



Dunnville Organization Taking Control of the Funding of their Program

For Immediate Release; (Dunnville, ON) January 21 2014 *By The Willow* Founding Organizers,

Kathryn Stengel, Dr. Reza Kazemi, and Dick Passmore, decided that ‘Sustainability in Action’ is the best model to adopt when planning the “day away from illness program” for palliative patients living in East Haldimand.

Dr. Reza Kazemi, one of Dunnville’s Family Doctors comments: “Living with a life-limiting illness often means living with the feelings of fear, guilt, and frustration. Even the most simplistic tasks seem impossible. That is why we, with the support of East Haldimand Hospice Association, are so committed to transforming end of life care in the Dunnville area.”

“76% of our community knows someone who has received a life limiting medical diagnosis” explains Kathryn Stengel; Palliative Care Nurse at Haldimand War Memorial Hospital, “with a population of 12,000” she continues “we just couldn’t leave the support of (potentially) 9,210 residents to fate.

The *By The Willow* Fundraising Committee is focused on raising \$56,000.00 through direct donations, gifts & services in kind and by hosting Clothing and Textile Recycling Drive Events and a Memorial Walk.

“We chose a Drive Event as our first project” reports Tracey Robertson, Volunteer Chair of the Fundraising Committee “because anyone can get involved. We all have things we don’t use anymore and donating these items is much easier than making a cash donation especially at this time of year!”

A partnership with Causeweigh Fundraising turns *reduce, reuse and recycle* into ‘*sustainability in action*’ for *By The Willow*! Clothing and electronics, no longer have of to their current owner have a “recyclable” value to *By The Willow*. These items can have a better life than ending up in the local dump!”

While there is no way for anyone to change the prognosis of someone who is ill, we each have the power to help shift the focus to living fully in the present. *By The Willow* is proud to provide care for clients and families living with a life limiting illness. Caring is the best investment we can make in our community and for the people who live in it.

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By The Willow Textile and Electronics Drive Event

Saturday March 1, 2014 10:00 am to 2:00 pm

The Minga (145 Queen Street)

Details can be found at <http://www.bythewillow.com/#!textile--electronics-drive/c1u01>