

# Campaign Pulse

April 12, 2017 | Edition 2

## Campaign Kick-Off!

March 30th marked an exciting turning point for Hawthorne when its *Growing Our Care* campaign was officially launched to the public. Campaign Chair, Mayor Greg Moore, Lenore Pickering, CEO and Walter Van Drimmelen,



Board Chair hosted a reception for 100 guests as well as media.

Key announcements included surpassing the campaign's **half-way mark** thanks to the generosity of its major donors as well as Hawthorne's staff, board members, friends, residents and their families. Other highlights were the cheque presentations by each of the top eight donors:



L to R: Mayor Greg Moore, Brian Woods, Board Director, Pacific Blue Cross and Walter Van Drimmelen, Board Chair of Hawthorne.

**Team Hawthorne** (staff & board), **Quantum Properties, MOSAIC & Trade Partners, Pacific Blue Cross, RE/MAX Sabre Realty Group, Burquitlam Care Society, Beedie Development Group and G&F Financial Group.** A framed limited edition print entitled *A Tranquil Afternoon*, donated by PoCo artist **Michael King**, was given in appreciation to each of the top donors.

Thanks to **Opus Art Supplies** for donating the frames and mats and to **Coquitlam Florists** for the flowers.

[Click here to view the entire Launch event video](#)

[Click here to see more launch event photos](#)

In just nine months, the campaign has raised **\$ 572,134 .** towards its \$1 M goal. Our **heartfelt thanks** to everyone who has helped us get this far.

*Together, we look forward to winning this campaign!*

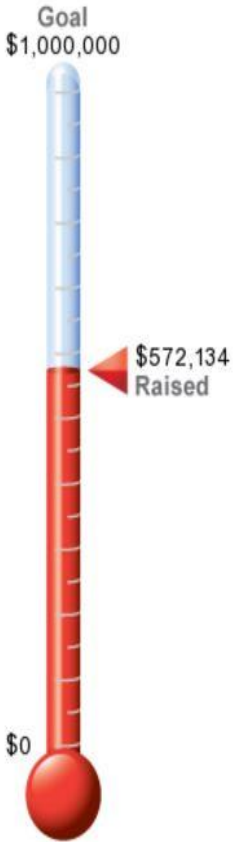
### It's not over 'til it's over...

As we prepare for this next exciting phase of the campaign, we encourage you to please drop us a line to discuss your prospective funding leads, ideas or 3rd party fundraisers.

To make a donation, please call 604-468-5027 or email Rita at [ralbano@hawthornecare.com](mailto:ralbano@hawthornecare.com)

### CAMPAIGN CABINET MEMBERS

- Mayor Greg Moore, Campaign Chair
- Shelley Arding
- Chris Barbati
- Cyrille Barnabe
- Mike Farnworth
- Donna Gray
- Deborah Hyslop
- Philip Jewell
- Brian Madaski
- Wayne Moser
- Walter Van Drimmelen
- John Wolff



**May Day Festival**

The campaign will have an entry in the **May Day Parade.**

We will also be at the **Marketplace at Leigh Square** on Saturday, May 13th in Port Coquitlam.

## Campaign Website Now Live

For up to date information on the campaign or to donate online, please visit our new webpages at:

[www.hawthornecare.com/capital-campaign/](http://www.hawthornecare.com/capital-campaign/)

## A Sense of Home



Artists' rendering - Fireside Lounge—West (Arbutus Wing)

Anyone walking into Hawthorne Lodge today knows how “institutional” the environment feels. That’s because the Lodge was originally built as an extended health care facility, back in 1994.

Numerous studies stress that the physical environment has been shown to influence the quality of life and well-being of seniors in residential care homes.

One of the best components of our renovation project is our vision to create a warm, welcoming sense of home for our residents and families. Some years ago, we achieved this in our Assisted Living Tower. The photos above and below give you a sense of just how warm and home-like the Lodge will be after the renovations.



Furniture fabric options

## Campaign Staff Announcement

We would like to take this opportunity to thank Sandra Martins, our part time Campaign Assistant, for her dedication and hard work over the past year. We wish Sandra the best of success as she moves on to exciting, new opportunities. Of course we hope to see her again at the opening of the new Hawthorne Lodge! Thank you for a job well done and best of luck, Sandra!

We also welcome Kimberly (Kim) Egli to Hawthorne’s campaign team as Sandra’s replacement. Kim, a long time resident of Po-Co, is the new Fund Development Coordinator and will work with the Campaign Manager and Cabinet members. Welcome Kim!

## High Interest in Gift Naming Opportunities

Many donors wish to leave a tangible legacy through their donation. That’s why gift naming opportunities are so popular. So far, 20 of our donors have designated their gift to a naming opportunity in Hawthorne Lodge.

If you are interested in leaving a legacy and naming a room or area with either a one time donation or pledge over 5 years, please call us at 604-468-5027 and we can reserve it for you.

To view the naming opportunities still available at Hawthorne Lodge, please click [here](#).

**For more information on the *Growing our Care Capital Campaign* or to make a donation, please call:**

**604-468-5027** or

**604-468-5012** or

email Rita Albano at

[ralbano@hawthornecare.com](mailto:ralbano@hawthornecare.com)

*“Caring for our seniors is perhaps the greatest responsibility we have. Those who walked before us have given so much and made possible the life we all enjoy.”*

*– John Hoeven*