

A Leap of Faith for AboutFace

The Need

In Canada, over 100,000 children between the ages of 10-18 are affected by facial disfigurements. Having a facial disfigurement is a social disability that impairs their ability to integrate socially at school, in the community and with peers. It creates barriers to friendships, aspirations and opportunities.

In 2003, AboutFace hosted its first camp for youth with facial differences. **Camp Trailblazers** is a unique place where kids, ages 10 to 18, are able to broaden their personal experiences, develop leadership, team management skills and create life long friendships with others who have similar life experiences. The camp has been limited to Ontario for the last few years, but the need is great and it crosses Canada. The only way to service these kids and make this experience accessible, is to establish camps in every province.

Four years ago, AboutFace and Scotiabank National Mortgage Sales partnered together to generate awareness about the cause and the need. Through this channel of Mortgage Development Managers (MDM), AboutFace has had an impact on local communities and is receiving more and more interest from new members who want to have a **Camp Trailblazers** in their community.

With the enthusiasm and dedication of the MDM team, AboutFace and Scotiabank have begun to collaborate on an effort to raise awareness about **Camp Trailblazers** & the necessary financial investment to expand the camp program across Canada. In 2008, AboutFace and Scotiabank hosted the First Annual Leap of Faith in the Niagara Regional. With 9 jumpers we raised \$24,000 and were able to sponsor four camps: British Columbia, Ontario, Nova Scotia & Newfoundland. The goal now is to sponsor more camps!

The Leap of Faith

In 2005, a Scotiabank MDM, Sue Danychuk was about to embark on an adventure of a lifetime, to parachute out of a plane. If logic and common sense got the better of her, she would not have attempted this. But then again, logic and common sense can be quite boring and one thing Sue Danychuk is not is boring. She decided to take a "leap of faith" and go where her heart took her. And what a ride it was!

Since then, Sue has made skydiving an annual event. Sue and her colleagues make the annual "Leap of Faith" and over the years, Sue in partnership with community business partners has generated financial support for various charities and causes.

In early 2008, while at a work conference, an innocent mention about "life's adventures" led to what became "the hot topic" of the conference – **Taking Leaps of Faith**. Like many great ideas – it begins with one idea which sparks another, and then another until the idea of jumping out of a plane to help a great cause became Sue's (and many other MDM's) mission!

In a matter of hours, "**A Leap of Faith for AboutFace**" was born. **Scotiabank MDM** and corporate partners such as **Genworth Financial** all jumped at the chance to make this great adventure and worthy cause a reality.

They imagined...if we could multiply what Sue raised by 3, by 5, by 10 – how much money could we raise? **More importantly, how many kids can we send to camp?** The numbers and ideas were rolling faster and faster and very soon, it was not a matter of "How much we can raise?", but "**How soon can we do this?**"

The Event

In 2009, **A Leap of Faith for AboutFace** will be held on **July 11 and July 18, 2009 at eight locations across Canada**. Our goal is to raise \$250,000 so that we can sponsor six camps across Canada.

AboutFace is recruiting individuals and companies to join the event and jump in support of Camp Trailblazers. You can help by supporting the event in several ways:

- Register to jump as an individual or team!
- Sponsor a jumper or team
- Donate a product or service
- Sponsor the event with a cash donation
- Help promote the event to your membership/community