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Charitable registration



Organizing Committee

Heather Jeliakov, Chair
Jane Bowers
Liz Butterfield
Kate Campbell
Kirsten Denham
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Dear Friend,

The Butterfly Ball is capturing our community's imagination. Companies are confirming their sponsorship and donating items to the auction. Many dads have purchased their tickets – if you want to attend, I encourage you to let us know as soon as possible as this event will sell out quickly.

While the event will be great fun, it also serves an important purpose. Clients of the Queen Alexandra (QA) Ledger House, the in-patient mental health hospital for children and youth on Vancouver Island, and Anscomb (out patient services) experience challenges they should not be facing at such a young age.

Money raised from the 2nd annual Butterfly Ball will support the QA Expressive Arts Therapy Program. Seen as an "extra", this program does not receive any government funding. However, during the three years it has run at Ledger House and Anscomb, we've seen it used as a tool for communication, self-examination, and healing all to the benefit of the children participating in the program. The stories are heartbreaking and heartwarming.

Much of our success depends on the support of local businesses donating items, services, or gift certificates to the Silent Auction, 20 – 50 small, promotional items (they don't have to be the same) to be included in the Surprise Bags for the girls, or those able to become a cash sponsor – there are levels from \$250 - \$2,500.

By making a contribution you will have direct access to men who are:

- ♣ 35 - 55 years old
- ♣ professional
- ♣ well educated
- ♣ appreciative of fine meals, cultural activities, and art
- ♣ have disposable income and treasure unique experiences

Their daughters will be:

- ♣ 8 - 18 years old
- ♣ interested in clothing, make-up, electronics, music, and more

All companies involved in the Butterfly Ball will receive direct exposure to approximately 70 dads and 90 daughters. You will also receive:

- ♣ recognition in the event program, on the bid sheet, and in our thank you ad(s)
- ♣ acknowledgement on the QAF website.

Donating an auction item is easy - simply fill out the attached sheet.

A member of The Butterfly Ball organizing committee will contact you in the near future to confirm your participation and to answer any questions. You may also wish to call Jane at QAF at 250-519-6955 or email jane.bowers@queenalexandra.org for more details or to purchase a ticket.

Thank you again for considering how you can profile your business to this unique target market while helping Vancouver Island children with special needs.

Sincerely,

Heather Jeliakov, Chair

**The Queen Alexandra Butterfly used in the logo is nature's art. Its beauty, strength, and ability to soar make it the perfect symbol for all we wish for our daughters. Thank you for joining us in supporting not only our own children but also children in need throughout our community..*



an elegant event for dads and daughters
Saturday, May 29, 2010
Victoria Marriott Inner Harbour

Raising money for the Queen Alexandra's Expressive Art Therapy Program for children receiving mental health services at Ledger House (inpatient) or Anscomb (outpatient.)



AUCTION DONATION FORM

Company Name: _____

Contact Name: _____

Address: _____

City/Prov./PC: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

DONATION INFORMATION

We would like to donate (please describe): _____

Expiry date and/or conditions: _____

Retail Value: _____

Please fax the completed form to (250) 250-479-5131 by April 15, 2010 and mail the

following to Liz Butterfield at 375 Quayle Road, Victoria, BC V9E 2B4 with:

- Gift Certificate/Letter for the donation, including expiry date and conditions **OR**
- Yes, I would like the Queen Alexandra Foundation for Children to create a gift certificate for the winning bidder using the information above **OR**
- Yes, I would like someone pick up the donated item, please contact me

To promote your company, please also send:

- 10 business cards
- 10 brochures

Thank you from the kids!

