



Courage, strength and heart - three traits that every young adult battling cancer exhibits. Alli Shapiro, founder of **Alli's Journey**, proved this in her seven-year fight with Hodgkin's Lymphoma, using humour, humility and faith as her strongest weapons in the struggle.

Along with the unspeakable challenges that Alli surmounted, came the alarming awareness that she and numerous young adults with cancer, aged 18-35, are significantly under-serviced and unsupported.

Young adults are a unique group within the cancer family, with needs very different to those of their younger and older counterparts. Although this age group accounts for over 2% of new cancer diagnoses each year, it does not receive the same level of support as others.

Sadly, Alli succumbed to her disease in July, 2006, at the age of 26, but her courage, strength, heart and, most of all, dignity continue to live on through **Alli's Journey**, a charitable organization dedicated to raising funds for education, research and support for young adults with cancer, aged 18-35.



Alli's Journey Initiatives

♥ **Alli's Comfort Bag** -- for young cancer patients undergoing treatment. Our comfort bags will be distributed through the Odette Cancer Centre, Sunnybrook Hospital, Toronto, Ontario. Each tote bag is filled with comforting items such as a warm socks, a hand-knit hat, hypo-allergenic products, a journal, two tickets to any Cineplex Odeon Theatre, a cosy scarf and, of course, information about community resources available to assist the young adult in their journey.

♥ **"Take My Hand"** -- an evening of musical celebration showcasing Canadian artists, to benefit Alli's Journey in support of its ongoing initiatives. **Set aside the evening of Wednesday, May 27, 2009, and join us for our Fourth Annual Concert at the Toronto Centre for the Arts, North York**

Coming Soon...

♥ **Alli's Journey Community Room program** -- in partnership with Wellspring. This room is designed to provide a positive environment for the young adult cancer patient and will be located in proximity to cancer treatment and/or support program facilities. **Wellspring at Sunnybrook** will host programs and events tailored to meet the specific needs of young adults.

♥ **Alli's Journey Bracelet** – a fund-raising and open-support initiative, this designer bracelet will consist of three charms representing Courage, Strength and Heart. In making this bracelet available at various outlets, Alli's Journey will raise its profile in the community.



Every worthwhile journey takes courage, strength and heart.

Your donation at work...

Funds are designated for education, research and support for young adults aged 18-35 with cancer. With your help, we will be able to continue with our current and future initiatives.

To date, using proceeds from our annual “**Take My Hand**” musical concert, **Alli's Journey** has granted over \$100,000 to the Chemo Buddy Program and the Cell Therapy Program at Princess Margaret Hospital.

Our recipients in 2008 were Gilda's Club Toronto and Young Adult Cancer Canada, two organizations with programs for the young adult cancer-sufferer and survivor. These recipients received in total \$50,000.

Alli's Journey takes pride in its efforts to raise and provide funding towards the wellbeing of young-adult cancer-sufferers and to help them maintain courage, strength and heart in their ongoing struggle.

ALLI'S JOURNEY DONATION OPPORTUNITIES

<p>PLATINUM Full-page recognition in the “Take My Hand” event programme. Event lead sponsor. Recognition on all media promotional materials. Recognition in Alli’s Journey website. Special Event Recognition. Donor Newsletter Twelve tickets to “Take My Hand”</p>	<p>\$10,000 +</p>
<p>GOLD Full-page recognition in the “Take My Hand” event programme. Recognition on all media promotional materials. Recognition in Alli’s Journey website. Special Event Recognition. Donor Newsletter Ten tickets to “Take My Hand”</p>	<p>\$5,000 – \$9,999</p>
<p>COURAGE Half-page recognition in the “Take My Hand” event programme. Recognition in Alli’s Journey website. Donor Newsletter Eight tickets to “Take My Hand”</p>	<p>\$2,500 – \$4,999</p>
<p>STRENGTH One quarter page recognition in “Take My Hand” event programme Recognition in Alli’s Journey website. Donor Newsletter Six tickets to “Take My Hand”</p>	<p>\$1,000 – 2,499</p>
<p>HEART One eighth page recognition in “Take My Hand” event programme Recognition in the website. Donor Newsletter Four tickets to “Take My Hand”</p>	<p>\$500 – \$999</p>
<p>FRIEND Line listing in “Take My Hand” event programme Recognition in the website. Donor Newsletter Two tickets to “Take My Hand”</p>	<p>\$200</p>

Official receipts will be issued for allowable amount according to CCRA regulations.
Registered as: ALLI'S JOURNEY, Charitable Business No. 806478343RR0001

alli's journey

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toronto ontario m3h 3c8

allisjourney.ca

Program Advertisement Spaces

This year we are offering the opportunity for you to pay tribute to Allie's Journey in our program. Should you wish to acknowledge us in this way, please write your comment below and include it with any artwork you are submitting.

Prices are as follows:

- \$300 - full page ad : 7" width x 8" height
- \$150 - half page ad: 7" width x 4" height
- \$75 - quarter page ad: 7" width x 2" height
- \$50 - business card size ad: 3.5" width x 2" height
- \$25 - one line greeting

The deadline for artwork to be submitted is April 30, 2009.

Official receipts will be issued for allowable amount according to CCRA regulations.

Please write your comments in this box.

Name (Company)*:

Billing Address:

City:

Province:

Postal Code:

Telephone:

Fax :

Email:

*Company/Donor name as it is to appear in the event program

A further Donation to Allie's Journey: _____

Charitable Registration Number: 806478343 RR0001

Please make all cheques payable to:

Allie's Journey

Attn: Pam Shainhouse

23 Barclay Road

Toronto, Ontario M3H 3C8

fax 416 783 5059



Alli's Journey is supported through special events and corporate and personal donations. We count on your support to allow us to continue our initiatives that will provide Courage, Strength and Heart to young adult cancer patients. You can donate in the following ways:

ONLINE DONATIONS

Alli's Journey is pleased to be working in partnership with **Canada Helps** to provide the latest in on-line donation technology. Canada Helps will provide you with the ability to support our work through easy, quick and secure on-line donations. Just go to:

www.allisjourney.ca

...and click on the **Canada Helps logo**.

Note that Canada Helps donations can only be made by Credit Card.

MAIL-IN DONATION

Please complete the donation form (see attached) and send to:

**Alli's Journey
23 Barclay Road
Toronto, ON, M3H 3C8**



Donation Form

Name(s):

Company (optional)

Mailing address (for tax receipt):

Street number/P.O. Box Number

City/Town

Province/State

Postal/Zip Code

Telephone Number(s):

mobile: _____

work: _____

email address:

Amount of Donation:

Please make cheque payable to: Alli's Journey.

Please mail this form along with your contribution to:
Alli's Journey, 23 Barclay Road, Toronto, ON, M3H 3C8