



Date, 2021

Ms. Caring Donor (HOUSE, NOT RECENT, AS APPROVED)
123 Generosity Street
Suite <3
Toronto, ON X0X 0X0

Dear <Caring>,

Firefly is lighting up the night sky like fireworks to celebrate the best news of the year: **OVERNIGHT CAMP IS BACK!**

That's right! Across Ontario kids and families are getting ready to join us in person starting August 13th! And today, I'll show you exactly what we're up to—and how you can be part of it!

Our wonderful woodland creatures are back to share all the ways that, together, we're keeping those camp connections super safe and super fun. As you'll see, our camp creatures are helping us get ready—**but we need your help!**

<Caring, will you send kids and families to overnight camp with your gift of \$X today? Your gift provides urgent funds to prepare for and welcome families to camp. Your gift helps purchase equipment and supplies from paintbrushes to PPE. Your gift helps prepare our cabins, so every Camper family can stay in their own family bubble. **Your gift means more camp for more families—and more togetherness—right now!**

As you can imagine, families were overjoyed when we told them we were ready to welcome them back to overnight camp. One grateful mom couldn't wait to share how much the return to camp means to her family: ***"I sit here wide awake at 1am crying tears of happiness because it***

... please turn over...

Special Reply
Form for: Ms. Caring Donor

☒ **Yes, Alex! I'm so happy camp is back and I'm here to help!** Here is my gift of:

☐ \$XX ☐ \$XXX ☐ \$XXXX OR ☐ \$_____

☐ I've enclosed a cheque payable to Camp Ooch & Camp Trillium

☐ I prefer to make my gift by using my ☐ VISA ☐ MasterCard ☐ AMEX

Card# _____ Expiry _____

Name on Card _____

Signature _____

Telephone _____

OR ☐ I prefer to make my gift online at ooch.org

☐ Please send me more information about the Camp Ooch & Camp Trillium Legacy Society

Send A Message To Campers and families! Here is a space for you to share a story, a memory or a wish for our Campers as they embark on their new camp adventures!

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



Ways your gift will help!

\$50 Water Fun: You can help a family make waves by purchasing water toys and equipment for relaxing by the lake

\$75 PPE Kits & Hand Washing Stations: Safety first—but fun right after! Your gift provides each Camper with their own PPE kits and supports hand washing stations all across our camp sites

\$100 Wilderness Kits: You will provide a Camper with seeds to plant, rubber boots and a net to explore the great outdoors

\$250 Family Cabin Welcome Basket: You can outfit a family's cabin with a welcome basket for COVID times with board games, art supplies, a coffee maker, s'mores kits and more

\$500 One Day of In Person Camp: Your gift funds 24 hours of fun, friendship and community at overnight camp

\$1,500 Weekend at Camp: Your gift makes a magical weekend at camp possible for a Camper and create memories that last a lifetime

looks like our little warrior might get to experience camp this year after all."

I wish you could hear the overwhelming excitement and relief in the voices of parents, and the screams and giggles of delight from kids in the background on our calls. After all, **donors like you make this possible!**

Your gift today provides the magic of camp to families, at a time when they need it most. Your gift funds overnight camp experiences at our Ooch Muskoka and Rainbow Lake campsites, and our community programs across Ontario.

Our plan is to maintain physical distancing by keeping Campers in their household bubbles, participating together safely as families in the great outdoors. And, as always, we are in the best hands, guided by our exceptional medical team, advising us on up-to-the-minute protocols. **COVID can't stop camp!**

Enclosed is a very special update from our woodland creatures at camp, showing you how we are getting ready to welcome more kids and families starting August 13th and every weekend through November! **Will you be part of this story?**

On your enclosed reply form, you can see exactly how we'll put your gift to work in a variety of fun and wonderful ways. You can also share a message with Campers as they return to camp. You can also make a safe and secure online donation at [ooch.org](https://www.ooch.org). Thank you!

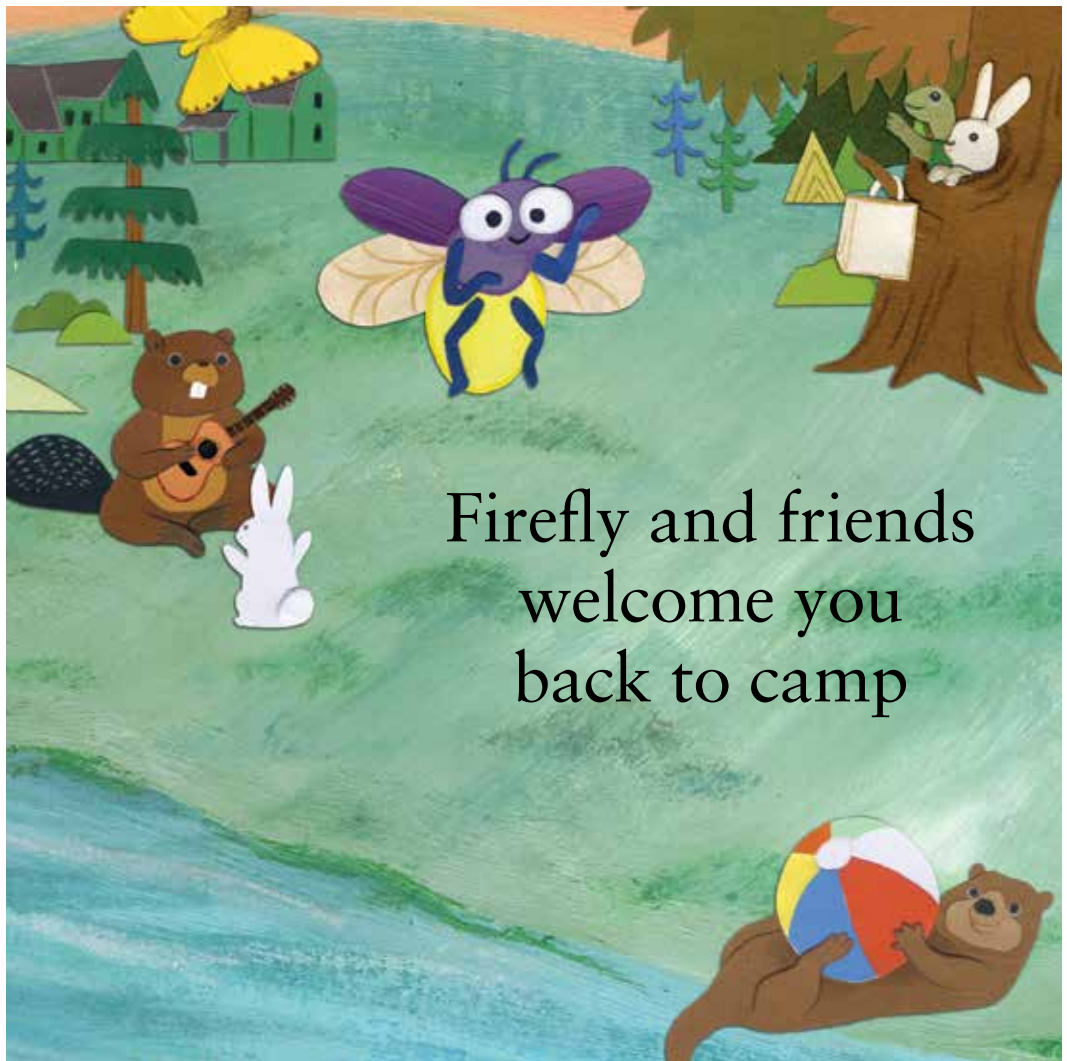


Yours, all fired up for camp,

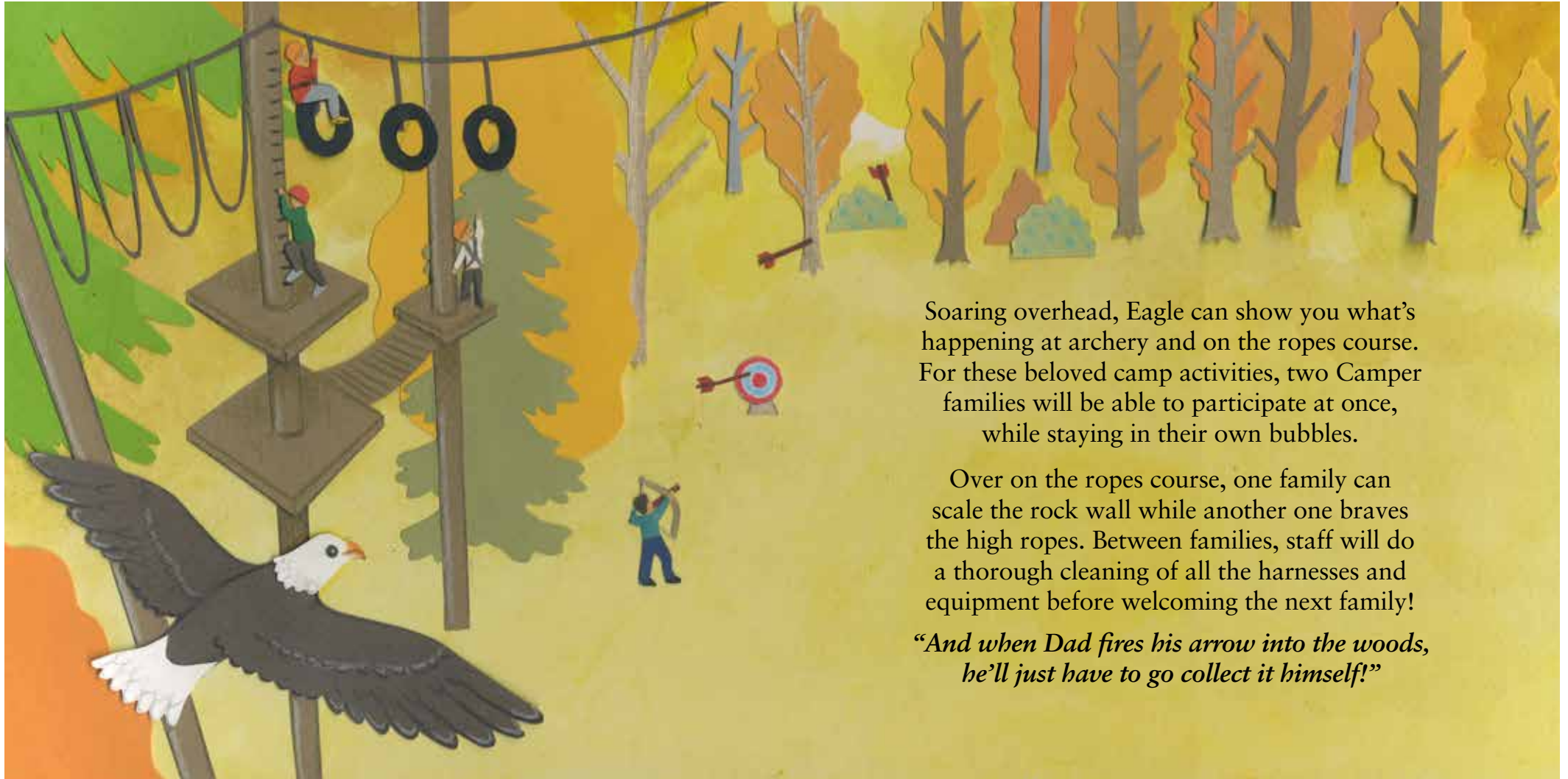
Alex

Alex Robertson, CEO

P.S. Don't miss your enclosed update including Fox, who's showing you what's new in the cabins! Eagle's showing you what's up at archery! Otter's got you covered at water sports! Check it out—and then please give as generously as you can.



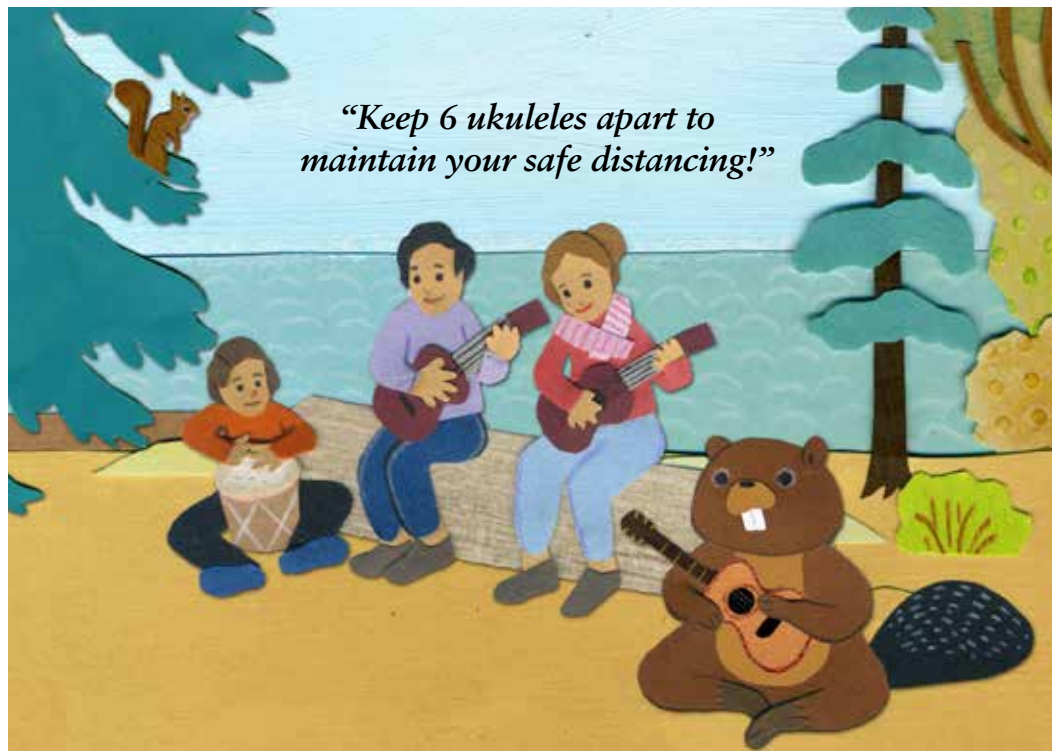
Firefly and friends
welcome you
back to camp



Soaring overhead, Eagle can show you what's happening at archery and on the ropes course. For these beloved camp activities, two Camper families will be able to participate at once, while staying in their own bubbles.

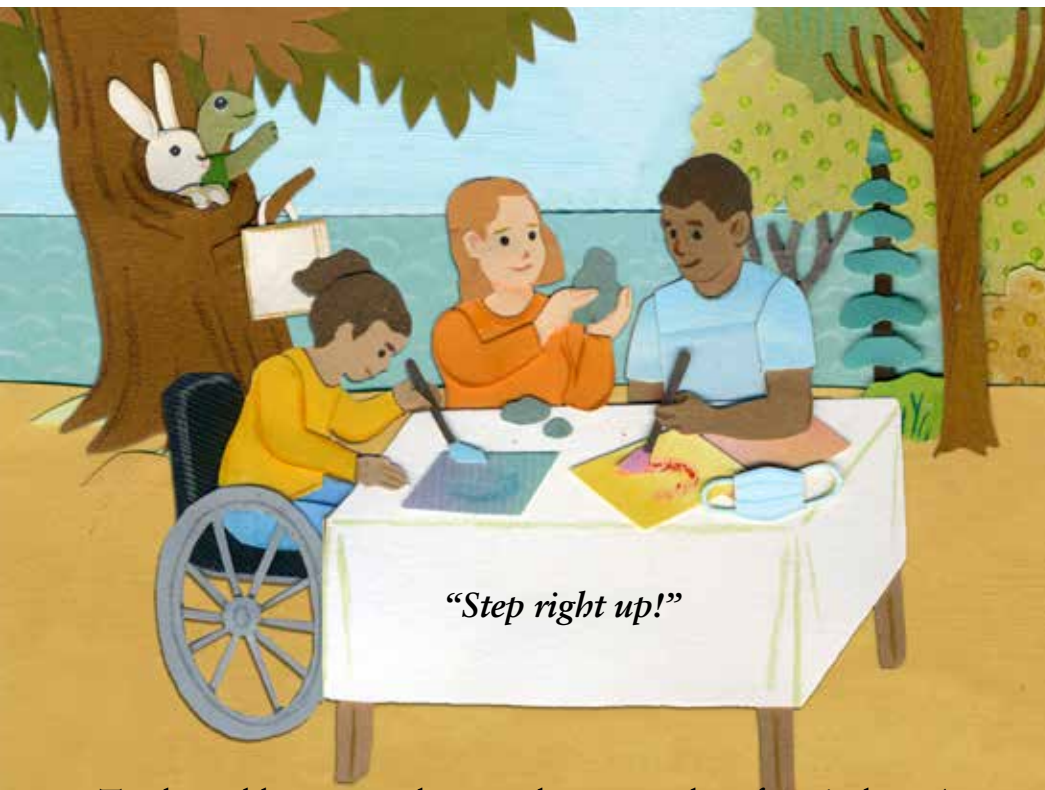
Over on the ropes course, one family can scale the rock wall while another one braves the high ropes. Between families, staff will do a thorough cleaning of all the harnesses and equipment before welcoming the next family!

“And when Dad fires his arrow into the woods, he’ll just have to go collect it himself!”



"Keep 6 ukuleles apart to maintain your safe distancing!"

Beaver is ready for improvised jazz jams and music of all kinds in our music programs! Campers will play their hearts out around the campfire on ukuleles and percussion, with lots of clapping and foot stomping instead of loud singing.



"Step right up!"

Turtle and bunny are here at the arts and crafts window. A little planning won't dampen our creativity! Campers just hop up to the window to request paint supplies, slime kits, bling materials or whatever their heart desires, and we'll offer fresh, clean supplies for each family every single time.

“Safety first—but fun right after that!”

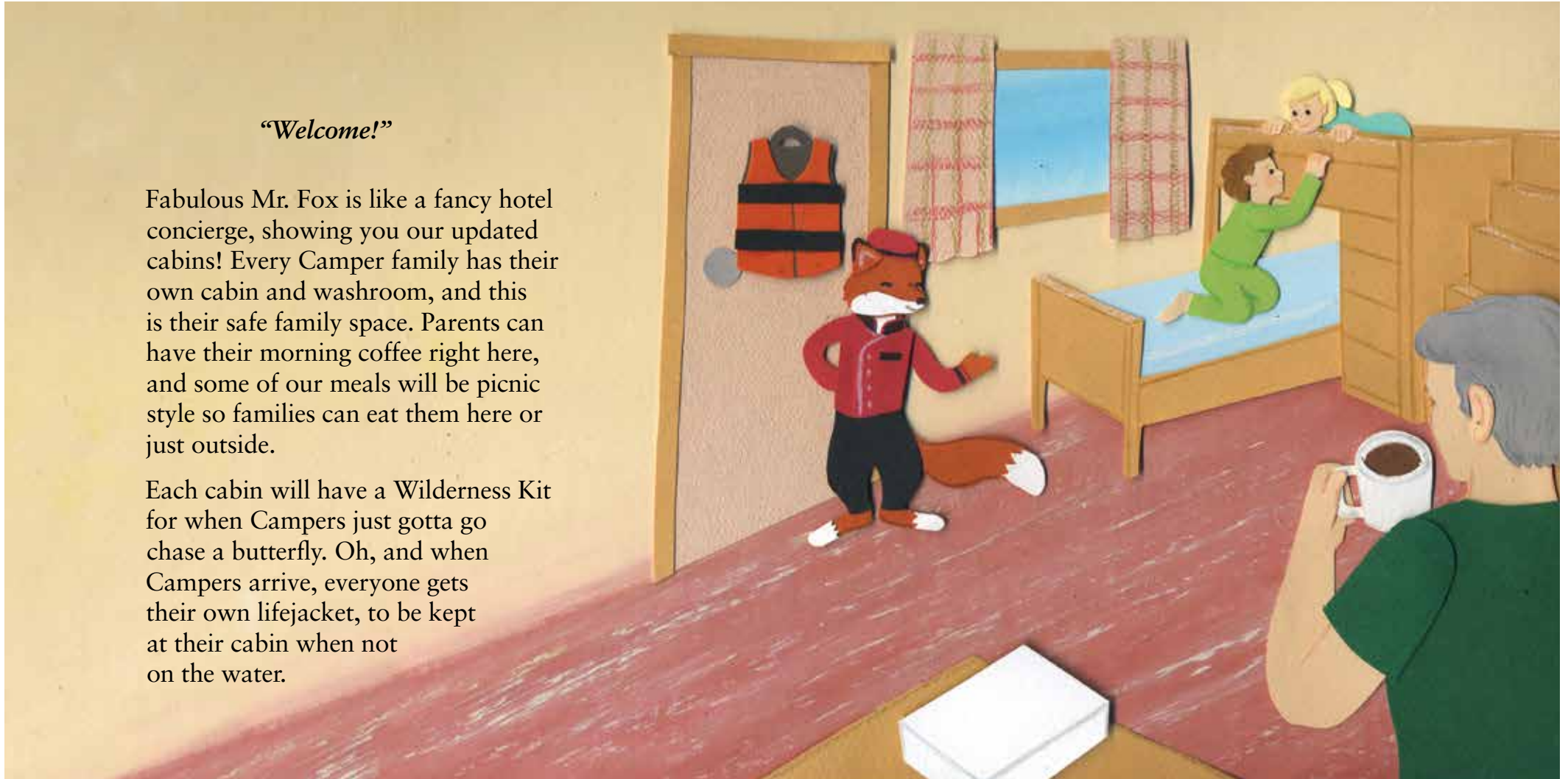
Racoon is here to remind you: he’s been rocking the mask since long before COVID. In addition to masks, there will be hand washing and hygiene stations everywhere on our camp sites. Each Camper will have their own PPE Kit too.



“Welcome!”

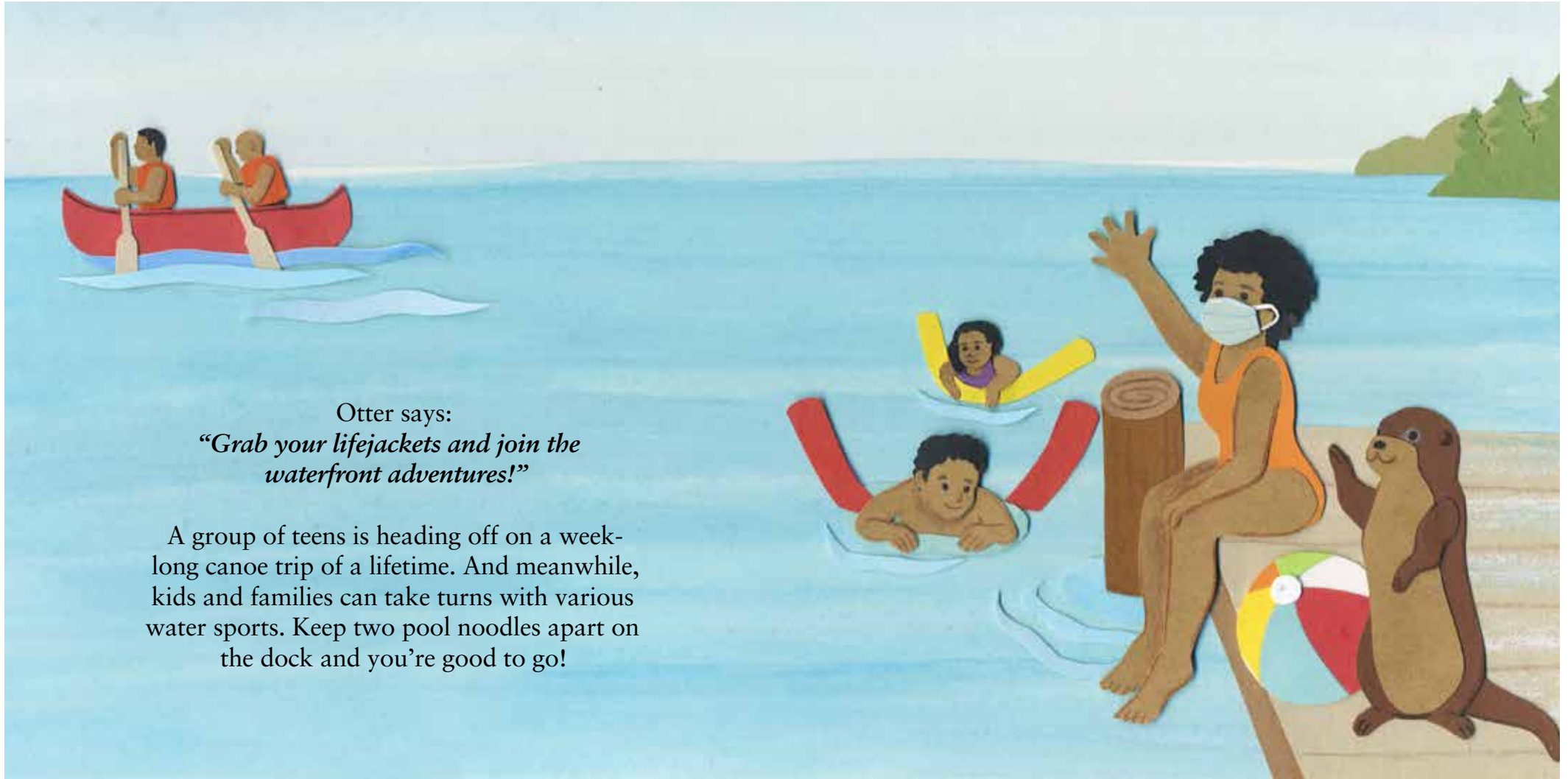
Fabulous Mr. Fox is like a fancy hotel concierge, showing you our updated cabins! Every Camper family has their own cabin and washroom, and this is their safe family space. Parents can have their morning coffee right here, and some of our meals will be picnic style so families can eat them here or just outside.

Each cabin will have a Wilderness Kit for when Campers just gotta go chase a butterfly. Oh, and when Campers arrive, everyone gets their own lifejacket, to be kept at their cabin when not on the water.



Otter says:
*“Grab your lifejackets and join the
waterfront adventures!”*

A group of teens is heading off on a week-long canoe trip of a lifetime. And meanwhile, kids and families can take turns with various water sports. Keep two pool noodles apart on the dock and you're good to go!



“Day is done, gone the sun,
from the lakes, from the hills,
from the sky, all is well,
safely rest, camp is nigh.”



As the sun sets on our story today,
remember that your kindness and
generosity today will mean more camp
adventures for kids and their families
impacted by childhood cancer. Thank you!



"I sit here wide awake at 1am crying tears of happiness because it looks like our little warrior might get to experience camp this year after all."

CAMP IS BACK!



464 Bathurst Street, Toronto ON M5T 2S6