

### *Letter from the President*

Since our tremendously successful event at Fenway last fall, Wildflower has been changing in remarkable ways. On the surface, we have seen changes like our redesigned website, updated technology, new staff and volunteers. Ironically, as we have matured, we have joined the younger set with our Facebook page, our inspiring film on YouTube and our first Young Professionals Network Happy Hour.

But the most significant changes are those not easily seen - the confirmation that we ARE making a positive impact in the lives of our Wildflower families and, as a result, a strengthened conviction to fulfill our mission well into the future.

As you will read in the story about the Hurley-Jones family, by working with our families year after year, we are truly influencing the path of their lives, their potential opportunities and futures. Witnessing the changes in their lives has instilled a new confidence that our mission is compelling, effective and will attract the support of many.

In this spirit, we have decided to undertake *The Promise Challenge*, which we encourage you to read about in this newsletter. If there was ever a time to consider sending a donation, the time is now! This challenge will come to an end December 31<sup>st</sup> – we are confident that your help will put us over the top!

Through your commitment and ours, bereaved families who have suffered devastating losses will begin to rebuild their lives anew. Thank you for your consideration and best to all of you during this holiday season.

With Warm Regards,  
Cyndi Jones

### *MISSION*

The Wildflower Camp Foundation grants scholarships for camp and enrichment programs to children who have suffered the loss of a parent. This support provides a restorative experience both for the children and surviving spouse, as they recover from their loss. To learn more visit [www.wildflowercampfoundation.org](http://www.wildflowercampfoundation.org).

### *Wildflower Family in the Spotlight*

At the annual Wildflower meeting, members of the Board, Advisory Board and volunteers were treated to a guest appearance by one of the families we serve. Deb Hurley-Jones and her children, Isabella (14 ) and Jordan (12 ), spoke about the impact that Wildflower has had on their lives.

Deb and her children first came to Wildflower in 2005 – Deb’s husband Gary, a stay-at-home dad, passed away in June of that year. Deb reached out to Cyndi through a social worker at her son’s day-care and her family became one of our first scholarship recipients.

The next summer, Wildflower assisted Deb with the application process to enroll her children at Belmont Day School Summer Program, which they have been attending every summer since.

Jordan will tell you that going to Belmont Day has been the “most important thing in his life.” Deb says that the experience allowed him to dream of different possibilities for his life and has given him a greater level of self-confidence.

For Isabella, Belmont Day provided the opportunity to develop a larger circle of friends, which has helped during these sometimes socially difficult teenage years. Isabella also appreciated the chance to be “normal” at camp, as opposed to being treated in a “special” way at school by those who knew of her loss.

Support from Wildflower also allowed Deb to send Isabella to an overnight drama camp in Maine this past summer. This gave her an

opportunity to expand her passion for acting and have a glimpse into an even larger picture of the world.

Deb maintains that she would never have been able to provide these experiences for her children without the support of Wildflower and she’s quick to point out that it isn’t just the financial support that has made a difference to her and her children. She is truly grateful for *all* the support she has received, all during a time when she was grieving and overwhelmed with the responsibilities of being a single parent. Both children are looking forward to next summer.

With the kids more settled in their lives, Deb has also been able to take the time to consider her own health, taking better care of herself and feeling more confident. This past year, the family appeared on a nationally broadcast TV show, “Losing It with Jillian” and just returned from a cruise with the host of the show, where they all felt like celebrities! “Everyone wanted to talk to us...it was kind of crazy,” says Deb. Looking into the bright, smiling faces of the family, it is hard to imagine the loss they’ve endured – evidence that Wildflower’s mission to restore the promise of summer for children like Isabella and Jordan is all worthwhile.



*by Audrey Loria*



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### ***Promise Challenge Extended!***

Thanks to the support of our donors, Wildflower has been able to grow and help more families each summer. In order to continue this growth, Wildflower has entered into its largest fund-raising campaign since its inception, *the Promise Challenge*.

This past spring, an anonymous donor presented Wildflower with an exciting challenge. Each time we raise \$100,000 in six months, the donor has pledged an additional \$10,000. At our six month mark in October, we were more than halfway there. The donor generously agreed to extend the challenge until December 31<sup>st</sup>. We have been able to attract new friends and additional scholarship reductions, but we still need to raise \$38,000.

Though it has been another difficult economic year, we ask you to consider making a first-time gift or increasing your annual gift to help us meet this challenge. Of course, each and every donation will push us one step closer to our goal, ensuring that our mission can be fulfilled well into the future. So if you know of someone who might be interested in learning more about Wildflower, we encourage you to share our story with them.

Please help us secure the future of Wildflower and provide the *Promise of Summer* for families for years to come. Make sure that your donation is counted toward the Challenge by sending your donation today! Don't forget – you can also donate online at:

[www.wildflowercampfoundation.org](http://www.wildflowercampfoundation.org)

*by Lauren Wolpin*

### ***Young Professionals Network Gathers for Philanthropic Fun***



On October 26th, we held our first Wildflower Happy Hour in downtown Boston. The event fit into our current Promise Challenge, but just as importantly it

gave us a means to reach out to a new audience interested in learning about our cause. Wildflower, historically supported by more established members of the suburban Boston community, felt that their mission might also resonate with the young professionals working and living closer to the heart of the city.

This casual after work event, held at Market, a restaurant/bar in the Financial District, was a major success, garnering an impressive amount of support and an incredibly positive reception to our mission. Together, with more than 50 people in attendance, we were able to raise over \$1,250, enough to provide a child with a one-month scholarship to day camp next summer.

We are excited by the results of our first event and we believe there is great potential in the Wildflower Young Professionals Network. We look forward to holding similar events in the future and hope that you or someone you know can join us for a fun night for a good cause. Be sure to follow our Facebook page for all the latest Wildflower news along with updates about future events.

*by Reed Juckett*

*A heartfelt thank you to all of you who have given your time and shared your expertise to help us achieve our mission.*



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