



elgin's crop

for Childhood Cancer

July 2007

Childhood cancer remains the most common disease-related cause of death in children and adolescents ages 1 to 19 and the second leading cause of all deaths among children ages 1 to 14. Each year in Ontario, close to 400 children are diagnosed, more than 2500 children have cancer treatment or follow up care and 100 children die. There have been approximately 12 oncology patients over the last 5 years at CHEO from Carleton Place alone.

I am writing to seek your assistance in supporting local children and their families whose lives have been affected by cancer.

When someone is forced to take the much-needed time off work, expenses such as, medications, travel and everyday living costs become a great burden for the family who is facing this disease. I personally have been in these shoes and I am now dedicated to helping these families and charities that currently have programs set up that help with expenses and other types of support that these families are in need of.

The very first event by ***Elgin's Embrace of Hope Fund*** is a 12-hour crop (scrapbooking event), Public BBQ lunch and Public Silent Auction. This event is being organized and hosted in partnership with *Tomorrow's Treasures Scrapbooking* in Smiths Falls. This event will raise funds to be donated to ***Candlelighters Childhood Cancer Support Programs Inc.*** Candlelighters is a not-for-profit volunteer organization that provides comfort and resources to young cancer patients being treated at the Children's Hospital of Eastern Ontario and to those they depend on for strength and support. Candlelighters is the only organization of its kind in the greater Ottawa area. For more information on this great organization, please visit them at www.candlelighters.net. Candlelighters was an invaluable part of coping each and every day for our family and I am honored to be able to organize an event to give back and help other families.

In our quest to raise funds to support children and charities such as Candlelighters, we are looking for financial contributions as well as products and services that will assist in keeping our event costs down. I have enclosed a Sponsorship Opportunities form that includes a list of items needed to help make this event a great success. Please review it and show your company's support by filling out the form and returning it to me as soon as possible.

On behalf of all children whose lives are affected by cancer and their families, I thank you for doing your part to help raise the quality of life of these brave children.

Sincerely,

Victoria Fraser

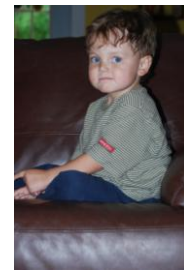
[Elgin's Embrace of Hope Fund](http://www.elgin-embrace-of-hope.com)
613-253-3051 or 613-720-4399
[www.victoria.fraser@sympatico.ca](mailto:victoria.fraser@sympatico.ca)
www.embrace-of-hope.com



Elgin's Crop for Childhood Cancer Awareness

IN MEMORY OF MY DEAR SON

Elgin-Alexander Kirk Fraser
April 10, 2004 – May 19, 2007



Elgin's Story

My son Elgin-Alexander was diagnosed at nine months of age January 10, 2005 with Stage IV high risk Neuroblastoma. He underwent 8 rounds of chemotherapy, resection of the mass removing 98% of his tumor, a stem cell transplant at Sick Kids in Toronto, 12 days of radiation to the abdomen and then he was randomized to a clinical trial treatment, which was his seventh different chemo drug. The doctors said that he was the youngest child to receive the amount of treatments that he received and that they don't normally hit adults as hard as they did Elgin. After all of this, he made it to remission.

Elgin relapsed January 19, 2007. He was started on more chemotherapy the next day and was scheduled for 6 rounds. After round three he underwent follow up scans to see how his tumor was responding. It was not. Elgin's tumor had grown significantly and more chemotherapy was not going to cut it. In fact nothing was going to help him.

March 27, 2007 Elgin was given two months to live. He immediately underwent 5 more days of radiation to try to stop the tumor from compressing his spinal cord and give him the best quality of life possible before he dies. So we began to plan palliative care.

Elgin passed away peacefully and comfortably at 7:45 p.m. on Saturday, May 19, 2007 at the tender age of 3 years in his home with dad, his 8-month-old sister and myself by his side.

Elgin had a very public battle with us being included as a "CHEO Family" on the CHEO telethon in both 2005 and 2006 and then appearing in the memorial video this year. Then of course after frequenting the Senators home games and being able to take part in a practice he was named "The Ottawa Senator's biggest little fan".

He has touched so many lives and has taught so many people courage, strength and inspiration. I, his mother, thank him for teaching me true love, the value of finding the positive side of things, the importance of accepting the things we cannot change and selflessness.

In his memory, I, Victoria, Elgin's mother, vow to be an active part in Childhood Cancer Awareness. I will support the children and their families whose lives have been affected by cancer by doing what I can, when I can. **Please join me.**

Elgin's Crop for Childhood Cancer Awareness

The Organization

Elgin's Embrace of Hope Fund is named after my son Elgin-Alexander who died of neuroblastoma, a childhood cancer in May 2007. Our family was very fortunate to have had funds raised by our friends, family, our community of Carleton Place and other communities around us. These funds gave us the financial support that was needed to give Elgin the care, time and experiences needed to make his years with us everything that they could be. The fundraisers that were held in honour of Elgin inspired me to start ***Elgin's Embrace of Hope*** to help other families and support programs such as those that helped us.

Elgin's Crop

DATE: Saturday, September 15th, 2007

TIME: 11:00 AM – 11:00 PM

LOCATION: *Upstairs in Big Hall*
Carleton Place Arena/
Neelin Street Community Centre
75 Neelin St.
Carleton Place, ON

Public BBQ Lunch

DATE: Saturday, September 15th, 2007

TIME: 11:00 AM – 1:00 PM

LOCATION: *Outside*
Carleton Place Arena/
Neelin Street Community Centre
75 Neelin St.
Carleton Place, ON

Public Silent Auction

DATE: Saturday, September 15th, 2007

TIME: 11:00 AM – 1:00 PM **and** 5:00 PM – 7:00 PM

LOCATION: *Upstairs in Small Hall*
Carleton Place Arena/
Neelin Street Community Centre
75 Neelin St.
Carleton Place, ON

Elgin's Crop for Childhood Cancer Awareness

Sponsorship Opportunities 2007		
Sponsorship Title	Your Contribution	Your return on investment
PLATINUM level sponsor Limit of 2	\$3500 in cash, product or service	<ul style="list-style-type: none"> ◆ Sponsorship thank you Certificate and letter ◆ Your logo/identification on crop signage ◆ Announcement of sponsorship over PA system ◆ Your logo in programs ◆ Your name on website sponsor page with: Large logo and link to your website
GOLD level sponsor Limit of 3	\$1500 in cash, product or service	<ul style="list-style-type: none"> ◆ Sponsorship thank you Certificate and letter ◆ Your logo/identification on crop signage ◆ Announcement of sponsorship over PA system ◆ Your logo in programs ◆ Your name on website sponsor page with: Medium logo and link to your website
SILVER level sponsor Limit of 4	\$700 in cash, product or service	<ul style="list-style-type: none"> ◆ Sponsorship thank you Certificate and letter ◆ Your logo/identification on crop signage ◆ Your name will in programs ◆ Your name on the website sponsor page with: Your name and link to your website
BRONZE level sponsor Limit of 4	\$500 in cash, product or service	<ul style="list-style-type: none"> ◆ Sponsorship thank you Certificate and letter ◆ Your logo/identification on crop signage ◆ Your name in programs ◆ Your name on website sponsor page
Supper Sponsor Limit of 1	\$700 in cash or food/beverage product	<ul style="list-style-type: none"> ◆ Sponsorship thank you Certificate and letter ◆ Your logo/identification on crop signage ◆ Your name in programs ◆ Your name/logo on each table in eating area ◆ Your name will appear on the sponsor page with: Your name and link to your website
BBQ Lunch Sponsor Limit of 1	\$500 in cash or food/beverage product	<ul style="list-style-type: none"> ◆ Sponsorship thank you Certificate and letter ◆ Your logo/identification on crop signage ◆ Your name in programs ◆ Your name/logo in BBQ area (you may supply banner) ◆ Your name will appear on the website sponsor page
Gold Door Prize Sponsor limit of 2	a door prize minimum of \$100 + value	<ul style="list-style-type: none"> ◆ Sponsorship thank you letter ◆ Your name will be in programs ◆ Your name will appear on website sponsor page ◆ Name/supplied business card attached to item
Silver Door Prize Sponsor unlimited	a door prize minimum of \$20 value	<ul style="list-style-type: none"> ◆ Sponsorship thank you letter ◆ Your name on programs ◆ Your name on website sponsor page ◆ Name/supplied business card attached to item
Silent Auction Sponsor unlimited	Item up for auction (Minimum value of \$40)	<ul style="list-style-type: none"> ◆ Sponsorship thank you letter ◆ Your name will be in the on programs ◆ Your name on website sponsor page for Door Prizes ◆ Name/supplied business card attached to item ◆ Name on Auction bids sheet
Participant Gift Donation unlimited	Gift for goody bags for each participant (100)	<ul style="list-style-type: none"> ◆ Sponsorship thank you letter ◆ Your name will be in the on programs ◆ Your name on website sponsor page for Door Prizes ◆ Name/supplied business card attached to item

Elgin's Crop for Childhood Cancer Awareness

Reciprocal Advertising	Provide a link to our website on yours, and/or print off and hand out our flyers to your customers.	<ul style="list-style-type: none"> ◆ Your name/logo and link to your website on our "great links" section of your website ◆ This is an indefinite arrangement. The advertising on our site will cease only when we are informed that you wish to stop providing the reciprocal advertising agreed upon.
Booth space to purchase	\$75	<ul style="list-style-type: none"> ◆ Sponsorship thank you letter ◆ Includes one vendor booth space with one table and two chairs ◆ Time to demonstrate your products/teach a class, etc.
	\$150	<ul style="list-style-type: none"> ◆ Sponsorship thank you letter ◆ Includes a double size vendor booth space with <u>two</u> tables and two chairs ◆ Two opportunities to demonstrate your products, teach a class, etc.
Attend event as a Participant	\$50	<ul style="list-style-type: none"> ◆ See participant registration form

Thank you for doing your part for Childhood Cancer Awareness.

Company Name:	
Contact Name / Title:	
Address:	
Phone Number:	
Fax Number:	
Email:	
Description of Donation:	
Signature:	

Cheques payable to: Victoria Fraser

Please send above information to:

Elgin's Crop for Childhood Cancer
 c/o Victoria Fraser
 36 Emily Street
 Carleton Place, ON K7C 1S2
 613-253-3051
 613-720-4399
victoria.fraser@sympatico.ca

OR

Angie Peladeau
 Tomorrow's Treasures - Smith Falls
 7 Russell Street West
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 K7A 1N8
 613-284-0318
angie@tomorrowstresures.ca