

LOFT'S CHARITY CHALLENGE



We had so much fun last year we are coming back for more!

LOFT is once again participating in the Scotiabank Charity Challenge and we are ready to do it bigger and better than last year. Taking place on October 16, the 2011 Scotiabank Toronto Waterfront Marathon, Half Marathon and 5K promises to be a great day for all participants. The planned route is fast, smooth, and scenic along Lakeshore Boulevard and the downtown core.

Last year was the first year LOFT participated and we shattered our fundraising goal of \$20,000 by raising \$32,966.71! We were also well represented in the race with 127 participants in their orange LOFT t-shirts making us the 4th largest group there. This year we have our eye on placing at least 3rd and win-

ning the prize money associated with having a high turnout. On the sidelines, our enthusiastic cheerers with their huge LOFT banner encouraged us on to the finish line. Our after-party BBQ was well received at Simon Apartments with some good food for everyone involved.

This year we plan to raise more than last year, participate more than last year, and be even more excited in our run against stigma. Our runners are raring to go and our walkers are eagerly awaiting the day. Programs have already set goals and have begun fundraising for what is sure to be a great experience.

LOFT supporters, this is your chance to get involved! We are looking for runners/walkers to participate in the race, cheerers to be on the side offering encouragement as people come by, and donors to support our cause.

A Family's Eyes Open

For last year's race, many staff and clients invited family and friends to join the fun and help raise money for LOFT. Here is the experience of one staff family.

"During the BBQ, my family sat at the table beside the piano and a gentleman started talking to them. My family was hesitant to interact, but the next thing they saw was this man playing classical music on the piano. All six of their eyes were ready to pop out of their sockets as they listened to this man with such a musical gift. Afterwards, they shared that it opened their minds and their hearts to people who have struggles that society often turns their backs on. It is an experience they now hold close to them and it has changed how they view people we work with. They see PEOPLE".



Issue 5
June 2011

205 Richmond St. W.
Suite 301
Toronto, ON
M5V 1V3
(416) 979-1994

www.loftcs.org

Bringing **Hope** and **Recovery Home**

HELP Team LOFT Today

Team LOFT is ready for another Charity Challenge but we need your support to succeed. Help us reach our goal of raising \$50,000.

You can help by sponsoring a team or individual runner in the Scotiabank Toronto Waterfront Marathon. Each participating LOFT program is regarded as their own team and you may select the one you would like to support.

To donate, visit our website at www.loftcs.org and click on the red Scotiabank Toronto Waterfront Marathon image on the bottom left hand corner. Next, scroll to the bottom of the page and click on "Sponsor a participant or Charity" or "Sponsor a team" and follow instructions from there.

Questions can be directed to Amy in the Development Office at: 416-979-1994 ext. 233, or by email at atran@loftcs.org.

Go Team LOFT!



LOFT THANKS our 2010

Corporate Sponsors:

Manulife Financial
Stikeman Elliot LLP

Prize Donors:

CN Tower
Dave & Buster's
Extreme Fitness
Floka Salon & Spa
Il Fornello
Annette Johnston
L'Oreal
Magic Pony
Marineland
Ontario Science Centre
Presidents Choice
Shepell.fgi
Sheraton Centre Toronto Hotel
Starbucks
Swiss Chalet
Walmart

Each Program Benefits

Ingles House is a good example of how each program benefits. The carpet in the bedrooms trapped dust and other particles causing allergies to act up for the girls living there. The women at Ingles work so hard to overcome their addictions that the staff wasn't going to let some dusty carpet add to their problems. The staff knew they could offer a solution to the problem. Through participating in the 2010 Scotiabank Toronto Waterfront Marathon, they were able to raise enough money to replace the carpet in not only one but TWO of the bedrooms. The carpet has been replaced with laminate flooring which is easy to clean and keep allergies at bay. This year Ingles is planning even more upgrades.



We All Inspire Each Other

By: Annette Johnston

Race day is here!

I am in the starting corral for the 2010 half-marathon, feeling giddy and anxious. As I look around there is just a sea of people.

My thoughts now move to how I need to run fast and finish my race in time to see the LOFT 5K walkers and runners cross the finish line. I am covered in goose bumps while the national anthem plays, and in my mind, I imagine I run like a Kenyan, strong and fast.

I cross the finish line, get my bling (my medal), buy some chips and a coke and make my way to the LOFT Cheering Section. I spot some LOFT half-marathon runners and cheer them on. Then the orange T-shirts started appearing - the LOFT 5K runners and walkers are coming on strong. Oh, the goose bumps! The inspiration!



I see clients, staff, family, friends. I couldn't believe how many there were! I found inspiration in each and every one of those orange shirts; the boyfriend wanting to beat the girlfriend; my sister determined to get across that line in under an hour; the client being pushed in the wheelchair wanting high fives from the Cheering section.

The pure joy and satisfaction on people's faces as they pass; all with such determination and a little bit of attitude. It really made me proud to be part of such an INSPIRING group! To each and every one of you, I thank you for keeping me inspired, not only in this event, but in life!

As a result of my experience last year as Team Captain for the Wilkinson Team, I was honoured to be invited to Co-Chair the 2011 Charity Challenge for all of LOFT! I challenge WILKINSON, and all of LOFT to double our numbers for 2011!

So, let's participate to the max.....ALL IN FOLKS!
LETS KEEP THE INSPIRATION GOING! IT'S ON FIRE!