



Date, 2018

Ms. Jen Love  
123 Lover's Lane  
Muskoka, ON X0X 0X0

Dear <Jen>,

 Do you believe in magic?

You will now! I've enclosed for you a very special map. When you look at it, you'll be magically transported right here to Camp Ooch and you'll see and feel your incredible support in action helping kids affected by childhood cancer experience the Magic of Ooch.

Matthew, an Ooch camper, shared that if there was a magic wand that could send him to Ooch right now, he'd be with his friends, out on the paddleboards trying to knock each other off and ganging up on the counsellors...

*"The Ooch waterfront is a big part of my memories: fishing, canoeing, swimming—everyone can enjoy their own activity and still feel like part of one community. It's small enough that you feel like a family but big enough that you feel like you have your own space. Because of Ooch, I know that cancer can mean something other than a hospital. It really does mean friendship and fun! To me, the Magic of Ooch is the infinite positives that make an extreme ultimate positive—the friends you make there, the amazing location, everything you want to try, there are no limits to what you can do!"*

**<Jen>, can you see yourself in this story? Because you are there. You're everywhere on the Ooch map, because you make the Magic of Ooch possible. Thank you!**

Right now, campers from your community and around the province are crossing their fingers and hoping they can come to Camp this summer. Your gift today—of <\$50> or whatever you choose—will help send more kids to Camp this summer!

Just a few months from now, Ooch will come alive with laughter,

CAMP OCHIGEAS 464 Bathurst Street, Toronto ON M5T 2S6  
Tel: 416.961.6624 Fax: 416.961.2267 ooch.org

singing and games. Kids at all stages in their cancer experience will meet up on Flagpole Field, an amazing and totally accessible space where they'll greet each other, connect with their cabin mates and counsellors, and start to explore Ooch.

Matthew's mom Ana remembers first arriving at Ooch: *"You're breathing a different air up there. Fresh air, yes, but you just feel that you're entering a magic place. And there's something else magic, for me. I love Matthew, and I would give my life for him in a second. **But Ooch gives Matthew something I can't give. The experience of sharing the most difficult part of his life with other kids.** As much as I try, I can never fully understand what he went through. And Ooch turns something so scary into something so bright. Ooch is emotional treatment for cancer. And it's magic."*

I hope you enjoy taking a closer look at your magic map and exploring Ooch, knowing that you make it come alive with stories just like Matthew's.

You can be part of the story this summer, too! Your gift today will make more the Magic of Ooch possible for kids with cancer right now in hospital, and in communities across Ontario. And you'll be part of the story this summer at Ooch Muskoka.

You'll find enclosed a reply form you can use to make your gift to Ooch today. And on that form there is also a space for you to share a message with Ooch campers, so you can really can be part of the story!

Thank you, so much, for your kind, caring and compassionate support of Ooch.



Yours, forever believing in magic,

Alex Robertson, CEO

**P.S You can share the Magic of Ooch! Please send in your gift today to send more kids like Matthew to Camp Ooch this summer. Thank you for believing in the Magic of Ooch!**