



# The Lisa Coristine Brave Heart Foundation

*Accelerating the development of next-generation cancer therapies*

535 Fairlawn Avenue, North York, ON M5M 1V5

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Dear Friend:

It's that time of year again- we are gearing up for our 5<sup>th</sup> annual **Walk for a Cure!** This year our event will take place on Sunday, September 10<sup>th</sup>, 2006, and will be held at G. Ross Lord Park in North Toronto. We are currently seeking corporate sponsors who would like to support our event through the donation of goods and services. The name and logo of each of our sponsors will be featured in the media, at the event, and on the homepage of our website: [www.thebraveheartfoundation.org](http://www.thebraveheartfoundation.org).

I know all too well the devastation that cancer can cause: my sister Lisa lost her battle with cancer when she was only 28. It was her courage and determination that inspired the formation of the **Brave Heart Foundation**, which raises money in support of targeted radiation therapy at **The Princess Margaret Hospital**. Targeted radiation is a lifesaving program that is helping to increase the cure rate of numerous forms of cancer, while dramatically reducing the debilitating side effects of treatment. This is particularly crucial in treating children and young adults who are faced with cancer.

Although Lisa is no longer with us, my family is left with a tremendous sense of gratitude, because targeted radiation allowed Lisa to live her life to the fullest in spite of her illness. With fewer side effects to combat, Lisa traveled the world during her final years; climbing the Great Wall of China, running on the beach in Mexico, and living with a sense of adventure and hope- hope for a healthy future.

Lisa spent a great deal of time at PMH during the course of her illness. While she was certainly a young patient, she understood that she was not the youngest patient who had ever endured cancer treatments. She was deeply moved by the fact that many children also fight cancer there, and that they stand to benefit the most from future developments in radiation therapy. This is why she believed so strongly in the mission of the Brave Heart Foundation, which now bears her name as a tribute to her courage, her kindness, and her indomitable spirit.

Thank you once again for supporting our organization. I look forward to working with you to create a future without cancer.

Sincerely,

Jennifer Coristine-Zelovitzky

Director and Co-Founder

The Lisa Coristine Brave Heart Foundation

[jennifer@thebraveheartfoundation.org](mailto:jennifer@thebraveheartfoundation.org)





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## Brave Heart's Event History

- October 2<sup>nd</sup> 2005- The fourth annual **Brave Heart Walk** was held on a beautiful fall morning, with enthusiastic participants helping to raise over \$25,000.
- June 2005 – **Thornlea Secondary School's Class of 1995** held their 10-year reunion and collected \$5 from each attendee, generously donating the funds to the Brave Heart Foundation. The event raised \$400.
- May 18<sup>th</sup> 2005 – **Football 4 Life** was held in association with the Toronto Flag Football League. This fun-filled event was a lot of fun for it's participants and raised over \$1500 for the foundation.
- May 6<sup>th</sup> 2005- the third annual **LIFE** event was a smashing success once again, this time changing its venue to This Is London and attracting over 1000 people! Everyone danced the night away and raised over \$32,000 in the process.
- September 26<sup>th</sup> 2004- the third annual **Brave Heart Walk** was a resounding success, raising approximately \$40,000 and hosting over 250 participants.
- May 14<sup>th</sup> 2004- The second annual **LIFE** event was attended by 1000 people! The party was held once again at the York Event Theatre and with the help of generous sponsors and patrons the event raised \$20,000.
- February 2004- The Ontario Risk & Insurance Management Society held it's annual **Curling Bonspiel** and donated all proceeds to The Brave Heart Foundation, with it's generous members contributing over \$700 to the fund.
- Fall 2003- the amazing students at Community Hebrew Academy of Toronto Richmond Hill Campus held a **"Cutting for Cancer"** campaign, in which students shaved their heads in exchange for pledges made. This event raised \$2,500 for The Brave Heart Foundation, and the discarded hair was donated to a wig maker in order to provide wigs to children stricken with cancer.
- September 7<sup>th</sup> 2003- Brave Heart's second **Walk for a Cure** was held on a beautiful sunny day at G. Ross Lord Park. The day wrapped up with a raffle and a barbeque for all participants, and raised another \$15,000 for the foundation. In addition, the leftover barbeque food and refreshments were donated to a women and children's shelter north of Toronto.
- May 23<sup>rd</sup> 2003- Over 800 enthusiastic partygoers attended the **LIFE** event, a night of music and dancing at the York Event Theatre in Toronto. All had a great time, and the party raised over \$15,000 for the foundation.
- April 8<sup>th</sup> 2003- The grade 6 class at the United Synagogue Day School in Toronto decided to hold a **bowl-a-thon** to benefit The Brave Heart Foundation. By collecting pledges, these amazing students raised over \$5,000.
- October 6<sup>th</sup> 2002- Brave Heart held its first **Walk for a Cure**. The original goal was to have 50 walkers and to raise \$5,000. With the help of generous sponsors and volunteers the foundation was able to far exceed its goal, raising over \$30,000 and attracting over 150 participants.



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## **Sponsor Acknowledgments**

### **Cash or Service donation valued at \$1000 or more:**

- Honorary Sponsor Plaque
- Recognition on our event Sponsorship Banner
- Acknowledgment on the front page of the foundation website; [www.thebraveheartfoundation.org](http://www.thebraveheartfoundation.org)
- Acknowledgment in several major Toronto newspaper advertisements
- Recognition in our 2006 corporate sponsorship package

### **Cash or Service donation valued at under \$1000:**

- Acknowledgment in several major Toronto newspaper advertisements
- Poster recognition on the event day
- Acknowledgment on the foundation website; [www.thebraveheartfoundation.org](http://www.thebraveheartfoundation.org)

### **Gift Certificate or Raffle prize donation:**

- Acknowledgment in several major Toronto newspaper advertisements
- Recognition on the raffle ticket prize list used prior to the event day
- Recognition on the raffle ticket prize list used on the event day

Please see the example below of the 2004 "Thank you" newspaper ad:

**THANK YOU !**

The Lisa Coristine Brave Heart Foundation has raised over \$150,000 for cancer research at Princess Margaret Hospital. Our 2004 Walk for a Cure was a tremendous success, and we gratefully acknowledge the following corporate sponsors:

|                              |   |
|------------------------------|---|
| Bais Burger                  | Magen Boys Entertainment                    |
| Banty's Roost Golf Club      | M&M Meat Shops (Promenade)                  |
| BioLab                       | Nortown Meats                               |
| CAA                          | Rain Day Spa                                |
| Clio-Oz Jewellery            | Route One (Tom Ungar)                       |
| Concord Market               | Schneider Foods of Canada                   |
| Costco (Markham)             | Sobeys (Thornhill)                          |
| Enbridge Gas Distribution    | Sony  |
| Fortinos (Maple)             | Spinmaster Toys                             |
| Framar Salon                 | Tennis Canada                               |
| Giftcraft                    | Terra                                       |
| Hartman's Kosher Meats       | The Beauty Supply Outlet (Yonge & Eglinton) |
| Hill Street Blues            | The Canadian Jewish News                    |
| Ilana Valo                   | The Falcon & Firkin                         |
| Jennifer & Leon Lenchner     | The Pickle Barrel                           |
| Joseph's Estate Wines        | The Toronto Argonauts                       |
| Krispy Kreme Doughnuts       | The Travel Network                          |
| Le Biftheque (Woodbine Ave.) | Totto Spa & Salon                           |
| Loblaws (Steeles & Dufferin) | Oakridge Golf Club                          |

For more information about our foundation or to make an online donation, please visit <http://www.pmfh-uhn.ca/html/events/whatson.asp> and click on the Brave Heart Foundation link.



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*In Loving Memory of Lisa Coristine (1975-2004)*

## *How you can help*

All donations in cash or in-kind are 100% tax deductible, with tax receipts issued by The Princess Margaret Hospital Foundation. Please contact Tannis Walker at [Tannis.Walker@uhn.on.ca](mailto:Tannis.Walker@uhn.on.ca) or (416) 946-4574 for more details.

If you would like to donate a gift certificate or a prize to be featured in our raffle, please contact Katie Coristine at [katie@thebraveheartfoundation.org](mailto:katie@thebraveheartfoundation.org) or (905) 709-1977.

If you would like to donate food or refreshments for our barbeque, or any other product or service, please contact Jennifer Coristine-Zelovitzky at [jennifer@thebraveheartfoundation.org](mailto:jennifer@thebraveheartfoundation.org) or (416) 921-5151

If you would like to host an event and donate the proceeds to the Lisa Coristine Brave Heart Foundation, please contact Tannis Walker, Katie Coristine or Jennifer Zelovitzky. As you can see from our 'event history', there are many fun and creative ways to get involved for a good cause!

*All forms of sponsorship are deeply appreciated!*