

# NEWS FLASH

## Special Charity Challenge Run Edition

A  
Message  
from  
our CEO



When LOFT participates in the Scotiabank Charity Challenge on September 26th, we will have two important goals.

Of course there is a fundraising goal – to raise \$20,000 overall. To accomplish this, each program has formed a team and set its own goal, and each program will decide the best way to use the funds they raise for the benefit of their clients.

The other goal is what makes this special event truly special.

The traditional approach would be for staff and supporters to raise money for clients. Not this time! This time, everyone will participate together. When you look at our team, and you see our sea of orange t-shirts, you won't know who is staff, who's a client, who's a friend or family member. We'll all be there as part of the team.

Our clients work so hard and overcome so much, and yet, sometimes the stigma just won't go away. That's what this event is about - outrunning stigma.

Sincerely,

Terry McCullum, CEO

### Outrunning Stigma

Sunday, September 26th, 2010, LOFT staff, clients, friends and family will be joining together to "Out-run Stigma".

LOFT is one of the official charities participating in this year's Scotiabank Group Charity Challenge. Presented as part of the Scotiabank Toronto Waterfront Marathon, Half-marathon and 5K, the Charity Challenge encourages race participants to raise funds for their favourite charity.

"This is a great opportunity for us", says LOFT Director of Development Jane Corbett. "Through their sponsorship of the event, Scotiabank removes virtually all the risk, and provides us with sophisticated on-line fundraising tools. All we need to do is sign up and have fun."

Some LOFT participants will be running, and some will be walking. Most are signing up for the 5K, but we have people registered in the half-marathon and full-marathon as well. And for those who don't want to run or walk, there's the LOFT Cheering Section, helping everyone stay energized and inspired.

LOFT hopes to have 200 people participating in our name and to raise at least \$20,000.

### JOIN US

You can join us and walk or run in support of LOFT or of your favourite LOFT program.

Contact the Development Office, or go online at [www.loftcs.org](http://www.loftcs.org). Click on the race icon at the bottom left of the LOFT home page, then scroll down to the link that says "Register for the race."

Be sure to register yourself as a "Charity Challenge Runner" and to select "LOFT" as your charity.

Welcome to the Team!

## Support Our Run!

You can help by sponsoring one of our teams or an individual participant. It is easy to do by going online. Your donation is fully tax receipt-able, 100% of the funds you provide will go to LOFT, and the Scotiabank site is completely secure.

Go to [www.loftcs.org](http://www.loftcs.org). On the bottom left of the LOFT home page, click on the race logo. Scroll to the bottom of the page. To pledge an individual, click on "Sponsor a participant". If you'd rather sponsor a LOFT program, choose "Sponsor a Team".

If you use the "Select a charity" drop-down menu and select LOFT, you can click on the individual or the program of your choice.

If you'd simply like to support LOFT, choose the "Richmond Team". This team is made up of members of LOFT's administrative staff and any funds pledged to this team or any of its members, will be allocated internally to the program(s) most in need.

## LOFT Clients The Big Winners

LOFT staff members are getting on board for this run because it's giving them a chance to raise money for some of their clients' needs that are the hardest to fund. Each LOFT Program has set its own goal and will be using the money they raise in the way that will be most helpful to their own clients. Here are some examples:

The seniors programs, are planning to pool their proceeds and decide among themselves which needs are most pressing. They are talking about helping to set up an apartment for a senior who has nothing. They might also use the money for monthly birthday parties, or other social activities.

Some programs are talking about repairs to their houses; a fresh coat of paint for some client apartments. Ingles House hopes to replace the old carpet in some of their bedrooms with a new wood or laminate floor.

Others are looking at things like craft supplies to support activities that help clients express themselves and connect with the other people in their program.

In the adult programs, like Crosslinks and Wilkinson, these extra funds will help get people off to a good start. When clients come into LOFT housing, often they have nothing, so extra money for things like toiletries and linens, beds and kitchen tables can be a huge help.

## HOW IT STARTED

In the early summer of 2009, someone at McEwan Housing and Support Services had a great idea for a staff team-building day: a 5K race! The race they chose was the Scotiabank Toronto Waterfront Marathon, Half-marathon and 5K, and they were so enthusiastic that their colleagues couldn't resist.

Here is the story as told by McEwan Program Director, Kay Roesslein:

"Our team met at McEwan House and travelled together to the starting point. We ran, walked, sang and talked. We kept going and kept each other going and the crowds around us kept encouraging us to go on. As we neared the end of the race route, the crowds grew thicker and louder, and we were buoyed by the larger community around us. We walked and ran faster and straighter as we entered the home stretch.



Photo: 2009 McEwan Team

And we did it! And we did it together...meeting up again at City Hall to share our (mis)adventures and congratulate each other over lunch."

Kay readily admits having her doubts, but by the end she reported "such an incredibly team-spirited day that we all wanted to do it again, and we all wanted to share the experience with our clients and our colleagues from all the other LOFT programs."

The McEwan Team immediately started to plan for the 2010 run and encouraging others to join in the fun. The result: Team LOFT - as many as 200 strong - joining together to "outrun stigma" on September 26th.

## Help Us Win a Cash Prize

You can support our cause, and help us raise even more money.

Scotiabank is offering additional cash prizes of \$2,000, \$3,000 and \$6,000 to the top three charities with the most participants. And LOFT has a chance at being one of those three!

But there's a catch. To count as a "participant" a runner or walker must have at least \$20 in pledges in their name. Of course, not all our LOFT team members are in a position to fundraise, but you can help.

Look for LOFT participants who haven't raised any money yet, and sponsor them. If you were planning to contribute \$50, you could sponsor 2 people at \$25.00 each, or increase your gift to \$60 and sponsor 3 people!

You can make your contribution directly online or send a cheque to the Development Office, 301 – 205 Richmond Street W., Toronto, ON, M5V 1V3. We'll choose your participants for you, if you'd like.