

WEEKENDS OF HOPE



JIM LEAVY FOUNDATION

MISSION

To help cancer patients and their families deal with the impact that this disease has not only on the patient, but on loved ones, both emotionally and financially.

VENUE

Provide patients and their families the opportunity for a weekend get-away of networking, educational workshops (i.e. how to care for a cancer patient, the impact of chemotherapy, new treatment options, nutrition, where to turn to financial assistance, how to deal with HMO's and more) and *relaxing spa treatments in a nurturing environment.*

AIM

To have a Weekend of Hope take place every weekend of the year somewhere in the U.S., Canada and eventually worldwide.

SELECTION OF PARTICIPANTS

Families will be selected through various cancer networks who work with hospitals, nurses organizations and doctors' groups to reach out to those who are in the most need.

VERMONT CANCER NETWORK

The Vermont Cancer Network is the first of various organizations who is benefitting from our fund raising efforts. A cancer survivor herself, Dr. Patti O'Brien heads this all-volunteer organization. Every May, the Vermont Cancer Network helps in the organization of the Stowe Weekend of Hope in Vermont.

IMMEDIATE EXPANSION PLANS

1. Weekend of Hope in New York City will be organized in conjunction with a major cancer hospital and various spas in Manhattan.
2. A weekend get-away on Long Island.
3. A weekend get-away in the Pacific Northwest.

PUBLICITY

National exposure through press releases sent to consumer magazines and newspapers; various announcements in spa trade publications, and on www.dayspaassociation.com.

Fund Raising Dinner during the *Spa and Resort Expo* in NYC.

ORGANIZATION

Headquarters:

310- 17th Street, Union City, NJ 07087

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SPONSORSHIP OPPORTUNITIES

1. Individual contributions
2. Corporate sponsorships (Cossini, a major supplier of towels, slippers, robes has already committed 1% of their gross sales to the spa industry to this charity).