



The Better Day-ly

"Bringing a Better Day to the GTA"

Issue Five • February 2009

2009 Fundraising Gala is Here!

The Better Day Alliance Foundation was founded in 2007. Its mission is to work with established charities to create positive experiences that go beyond necessity and bring unexpected delight to people facing a variety of challenges throughout the Greater Toronto Area.

The much anticipated 2009 BDAF Gala Fundraiser will be on Saturday April 18th, 2009 at the Downtown Primrose Hotel. The hotel is located at 111 Carlton Street which is just a short walk from College Station. Our guests will be offered discounted parking and room rates. Red Entertainment will once again be providing the music and it promises to be another fantastic evening of great food and dancing for a terrific cause!

and many others along with the new location in downtown Toronto at the Primrose Hotel.

Tickets are just \$95.00 each or \$90.00 for members or groups that buy tables of 8-10. Ticket prices include door prizes, cocktails, an open bar, dinner and dancing. As always there will be terrific raffle prizes and tickets will be available for purchase at the event.

As an added bonus, anyone who purchases their ticket before March 1st, 2009 will automatically be entered into an early bird draw to win a free room at the Primrose Hotel for the evening!

We know that there are many people experiencing hard times this year and that is why your attendance means more now than ever before. We look forward to seeing you for a night of good music, great food and a fantastic cause!

Inside this issue:

Chocolate Bar Fundraiser	2
The W.I.S.H.. Award	2
We're Going Green!	2
2009 BDAF Donations January Session	3
Featured Community Project	3
Get Involved	4

This year there will be many new and exciting features to the gala including the folk guitar stylings of the Fridge Magnets who invoke the spirit of great guitar groups from the Everly Brothers to Simon & Garfunkel, Neil Young, Bob Dylan, CCR, The Hollies, The Beatles

For tickets please e-mail lori@betterdayalliance.org, call us at 416.698-2500 or buy your tickets online at

www.betterdayalliance.org/gala2009.html



Better Day Alliance Foundation

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Charitable Registration Number 85627 8213 RR001



Chocolate Bar Fundraiser

Another successful chocolate bar fundraiser has come and gone and it also ended completely sold out! We would like to thank everyone who sold chocolate bars for us. While we feel badly about all the extra calories we have introduced into the GTA, the money is crucial to our survival, especially in these hard economic times when so many

people are forced to cut back on their charitable giving.

Once again we wish to thank Coreen Nicholls who managed to top our chocolate bar sales list! If you wish to participate in our future chocolate bar sales then please email Lori Nicholls - Vigario at lori@betterdayalliance.org. We will be selling chocolate bars annually every September.



Once again this year's chocolate bar fundraiser is a success!

The W.I.S.H Award



The Better Day Alliance Foundation has been overwhelmed by people who share its vision and show their support. In an effort to acknowledge some of these inspirational people the W.I.S.H. Award has been created.

The W.I.S.H. Award stands for the Willingness to Inspire, Support, and

This award is not about financial support. It is about overall support that inspires us and others.

Hope. This award is not about financial support; it is about overall support that inspires us and others. The W.I.S.H. Award will only be awarded when someone meets the high standard that has been set for this honour. This may mean several or no recipients in any given year.

We are very excited to be giving this award out for the first time at the 2009 BDAF Gala!

BDAF Is Going Green

The Better Day-ly newsletter will be coming by email after this edition. People without an email address can still receive them by standard mail.

If you did not receive a copy of this newsletter by email then we do not

have an up-to-date address for you. Please send it to info@betterdayalliance.org. After all, we can bring a better day to the planet and to the GTA at the same time!



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2009 BDAF Donations - January Session

Twice a year the Better Day Alliance Foundation's board must get together for the impossible task of choosing which community project applications to approve and which to deny. All of the applications that make it to this phase of the process are worthy and deserving. Sadly, the funds do not exist to say yes to all of them. This is often an emotional meeting and this year's was no exception. How for example, do you say yes to one application to help children facing severe illnesses and no to another? This is the difficult position we find ourselves in, and it is the reason that we work so hard throughout the year. Our goal is to eventually have more funds than there are applications and we may one day achieve this with your support. By the end of this heartwarming and occasionally heated meeting, the applications the BDAF will be funding were chosen.

The Agincourt Community Services Association (ACSA)-Chester Le Project will be given funds to support mothers

in Chester Le with an opportunity to explore Toronto's recreational places such as funding transportation expenses and buying tickets to go to museums & other recreational places. This will also be used to buy crafts that will provide mothers the opportunity to have a diversion from their daily routine. This will happen every Monday in March 2009 to coincide with the celebration of Women's month and to celebrate the mothers' dedication to their families.

Hospice-King Aurora will be given funds to send youth participating in their Bereavement Support Group (13-18 years of age) to attend a Weekend Adventure Camp in the spring of 2009. The youth will have the opportunity to take part in traditional outdoor camping activities as well as experiencing activities that support the grieving process.

The ALS Society of Ontario will receive funds to give a very special day to some of the children and youth who

have a parent that suffers from the devastating disease ALS. It will cover pizza, bowling, shoe rentals, party room rentals, transportation, game prizes, insurance and related reading materials for several age groups. Since one of the spouses will be care giving for the ALS client at home, the youth participating will also have a shuttle bus for transportation provided.

Creating Together Family Resource Centre will be given a portion of funds from The Big Swing (when we broke a Guinness World Record with Rainbow of Ontario) to purchase equipment that will be given to children from low income families to play and be physical outdoors such as soccer balls, footballs, toboggans, skateboards etc.

We are now accepting applications to be considered during the June session! Please consider making our meeting easier by making a donation so we can say yes to more of these fantastic projects!

Community Project - Surrey Place Centre Volunteers

Surrey Place Centre exists to enable individuals with developmental disabilities to maximize on abilities and enhance well being.

Surrey Place Centre's vision is Living your potential - All of your Life!

This was reflected in the First Annual Volunteer Holiday Party which was possible through a



donation from the Better Day Alliance Foundation. The Volunteer Program provides meaningful opportunities for people living with a developmental disability and their families. These volunteers often live below the poverty line and express feelings of isolation.

On December 4th, 2008, this special group of volunteers was recognized and thanked for their hard work and support. Together with staff, they welcomed Santa, enjoyed a few games of bingo, sang Christmas Carols and enjoyed pizza, subs and goodies. All party goers received a gift of warm fleece mittens and holiday chocolates.

"Having a place to go where I'm the hero was the best feeling in



the world." said one volunteer. "It was so much fun getting to meet Santa!" said another.

Surrey Place Centre was very appreciative to Adam Wiseman for attending the event and even sent a beautiful plaque to the BDAF to recognize our contribution to their Volunteer Program.



Donate to the Better Day Alliance Foundation or Become a Member

YES! I have enclosed a donation in the amount of _____

YES! I want an individual membership for \$25.00 (2009) Please tell us your name on the line below

 YES! I want a household membership for \$50.00 (2009) Please list the names of everyone in your household on following lines:

Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone Number: _____ Email Address: _____

Mail to: Better Day Alliance Foundation, 652 Kingston Road Toronto, ON M4E 1P9



GET INVOLVED! MAKE IT A BETTER DAY!

Print and mail in the membership form above or download a copy at:

<http://www.betterdayalliance.org/membership.html>

Make a donation online at:

<http://www.canadahelps.org/CharityProfilePage.aspx?CharityID=s94845>

You can save your charitable donation receipts for up to five years and use them all at once to maximize your tax savings. Memberships are important to charities as members are an intricate part of shaping the organization. More members means better deals from suppliers, more media attention and more donors! Membership fees do not count towards tax credits.

TAX SAVINGS - Federal and Ontario Provincial Combined based on 2007 rates

INCOME	FIRST \$200.00 DONATED TO CHARITY	EVERYTHING OVER \$200.00 DONATED TO CHARITY
\$25,000	21%	40%
\$45,000	21%	40%
\$65,000	22%	42%
\$85,000 +	24%	46%