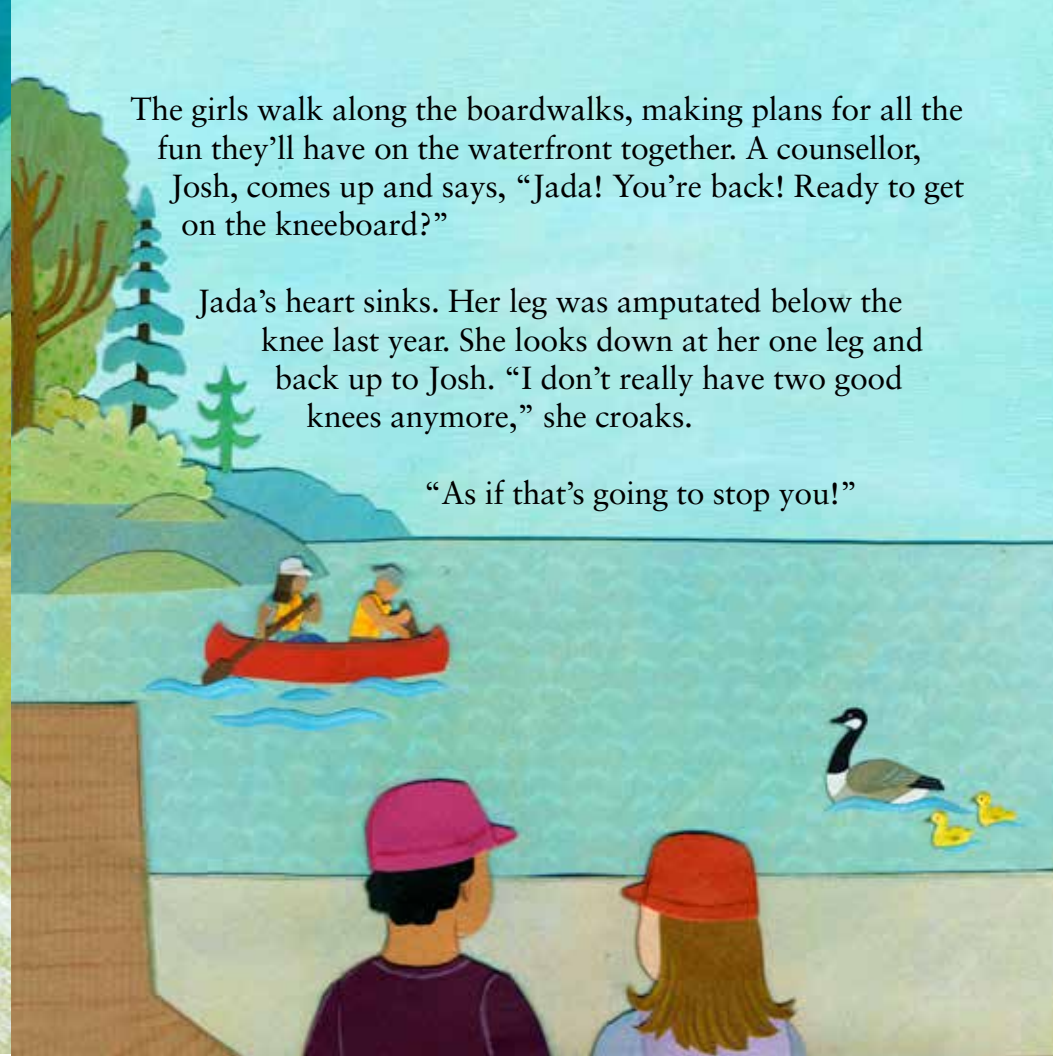
But her heart falls just a bit. She loves everything about Camp. And even though there is always someone to help, she worries she won't be able to walk down to the Camphitheatre and waterfront on her own. Since her amputation, rough terrain and uneven paths can make walking alone more difficult.



FINALLY! After her long trip north, Jada makes her way off the bus, excited to be at Camp. The smells of the forest! The sounds of laughter! The music and singing!



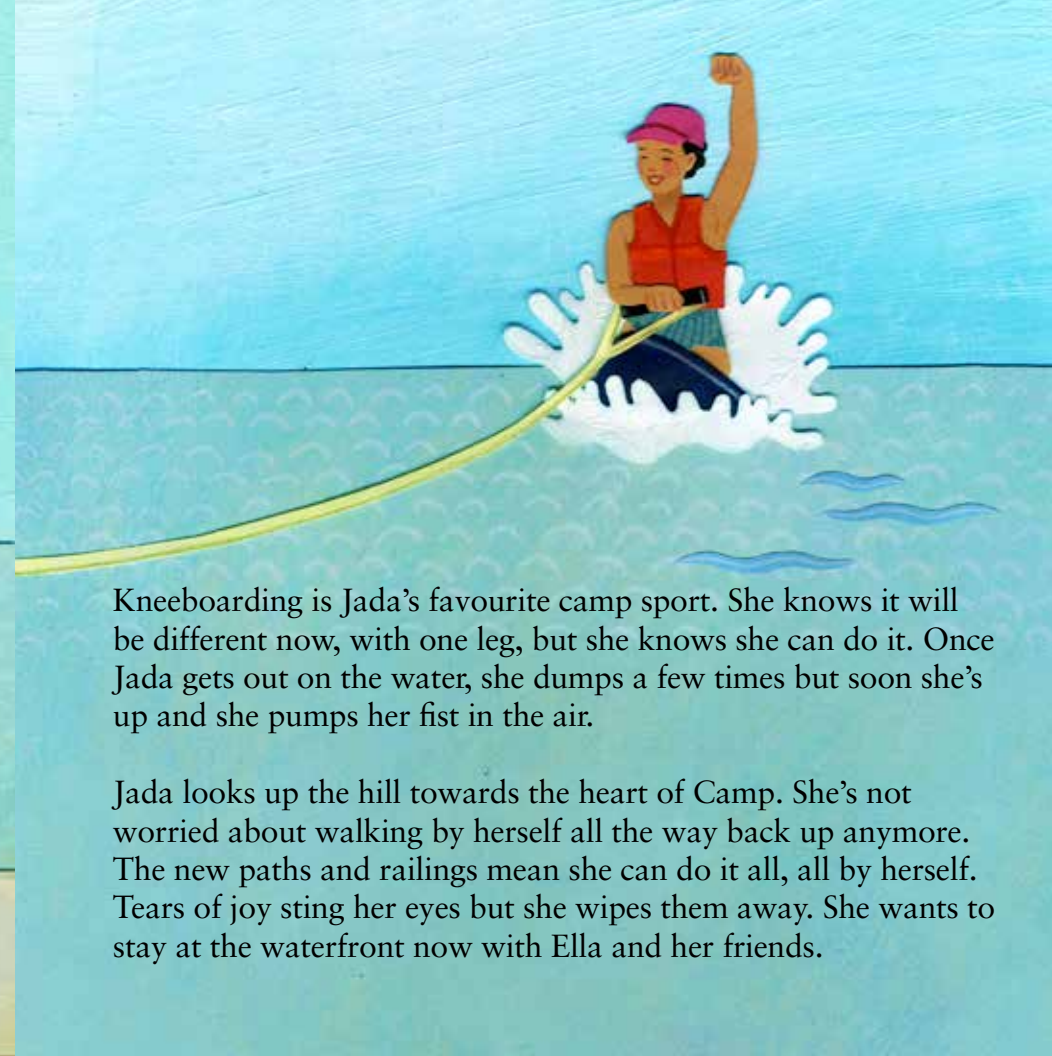
Jada sees Ella and her heart shines. *Ella can help me get down to the Camphitheatre and water right away*, she thinks. Jada and Ella link arms and start to walk, and with every step Jada realizes that something is different. This is easy and the path ahead is clear! Jada can see that the waterfront has been updated! Completely accessible for crutches, walkers, even wheelchairs! She can get down here on her own. But she keeps arms linked with Ella, because it feels so good to be together again.



The girls walk along the boardwalks, making plans for all the fun they'll have on the waterfront together. A counsellor, Josh, comes up and says, "Jada! You're back! Ready to get on the kneeboard?"

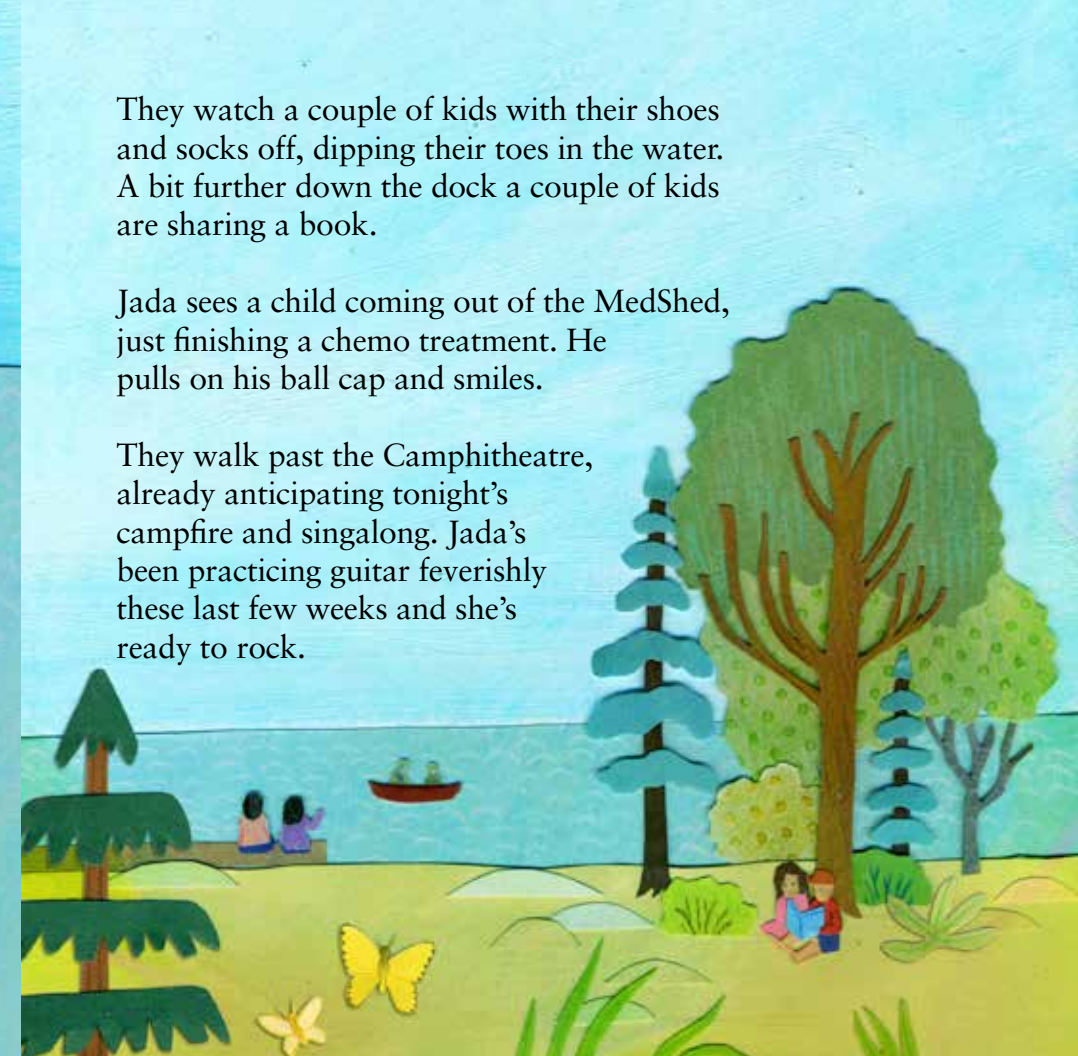
Jada's heart sinks. Her leg was amputated below the knee last year. She looks down at her one leg and back up to Josh. "I don't really have two good knees anymore," she croaks.

"As if that's going to stop you!"



Kneeboarding is Jada's favourite camp sport. She knows it will be different now, with one leg, but she knows she can do it. Once Jada gets out on the water, she dumps a few times but soon she's up and she pumps her fist in the air.

Jada looks up the hill towards the heart of Camp. She's not worried about walking by herself all the way back up anymore. The new paths and railings mean she can do it all, all by herself. Tears of joy sting her eyes but she wipes them away. She wants to stay at the waterfront now with Ella and her friends.



They watch a couple of kids with their shoes and socks off, dipping their toes in the water. A bit further down the dock a couple of kids are sharing a book.

Jada sees a child coming out of the MedShed, just finishing a chemo treatment. He pulls on his ball cap and smiles.

They walk past the Camphitheatre, already anticipating tonight's campfire and singalong. Jada's been practicing guitar feverishly these last few weeks and she's ready to rock.



It's a little thing to be able to completely navigate Camp on her own. But her heart soars with pride—and with gratitude to the amazing and generous donors who made this possible for her. The Magic of Ooch, in some ways, is about the little things that are really big things.



Jada's Journey: In Her Own Words

I'm on a mission. And my mission is to prove that getting an amputation doesn't hold you back.

I can see in people's eyes when they watch me knee-board or swim—they're like, "Whoa, that's awesome!"

At first, I was pretty scared to do my swim test, go for my badge and get back into watersports, but I'm so proud that I did it. Getting up on the knee-board, and then going skiing with one leg—I just felt incredible. They finally had to stop the boat and force me out of the water.

It bugs me a little bit that I need help at the waterfront. I want to be able to do it all myself. I don't want to have to ask for help getting down there. There's always someone to help me, and my friends and the gang at Ooch are so loving and kind, but I'm just independent.

This new waterfront would be amazing. I can't even tell you how psyched I am about it.

And Camphitheatre! I think my very favourite part of Ooch is the campfires. I play guitar and it's the best when I play songs and everyone starts to sing along, clap and stomp their feet. My best friend Ella and I sometimes try to do duets but we usually just end up laughing too hard. I hear they are talking about adding ramps and leveling out the area to make it more accessible.

That would make so many kids like me happier than you can even imagine.

Thanks for your support of Ooch and for helping with this epic project. I can't wait!





And Jada's Mom Jennifer Adds:

This kid. She impresses me every day. When they first told us about the option to amputate, it took my breath away. I told her that I was worried for her but that it was her decision and I would support her. She did all her own research and went ahead with it.

Today, she loves showing people and talking about it. She's not afraid of anything or anyone. She is working hard to run again. She plays volleyball, basketball—**she wants to master sports all over again, and she'll do it.**

I remember when we first met Ooch, in the hospital. They came into the room and Jada was just delighted. They left and she looked at me and said, "Mom, I'm in love!" Now there's no stopping her. She wants to be part of Ooch all the time.

What would I say to donors who support Ooch? Oh wow, where do I start? I'd have to start with **thank you, very, very much.**

You give my girl, and her friends, a place to escape everything, free their minds and not worry. Ooch showed Jada that she's still just a kid, there's nothing wrong with her, and in fact she's a really special treasure. She carries that with her everywhere now, **and it's because of Ooch.**

