

SPONSORSHIP PROPOSAL



a house for karen

supporting families with cancer



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Mary Bourke Mayor, South Taranaki District Council

Trustees: Ronnie Van Dillen Karen's Husband
Vince Moores Business Consultant
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CERTIFICATE OF INCORPORATION

THE KAREN CORNELIA TRUST 1515449

THE KAREN CORNELIA TRUST is incorporated under the Charitable Trusts Act 1957 this
14th day of May 2004.

Neville Harris

Neville Harris
Registrar of Incorporated Societies





a HOUSE FOR KAREN
supporting families with cancer

introduction

On November 6th 2003 Karen Van Dillen lost her fight with cancer, aged 44.

In the latter days of her illness Karen was given the opportunity to have a short holiday with her husband Ron and their two young children at a bach at Mokau.

Spending quality time with family, talking, sharing, walking on the beach and watching the sunset, away from all the daily pressures was one of Karen's most treasured memories.

In Karen's memory "The Karen Cornelia Trust" has been established, (a charitable trust formed under the Charitable Trust Act 1957) with the vision of supporting families with cancer by providing positive and unique experiences to enhance their appreciation and enjoyment of life.

To enable other families the opportunity to have a special break away, the Trust has embarked on the "A House for Karen" project. The goal is to build a holiday home by the beach as a haven for families suffering with cancer. The family would be provided with a very special experience on a "walk in, walk out" basis with all provisions and needs catered for.

In time the Trust envisions that a further holiday home will also be built to service the needs of families in both North and South Taranaki.

about the trust

Following Karen's death, her sister-in-law, Annamarie Brbich, had an idea to provide an expense free holiday for families suffering from cancer.

Initially it was intended that, depending on donations from family and friends, a few families may have been given a holiday but eventually the funds would have run out.

From this initial idea, following discussions with family and friends, a larger plan was developed. The idea of having a bach by the sea would give many families the opportunity to have a special holiday on an ongoing basis and following inspired discussion it was decided to form a Charitable Trust in Karen's memory to achieve this outcome and thus the "A House for Karen" project was initiated.

The reason why the trustees decided to build a house as opposed to buying an existing bach was to create a unique place in Karen's memory and so that the community, family and friends could all participate in some way. Given modern building advances it would also allow the bach to be purpose built, low maintenance and allow for wheelchair access and other special modifications that the families may require.

The Trustees have set an ambitious target of raising \$1,000,000 through a number of innovative initiatives, sponsorship options, grants and community support.

The first priority is to purchase suitable land and to build the first bach. It is envisioned that a further holiday home will be built at a later stage and in time the "A House For Karen" initiative could be replicated in other centres throughout New Zealand.

The Trust also wishes to provide additional unique experiences to families suffering with cancer, or with any other form of serious illness, on a case by case basis: To fulfill a young boys dream of watching an All Black test and to meet his idols, to take a young girl to see the Royal NZ Ballet, the possibilities are endless...and with your support they can become a reality.

Vision and Values

Vision Statement for “The Karen Cornelia Trust”

To support families throughout New Zealand who are suffering from the effects of having a family member diagnosed with cancer or any other form of serious illness by providing them with positive and unique experiences to enhance their appreciation and enjoyment of life

Values for “The Karen Cornelia Trust”

- Compassion
- Integrity
- Honesty
- Love
- Understanding
- Inspirational
- Resourcefulness
- Creativity
- Simplicity
- Proactive

KEY GOALS

1. To raise \$1 million + in cash and products by September 2006 (\$500,000 + by September 2005)
2. To locate and purchase 2 suitable building sites by September 2005
 - Sites to be on the Taranaki Coastline with sea views and beach access.
 - Site 1 to be in Central Taranaki under 1 hours drive from Hawera
 - Site 2 to be in North Taranaki under 1 hours drive from New Plymouth.
3. To design and build 2 new purpose designed 3 bedroom + holiday homes, within budget, using durable low maintenance materials to suit a coastal environment.
 - Home 1 to be completed ready for use by November 6th 2005
 - Home 2 to be completed ready for use by November 6th 2006
4. To fit out the homes complete with all furnishings, chattels, linen & utensils through the sponsorship and support of local suppliers and fundraising sources.
5. To host a minimum of 20 families in the first year of operations commencing November 6th 2005, giving them a unique and positive experience to enhance their appreciation and enjoyment of life.
6. To establish ongoing funding sources of a minimum \$20 K p/a for the continuation of the Trust and the upkeep and maintenance of its facilities.
7. To provide and implement proven systems and pragmatic processes to ensure the consistent and effective use of the Trust's properties and resources.
8. To profitably run the Trust to International Business Standards with quarterly reporting systems, cash flows, budgets and Total Quality Management (TQM) Systems with experienced and proven Trustees.
9. To develop clear communication systems to all stakeholders associated with the trust each quarter, as a minimum.
10. To add value to all sponsors and work for a win/win situation in all the trust's dealings.

SPONSORSHIP benefits

In designing a fund raising, grant funding and sponsorship plan the Trustees have endeavoured to try and involve people from all socio-economic groups in the community and throughout the country.

To this end we have designed a number of initiatives acknowledging all contributions made; from a simple gold coin donation through to six figure funding grants. At all times it is the Trust's goal to maximise returns back to the Trust whilst also adding value to all contributors and maintaining respectful and courteous communication.

The key benefits to contributors are as follows:

- A local charity with the benefits going back into the community
- Making a difference in the lives of others
- Excellent exposure for business and corporate sponsors demonstrating the values of giving, caring and contribution into the marketplace.
- Being part of exciting and innovative fund raising initiatives
- Association with a professionally run and respected organisation
- A "Feel Good" factor of being part of such a worthwhile cause.
- Networking opportunities to meet and work with new people in our community.

PLATINUM MEMBER

The Trust is seeking to attract a high level of funding through community grants and trusts from a range of sources throughout New Zealand. In recognition of this level of contribution the trust will offer these organisations Platinum Member Sponsor status with all the benefits afforded to the Foundation Members.

FOUNDATION MEMBER

- The Trust is offering a limited number of “Foundation Member” sponsorship packages with a maximum of 10 sponsors and only one sponsor per industry sector.
- This top level of sponsorship offers considerable community profile whilst also demonstrating a significant leadership role in contribution back into the community.

The benefits of being a “Foundation Member” sponsor:

- A local charity with the benefits going back into the community.
- Making a difference in the lives of others.
- Excellent exposure for business and corporate sponsors demonstrating the values of giving, caring and contribution into the marketplace.
- Being part of exciting and innovative fund raising initiatives.
- Association with a professionally run and respected organisation.
- A “Feel Good” factor of being part of such a worthwhile cause.
- Networking opportunities to meet and work with new people in our community.

Extensive and ongoing Media Exposure via:

- Placing of Foundation Member’s Name/Branding/Logo in media publications associated with the Trust. Fundraising initiatives, Media launch of the Trust and the “A House for Karen” project, stage by stage press coverage through the building project, opening ceremony and ongoing initiatives.
- “Foundation Member’s” Name/Brand/Logo incorporated into the Trust’s letterhead used for written communications, direct mail, box drops and ongoing correspondence relating to the project throughout the province.
- “Foundation Member’s” Name/Brand/Logo incorporated into the Trust’s Quarterly Electronic Newsletter sent to the Trust’s internal network of local businesses, sponsors, contributors, suppliers and friends of the Trust.
- Premium sizing and placement of the “Foundation Member’s” Name/Brand/Logo in the finished house on the “Sponsors & Contributors Wall” – a feature wall within the house, acknowledging the businesses and organisations in the community that made the project possible.
- Pride of place in the “A House for Karen” Sponsors Book – An A4 Leather Binder kept in the house that tells the story of the Trust and the “A House for Karen” project from conception, through construction, to completion, and the names of the businesses who’s valuable contribution made the whole project possible.

Investment: \$10,000 per annum x a 3 year commitment
Total Investment \$30,000

(Monthly Payment Options are also available by arrangement)

CONSTRUCTION SPONSOR

The Trust is seeking sponsors to contribute towards the building of the house.

The benefits of being a construction sponsor are:

- Assisting a local charity with the benefits going back into the community.
- Making a difference in the lives of others.
- Excellent exposure for business and corporate sponsors demonstrating the values of giving, caring and contribution into the marketplace.
- Being part of exciting and innovative fund raising initiatives.
- Association with a professionally run and respected organisation.
- A “Feel Good” factor of being part of such a worthwhile cause.
- Networking opportunities to meet and work with new people in our community.

Gold, Silver & Bronze Levels of sponsorship in this category allows for contributions to be made at all levels. Appropriate priority and profile will be respectively given at each level.

- Construction sponsor’s Brand included into the Trust’s Quarterly Electronic Newsletter sent to the Trust’s internal network of local businesses, sponsors, contributors, suppliers and friends of the Trust.
- Construction sponsor’s Brand in the finished house on the “Sponsors & Contributors Wall” – a feature wall within the house, acknowledging the businesses and organisations in the community that made the project possible.
- Placement in the “A House for Karen” Sponsor’s Book – An A4 Leather Binder kept in the house that tells the story of the Trust and the “A House for Karen” project from conception, through construction, to completion, and the names of the businesses whose valuable contribution made the whole project possible.
- Advertorial newspaper articles featuring the house construction and the businesses that have contributed.

Gold: \$10,000 + in cash, products or services

Silver: \$5,000 + in cash, products or services

Bronze: \$1,000 + in cash, products or services

(Monthly Payment Options are also available by arrangement)

POTENTIAL CATEGORIES

Construction Sponsorship

- Architect
- Engineer
- Surveyor
- Building Consents, Local Body fees
- Quantity Surveyor
- Project Management
- Earthworks
- Driveway/Road works
- Reinforcing/Steel
- Concrete Supply
- Concrete Blocks
- Water Tanks
- Septic Tank
- Plumbing Supplies, piping, guttering, down pipes
- Timber Supplies
- Trusses
- Gib Board
- Hardware Supplies
- General Building Supplies
- Equipment Hire
- Roofing
- Windows & Doors
- Wiring
- Cabling Supply
- Telecommunications
- Landscaping Plans
- Landscaping Supplies
- Labour for the appropriate categories

fitout SPONSOR

The Trust is seeking sponsors to contribute towards the building of the house.

The benefits of being a fitout sponsor are:

- Assisting a local charity with the benefits going back into the community.
- Making a difference in the lives of others.
- Excellent exposure for business and corporate sponsors demonstrating the values of giving, caring and contribution into the marketplace.
- Being part of exciting and innovative fund raising initiatives.
- Association with a professionally run and respected organisation.
- A “Feel Good” factor of being part of such a worthwhile cause.
- Networking opportunities to meet and work with new people in our community.

Gold, Silver & Bronze Levels of sponsorship in this category allows for contributions to be made at all levels. Appropriate priority and profile will be respectively given at each level.

- Fitout Sponsor’s Brand included into the Trust’s Quarterly Electronic Newsletter sent to the Trust’s internal network of local businesses, sponsors, contributors, suppliers and friends of the Trust.
- Fitout Sponsor’s Brand in the finished house on the “Sponsors & Contributors Wall” – a feature wall within the house, acknowledging the businesses and organisations in the community that made the project possible.
- Placement in the “A House for Karen” Sponsor’s Book – An A4 Leather Binder kept in the house that tells the story of the Trust and the “A House for Karen” project from conception, through construction, to completion, and the names of the businesses whose valuable contribution made the whole project possible.
- Advertorial newspaper articles featuring the house construction and the businesses that have contributed.

Gold: \$10,000 + in cash, products or services

Silver: \$5,000 + in cash, products or services

Bronze: \$1,000 + in cash, products or services

(Monthly Payment Options are also available by arrangement)

POTENTIAL CATEGORIES

Fitout Sponsorship

- Gib Stopping, Plastering
- Insulation
- Internal Doors
- Hardware
- Fire, Heating
- Kitchen Cabinetry
- Kitchen Appliances, Oven, Stovetop, Extractor Unit
- Fridge/Freezer, Microwave, Dishwasher
- Laundry Appliances, Tub, Washing Machine, Dryer
- Bathroom Fixtures & Fittings
- General Cabinetry & Shelving
- Paint
- Floor Coverings
- Electrical Fittings, Sockets
- Alarm Systems
- Phones
- Light Fittings
- TV, DVD, Video, Stereo
- Labour for the appropriate categories

Chattel SPONSOR

The Trust is seeking sponsors to contribute towards the building of the house.

The benefits of being a chattel sponsor are:

- Assisting a local charity with the benefits going back into the community.
- Making a difference in the lives of others.
- Excellent exposure for business and corporate sponsors demonstrating the values of giving, caring and contribution into the marketplace.
- Being part of exciting and innovative fund raising initiatives.
- Association with a professionally run and respected organisation.
- A “Feel Good” factor of being part of such a worthwhile cause.
- Networking opportunities to meet and work with new people in our community.

Gold, Silver & Bronze Levels of sponsorship in this category allows for contributions to be made at all levels. Appropriate priority and profile will be respectively given at each level.

- Chattel Sponsor’s Brand included into the Trust’s Quarterly Electronic Newsletter sent to the Trust’s internal network of local businesses, sponsors, contributors, suppliers and friends of the Trust.
- Chattel Sponsor’s Brand in the finished house on the “Sponsors & Contributors Wall” – a feature wall within the house, acknowledging the businesses and organisations in the community that made the project possible.
- Placement in the “A House for Karen” Sponsor’s Book – An A4 Leather Binder kept in the house that tells the story of the Trust and the “A House for Karen” project from conception, through construction, to completion, and the names of the businesses whose valuable contribution made the whole project possible.
- Advertorial newspaper articles featuring the house construction and the businesses that have contributed.

Gold: \$10,000 + in cash, products or services

Silver: \$5,000 + in cash, products or services

Bronze: \$1,000 + in cash, products or services

(Monthly Payment Options are also available by arrangement)

POTENTIAL CATEGORIES

Chattel Sponsorship

- Curtains, Blinds
- Beds/Headboards/ Mattresses
- Linen, Duvets, Pillows, Towels
- Bedside Cabinets
- Dressers
- Mirrors
- Dining Table & Chairs
- Lounge Suite & Chairs
- Cushions, Beanbags
- Lamps
- Coffee Table
- Dressers
- Breakfast Bar Stools
- Small Kitchen Appliances
- Kitchen Utensils, Pots, Pans
- Crockery, Cutlery, Glassware
- Interior Pictures, General Chattels
- General Utensils, Cleaning Gear
- Books/Board Games/Magazines
- Videos/CD's

SPONSOR a Stay

When the “A House for Karen” project is completed the house will be ready to accept families to stay.

It is envisaged that the recipient family will be given the use of the house at no cost to themselves on a “Walk In – Walk Out” basis. The Trust also wishes to provide the family with a hospitality food pack so that there will be minimal expense incurred by the recipient family.

Consequently the Trust needs to provide for the cleaning, maintenance and management of the house and to also secure funding to purchase provisions.

The “Sponsor A Stay” package provides for this and gives contributing organisations the opportunity to make a philanthropic contribution in a less commercial manner whilst also providing the following benefits:

- Assisting a local charity with the benefits going back into the community.
- Making a difference in the lives of others.
- Being part of exciting and innovative fund raising initiatives.
- Association with a professionally run and respected organisation.
- A “Feel Good” factor of being part of such a worthwhile cause.
- Networking opportunities to meet and work with new people in our community.

Plus:

- The opportunity to develop a more personal involvement with the recipient family.
- The opportunity to write a personal note to the recipient family.
- A documented record of the hosting organisation in the “A House for Karen” book which is kept at the house.

In some situations the hosting organisation may know of a family within their network, workforce, client base or suppliers list who may qualify to use the house (subject to availability and priority of bookings) The Trust would endeavour to facilitate a stay for this family.

The length of a stay can be anything from (1 night to a maximum of 7) nights. The “Sponsor A Stay” package is for 1 week of the year and is an annual sponsorship.

The “Sponsor a Stay” package is \$1000

SUPPLY CONTRIBUTIONS

The Trust is also looking to secure a subsidized or gifted contribution for the provisions that will be presented to each recipient family.

It is envisioned that a well stocked pantry with basic essentials will form the basis for daily requirements and that will be supplemented by a provision package including fresh produce for each family visit.

The contributors will be given the opportunity of enclosing a card, Company Name/ Brand/Logo with their gift. This will be collected and placed with the provisions package in the house by a trust representative.

The Trust is seeking providers for the following:

- Groceries, Canned & Dried Goods
- Frozen Goods
- Meat Products, Fresh & Frozen
- Fish & Seafood Products
- Fruit & Vegetables
- Dairy Produce, Cheeses, Yoghurt, Milk
- Breads, Pastries & Biscuits
- Confectionery
- Beverages
- Paper Goods, Cleaning & Toiletries
- Floristry
- Hospitality Vouchers for Cafes/Restaurants/Entertainment

business card club

The Business Card Club sponsorship programme caters to individuals in business who want to make a contribution to a community project but do not have a large marketing budget.

For an annual fee of only \$100 (less than \$2 per week) the sponsor receives the following benefits:

- Assisting a local charity with the benefits going back into the community.
- Making a difference in the lives of others.
- Being part of exciting and innovative fund raising initiatives.
- Association with a professionally run and respected organisation.
- A “Feel Good” factor of being part of such a worthwhile cause.
- Your business card put into the “A House for Karen” Sponsor’s Book. An A4 Leather Binder kept in the house that tells the story of the Trust and the “A House for Karen” project from conception, through construction, to completion, and the names of the businesses whose valuable contribution made the whole project possible.

Investment is \$100

friends of the house

As well as the more formal sponsorship and fund raising initiatives the Trust also recognises and gratefully accepts donations, contributions and gifts no matter how large or how small.

For donations of \$100 or more, the giver will become a “Friend of the Trust” and receive the Trusts quarterly electronic newsletter keeping them informed of progress and other related projects.

calendars

The Trust together with the generous support of photographer Fay Looney has designed and produced a CD sized calendar of Taranaki Scenes that is being promoted for sale to the general public at a retail price of \$20.

This calendar is also being promoted to local businesses as a Corporate Gift with the companies name being overprinted at the top of each page together with a customized “With Our Compliments” card.

The benefits of using the “A House for Karen Calendar” as a corporate gift:

- Having your company name in front of your clients on a daily basis
- Developing the emotional bank account between your business and your client.
- Supporting a local charity with the benefits going back into the community.
- Making a difference in the lives of others.
- Excellent exposure for your business and demonstrating the values of giving, caring and contribution into the marketplace.
- Being part of exciting and innovative fund raising initiatives.
- Association with a professionally run and respected organisation.
- A “Feel Good” factor of being part of such a worthwhile cause.
- Placement in the “A House for Karen” Sponsor’s Book – An A4 Leather Binder kept in the house that tells the story of the Trust and the “A House for Karen” project from conception, through construction, to completion, and the names of the businesses whose valuable contribution made the whole project possible.

Investment: \$100 for 5 - \$200 for 10 - \$1000 for 50

(Minimum order of 50 for overprinting with your companies Name/Brand/Logo.)

Coffee With Karen Club

The Trust together with the generous support of the Macfarlanes Group of companies has setup the "Coffee with Karen Club"

The club will have a limited number of memberships and gives members the opportunity of attending quarterly networking functions, meeting new friends and the benefit of having a 10% discount off any food or coffee purchases at any of the Macfarlanes outlets in Taranaki.

It is envisaged that the annual membership fee of \$250 will provide The Trust with ongoing cashflows for a number of years.

Application cards are displayed in all Macfarlanes outlets as well as at selective retailers.

Full details and membership benefits are available on the promotional card.

a house for karen
supporting families with cancer

Coffee With Karen Club

On November 6th 2003 Karen Van Dillen lost her fight with cancer, aged 44.

In the latter days of her illness Karen was given the opportunity to have a short holiday with her husband Ron and their two young children at a bach in Mokau. Spending quality time with family, talking, sharing, walking on the beach and watching the sunset, away from all the daily pressures was one of Karen's most treasured memories.

In Karen's memory a charitable trust has been established and the "A House for Karen" project is now underway. The goal is to build a holiday home by the beach as a haven for families suffering with cancer.

For little more than the price of a coffee you can become a member of the "Coffee with Karen Club" with a small weekly automatic payment towards this worthwhile project.

We are delighted to have the support of the Macfarlanes Group of Businesses who are sponsoring this new initiative with a 10% discount off all food & coffee purchases for Club members.

So, act now, get together a group of your friends and establish a weekly routine to take time out for yourselves and be part of our project.

Membership benefits and application details overleaf...

CM
MACFARLANE GROUP

Coffee With Karen Club

Membership Benefits:

Your annual membership entitles you to the following benefits:

- A "Coffee with Karen Club" Card giving 10% off all food and coffee purchases at any of the Macfarlanes Group of Businesses.

MACFARLANES CAFE, Kelly Street, Inglewood
MACFARLANES ESPRESSO BAR(S) Centre City & Fresha Complex, Morley Street
ARBORIO, Pukeariki, North Wing, St Aubyn Street
THE DAILY NEWS CAFE, Puke Ariki, South Wing, Brougham Street
OZONE ESPRESSO BAR, 117 Devon Street East

(Not available for use on public Holidays or in conjunction with any other discount card or special offer.)

- Quarterly Newsletter updating you on the progress of the house, new initiatives and success stories
- Quarterly Networking Events to meet interesting new people and make new friends
- An invitation to attend a special morning tea exclusively for members at the completed project
- Being part of a worthwhile community project to make a difference in the lives of others.

Applicant Details:

First Name: Surname:

Address:

Phone:

Mobile:

Email Address:

(Please be sure to fill in an email address if possible as we use this medium for our newsletters.)

Payment Options:

1. One off payment of \$250 for 1 year membership to the club
2. Monthly payments of \$21 x 12 months
3. Weekly automatic payment of \$5 x 52 weeks

(Please make payment to "The Karen Cornelia Trust" or contact us to setup your automatic payments.)

The Karen Cornelia Trust
PO Box 319
New Plymouth
Phone: 06 759 8940
Mobile: 0274 453 585
Email: ahouseforkaren@xtra.co.nz

a house for karen
supporting families with cancer

The Karen Cornelia Trust is a Charitable Trust formed under the Charitable Trust Act 1957.

Other initiatives

The Trust has a number of innovative and creative initiatives that it has developed. A few examples are as follows...

Movie Madness - "Women wearing PJ's"

This initiative was thought up by Ronnie Van Dillen's sister Fran Hurworth who ran a premiere movie screening in the Hawkes Bay to a group of over 300 women as a way to fundraise for The Trust and support the "A House for Karen" project.

Fran and her supporters raised over \$3000 on their inaugural event and have another event planned for later in 2004.

A successful "Sold Out" version of this theme was run in August 2004 in New Plymouth. Other Movie Nights are now being planned for the future.

Gold Coin "Mufti Days"

A number of schools in the Taranaki province have supported a "Mufti Day" with a gold coin donation being given to The Trust in Karen's memory. It is envisioned that this will be an ongoing annual initiative.

Junior Schools Colouring Competition

A colouring competition encourages junior school members to enter a competition where they participate in a community project which also recognizes their artistic ability.

Greeting Cards and Christmas Cards

Using the distinctive "A House for Karen" logo, a festive Christmas card will be produced and sold in packs of 10 as an annual fundraising project.

The marketing of these cards will be done through the ever increasing database as well as through door to door sales in joint fundraising initiatives with school and community groups.

Other initiatives cont.

“A House for Karen” T-Shirts

The distinctive “A House for Karen” logo will be printed on T-Shirts. The Trust envisions that a manufacturing sponsor will support this venture and the T-Shirts will be sold through the database and also to the general public. Other uses for the shirts will be through involvement with sporting events held in the province.

Holiday Retreats for “Friends of the House”

If needed, from time to time, and at the discretion of the Trustees, there exists the opportunity to utilize the house during unoccupied periods by renting it out to “Supporters/Friends of the House”.

To qualify potential renters would have to have made a contribution to the Trust and would be on the Trust’s database.

It is envisioned that a rental period would be only for a few days up to a maximum of a week. Potential renters would pay a premium price for use for the house at a rate that would be slightly higher than other commercial operators.

The potential renters would recognize that by staying at the house and paying a premium they are making a valuable contribution to the Trust and this would also help to ensure that the property was not abused or misused in any way.

For corporate sponsors the House could be used, subject to availability, for planning retreats, team building initiatives and staff member “Reward Incentives”

GRANTS FROM OTHER SOURCES

The Trust will be making a number of applications both on a Regional and National basis.

With each application The Trust will submit the business and marketing plan and current bank balance to demonstrate to prospective funders it's professionalism and commitment to making the Trust an ongoing success.

By proactive fundraising the Trust will demonstrate that it is capable of making a substantial contribution on it's own right and has initiatives in place to grow the funds and in turn to provide for the ongoing running, maintenance and viability of the Trust's projects.



CANCER CAUSE: Ronnie Van Dillen with his daughters, Marijke (12), left, and Rianne (6). A trust which has been set up in memory of Karen Van Dillen is building a coastal Taranaki holiday home for families dealing with cancer. Photo: TREVOR READ

Trust wants holiday homes for families to take time out

By JAYNE HULBERT

A NEW PLYMOUTH man is spearheading a campaign to raise a million dollars to fulfil a dream in honour of his dead wife.

Ronnie Van Dillen wants to eventually build two holiday homes to allow Taranaki families time out as they cope with a member suffering from cancer.

Mr Van Dillen's wife, Karen, lost her battle with the illness last November and the plan for the free retreat had evolved since then.

The Karen Cornelia Trust — Cornelia is Karen's first name but everyone knew her as Karen — has been set up and the trust's plan is to start by building a home somewhere on the Taranaki coast.

"It will be somewhere we can invite people with cancer, or any other serious illnesses, and just say here's the key for a week, go for it," Mr Van Dillen said.

"It would be relief care ... changing their environment. They can go for walks along the beach or play games with their kids."

Mr Van Dillen, who is one of five trustees, said the second home would

likely be in a rural or bush setting.

The project has been dubbed "a house for Karen".

He said support for the newly-formed trust had been great and word of the project had already seen a local businessman offer to take care of the building expenses.

Food would be provided at the house so the cost for visitors would be minimal.

He said they planned to have the first house built by the end of next year.

Building a bach and giving people the chance to take a short holiday was something family and friends had talked with Karen about, said Anna Brbich, Mr Van Dillen's sister.

"We had started to talk about doing something and the holiday idea was something she was keen on," Mrs Brbich said.

During her illness, the Van Dillens and their two young children spent time on holiday at Mokau.



KAREN VAN DILLEN: Treasured holiday memories.

Mr Van Dillen said it was a time when the family enjoyed talking, walking along the beach and watching the sunset, away from the usual daily pressures.

He said it was one of Karen's most treasured memories.

The trust, which would officially be launched in November a year after Karen's death, was now busy seeking sponsorship and raising funds to help build a house for Karen.

A ladies' movie night on August 16 was one planned fundraiser.

Mrs Brbich said Top Town Cinema 5 would hold an advanced screening of the film *Jersey Girl*, with money raised going towards the trust.

She said women were being asked to come dressed in their pyjamas for the fun night out.

Tickets are available at a number of outlets. Other fundraisers include a Taranaki-inspired calendar that would be promoted later in the year.