



Mothercraft™ Ottawa

Gingerbread Event Report 2008

December 22, 2008

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OVERVIEW

This year a sold out gathering of 790 families, friends, and volunteers came to the beautiful Tudor Hall for a fun day of building gingerbread houses.



Individuals purchased assembled or unassembled gingerbread houses and gathered at a table to create a masterpiece.



SPONSORS

Local community-minded businesses **Scotiabank, The Cooperators, and Dundee Weath Management** became **Event Sponsors** and **RioCan / WestGate Shopping Centre and R.G. Packman and Associates** became **Corporate Table Sponsors** and purchased tables for their teams to attend,



The Village Quire, Kitchenalia, Collected Works, Deliotte, The Candy Store, Nelligan, O'Brien Payne, Blue Celery Slings, and LiveWell Health sponsored tables for children from a variety of child service agencies.

Lucky kids and families from **The Boys and Girls Club of Ottawa, Christie Lake Camp, Centennial School, the Home Child Care Network, the Parent-Child Peer Support Network, and the YMCA,** were able to come and enjoy the day with us.



Many thanks to the following organizations, among others, for donating wonderful items to our fabulous silent auction and prizes for children who submit winning houses for judging: b/side, Belly Laughs, Blue Celery, Blue Bamboo, Canadian Museum of Science and Technology, Bridgehead, California Closets, Christine Leadman, Costco, The Ottawa Citizen, Collected Works, Carole Malcom, Family Rocks, GCTC, Kiddie Kobbler, Kitchenalia, LiveWell Family Health Centre, Loblaws, Max Keeping, Multi-Image Home Decoration, Milkface Niursingwear, Mrs. Tiggywinkles & lost marbles, The Canadian Museum of Nature, Museum of Civilization/IMAX, Th eNation Arts Centre, Nitro, National Gallery, New Arrivals Photography, Peter Iles, Responsible Choice, Santosha Yoga, Spiffy Wear, Starr Gymnastics, Tickeld Pink, Todric's Catering, Hulse, Playfair & McGarry, Three Bags Full, THE WORKS GOURMET BURGER BISTRO, Valberg Imaging, Thyme And Again Creative Catering Take Home Food Shop, via Rail, The Canadian War Museum, West Park Bowling Lanes, Wintergreen, West Jet, Weston Hotel



We have several event sponsors whose contributions really make a difference in the success of this event.



Loblaws has been key to this event since the very beginning, and this year provided us with mountains of candy, cake boards, icing and the connection to our new gingerbread house sponsor Create-a-Treat.



Create-a-Treat came through for us with shining colours this year by providing us with 500 houses, icing, and candy – the very foundation of this event!



Rogers Television provided all our event guests with coffee and Tim Bits. They also provided our Celebrity Judges with lovely gift bags and of course provided us with the pre-event and event coverage that lets people know what we are up to. Most importantly, they loaned us the talents of Derick Fage and TL Rader as MC and judge extraordinaire



The Ottawa Citizen has been a supporter of this event since its beginning in 1992. Their contribution has grown as our event has grown and this year they provided us with 5 large pre-event ads, 1 thank-you ad, and books, Leap Pads and games to use as prizes and auction items!



Tudor Hall has been providing us with their beautiful space and hospitality for 4 years now, and we hope to stay for many more. Thanks to their generosity and enthusiasm this event has been a delight to hold at Tudor Hall.



Scotiabank has increased its commitment to the Gingerbread Event and the Birth and Parent Companion Program and this year supported the event financially, promotionally and with volunteer time.



The Co-operators have been consistent supporters of our program and of this event for several years. Their generous donation of volunteer time, prizes and money to support the event this year is gratefully received.



Dundee Wealth Management has helped make the Gingerbread Event a great success over the years. This year they increased their support by becoming an event sponsor. We really appreciate the generous support!



Back in Balance Chiropractic has always been a great supported of the program, and of the community in its support of women's health. This year they kindly supported our Event volunteers with a donation to purchase volunteer refreshments.



Metta Massage has supported the program in many ways over the years, including providing out volunteers with relaxation training and comfort support. This year they kindly supported our Event volunteers with a donation to purchase volunteer refreshments.



Jiffy Photo and Print generously provided us with glossy colour posters, business cards and postcards to help promote the event in the community.



Earl Bullis Ltd. provided all of the ribbons for our volunteers, coordinators, judges, competition winners and provided all the children who submitted houses for judging with a participant ribbon, making it a positive experience for everyone!

VOLUNTEERS

Wonderful entertainment was provided to all by the guitar melodies of Les MacFarlane and Cory Thomas and the children were enchanted and gifted by Santa and Mrs. Claus.



The day of the event we hosted one three-hour gingerbread building session of approximately 60 student volunteers, 60 staff & leadership volunteers, as well as about 10 media representatives (television crews from CBC, Rogers and CTV and various print media including).



We are so lucky this year that the charming and entertaining Derick Fage (Rogers Daytime) agreed to host the event for us. What a wonderful Master of Ceremonies Derick was ! He informed, motivated and inspired the crowd.

Our high caliber panel of judges took their job quite seriously and rendered difficult decisions on event day. We owe a big thank-you to our judges; Ron Eade, Ottawa Citizen Food Editor; Patrick Garland, Chef/owner of Absinthe Restobar; Nelson Borges, Executive Chef of The Westin Ottawa; Derek Benitz, Chef/owner Benitz Bisto; T.L. Rader, Co-Host Daytime on Rogers; Derick Fage, Co-Host Daytime on Rogers; Councillor Christine Leadman; Cheryl Mousseau, The Co-Operators; Max Keeping, CTV News Anchor; and Paul Dewar, M.P. Ottawa Centre.

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VALUE: EXPOSURE AND FUNDS RAISED

This year was a tremendously successful year for Gingerbread by all accounts! We raised more money than any previous year, gained more coverage in the media and had greater attendance too!

Total Funds Raised – \$74,000 Cash in Bank \$22,000

- Silent Auction Donations – \$12,485.00, Net \$6,475.00
- Sponsorships & Corporate Tables – \$8,900.00
- Ticket Sales – \$5,500
- West Gate Shopping Centre Mini-Event - \$675.00
- Gingerbread House Sell-off – 450.00
- Gifts-in-Kind – \$ 52,000

Total Advertising Value – \$42,000+

- The Ottawa Citizen – 5 x ¼ page ad in daily newspaper
- The Kitchissippi Times – 2 x ¼ page ad in monthly paper, and Full page article
- EMC News South and West – 2 Full page articles in each.
- Capital Parent – 1 x ¼ page ad with colour in monthly paper
- Rogers Television interview on November 12th, 2007 event coverage, banner on web and community notes
- CTV/CJOH event coverage
- The A Channel event coverage
- Canadian Mothercraft website –
<http://www.mothercraft.com/news/index.php#Gingerbread>
- Sponsor Logos on all Registrations forms, Posters, and Table Cards (see enclosed)
- Posters (in colour) in 50 local businesses, 30 community & health centres, several government departments, and mailed to 500 individual homes)
- Email/electronic notification (poster as body or attachment to message) posted to 3 newsgroups, emailed to 150 individuals & community organizations)

ONGOING SUPPORT

The Birth and Parent Companion Program provides unique support to a very special clientele. This program caters to the needs of pregnant and newly parenting mothers and children who do not have much other support in the enormous undertaking of raising a child. Our volunteers provide one-on-one support to women considered “at-risk” because of their age, income level, or other risk factors. We do all of the amazing things discussed in the following pages for less than \$100,000 per year. This program works hard from year to year to make enough money to continue to provide an extremely high level of service, but our ongoing funding is limited to less than half of the required core funds. We thank the City of Ottawa, the United Way and the Ontario Early Years Centre Ottawa-Centre for their generous core support of this program.

If your company or fundraising group is interested in working with us to develop more funding opportunities for this program, we would be delighted to work with you. Please also spread the word about how much fun the Gingerbread Event is and encourage your peers to get involved by sponsoring tables, purchasing tables, donating to the silent auction or sponsoring the event.

Of course, this is a volunteer driven program; we heartily invite you to think about becoming a companion when you are looking for a rewarding, flexible and meaningful volunteer opportunity.



THANK YOU

To all of the individuals and businesses who donated, gave time, hung posters, attended the event or told a friend or two about this event: thanks!

The Birth and Parent Companion Program helps to build strong families and healthy communities by providing pregnant women with the personalized support they need to become the best parents they can be.