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Hello,

As a Bulldogs fan, you'll know the intense feelings and rush of adrenaline you get when we score a late try to win a game. You've been behind us all the way and our success is your success.

I'm writing today to invite you to join us in a win we're scoring off the field. As you know the Bulldogs are partners with Camp Quality, a national charity that believes in building optimism and resilience in the lives of children with cancer and their families.

Camp Quality's involvement with the Bulldogs has brought a fresh and brighter perspective to our family. Camp Quality have helped us in changing our attitudes and culture and have made a difference on and off the field, to the point where we feel that their children are our children.



Like me, you'd be inspired to see how positive this relationship has been and how generous my team mates and everyone else associated with the club have been to these children who are fighting the battle of their lives.

Before I tell you all the details, let me share Dan's story.

What happened to dan?

Just before he started Year 7, his first year of high school, Dan Neville found out he had brain cancer.

This 12-year-old then had to face the nerve-wracking experience of starting high school while he was struggling to understand what having cancer meant. His treatment alone was frightening enough.

"I appreciate the little reality check I get when I'm pulling off my boots after a tough game and see the grinning faces of our Camp Quality families. The adversity and challenges I face on the field are nothing compared to what they endure." **Andrew Ryan, Bulldog's Captain**

Camp Quality Head Office

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Not long after starting high school, following chemotherapy, Dan's hair started to fall out in clumps on his desk. This was a totally overwhelming and lonely experience for him to go through on his own.

Fortunately, Dan wasn't by himself for long. With support from Camp Quality, he soon found his smile again, as well as the courage to express himself and tackle life's challenges.

Dan first heard about Camp Quality when he shared a hospital ward with other teenagers who were living with cancer. The kids in his room couldn't stop talking about a "camp" they were going on and the difference it made to their self esteem, self awareness and positive attitude. Hearing this, Dan knew he had to check out Camp Quality for himself.

After his first camp, Dan jumped at every opportunity to spend time with other young people in the same position as him. Camp Quality made him feel valued, accepted, optimistic and armed with some life skills. Being supported by the Bulldogs too gave Dan real inspiration and pleasure.

The Bulldogs give children joy when times are toughest...

Dan loved going to footy games and was thrilled when he first met some of my team mates such as Brett Kimmorley, Luke Patten and Michael Hodgson. They were helping out at a family activity day, playing football and games like 'Red Rover Cross Over' with the kids. Dan instantly became our No. 1 fan.



Dan and Dan's brother Ben enjoying a day with the Bulldogs and the Belles

"Dan was in hospital for an operation. When he came out there was a ball from the Bulldogs that Andrew Ryan had sent, with the message: 'Keep your head up, we're thinking of you.' That was an inspiration." **Ruth Neville, Dan's mum**

I can honestly say that the players and staff aren't just there at organised events; they stand by Camp Quality children on their hardest days. Dan learned this when he woke up from an operation to find a message of support from our family to his. Dan's mum said those words meant the world to her son.

The Bulldogs family, collectively and individually, have formed some very special bonds with Camp Quality families. This was underlined again recently when another Camp Quality child fell

into a coma. Our club, a number of players and staff, kept in touch with the family through this boy's intense battle. We even sent a text message of support to the family at half-time of a very close game to tell them the second half was being played for their son.

I tell you this so you can see that the Bulldogs genuinely care about these kids.

Let's set children up to win

Camp Quality believes that laughter is the best medicine and use big doses of 'fun therapy' in the form of camps and fun-days, hospital visits, in-school education programs, friendship and much more.



I enjoyed meeting Jaylen (8) and Ashlee (6)

Sharing the belief in the value of optimism and resilient behaviours, the Bulldogs offer Camp Quality sponsorship through a generous financial contribution. We also freely give our time to promote this wonderful organisation and participate in their programs.

Players regularly visit the oncology ward at the Children's Hospital at Westmead, attend primary school visits with their educational puppet program, run Team Football Workshops for kids, give their families the VIP treatment at home games, and of course, donate lots of game tickets.

Your donation to Camp Quality would be just as valuable, providing funds to sustain this work and bring the healing power of fun and positive thinking to children and families on their journey with cancer.

4 reasons to join Camp Quality's team

Last year Camp Quality was able to:

1. Support **10,000** campers, siblings and their parents
2. Conduct **359** camps and fun days
3. Educate **247,000** school children about cancer
4. Visit **7,500** children in hospital

Dan's mum says he would have been a die-hard Bulldogs fan for life. Sadly Dan passed away last year. But there are many children like Dan who need your help right now.

"These players are such role models. The kids look up to them so much. So to have them visit them when they're sick, or well between treatments, just lifts these kids' spirits." **Ruth Neville, Dan's mum**



This is the first time I've asked you for a special donation

This is the first time I've contacted you, as a Bulldogs supporter, to ask for a donation to Camp Quality's work. I'd love you to help.

Your contribution would move both our families closer to achieving a win off the field for these special children.

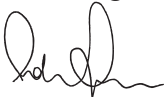
How can you help?

- Make your donation online at campquality.org.au/bulldogs
- or fill out the coupon below and send it to us in the reply-paid envelope enclosed.

While the Bulldogs family plays our part in helping these kids, I can honestly say that they do much more for us. They remind us that life is worth living and that we have much to be grateful for.

Together, we can make a difference in the lives of young people living with cancer. Help us give laughter, fun and life skills.

Kind regards



Andrew Ryan
Captain – Bulldogs

On behalf of



Simon Rountree
CEO – Camp Quality

P.S. [Name], by joining the Bulldogs and making a donation to Camp Quality today, you'll help support young people like Dan through their cancer journey.



Yes! I would love to make a tax-deductible donation to Camp Quality.



Please accept my gift of:

\$25 \$50 \$100 Other \$ _____

OR I pledge my automatic monthly

credit card gift of: \$ _____
(You can change or cancel at any time.)

Please find enclosed:

- Cheque
 Money Order
(Made payable to Camp Quality.)

OR debit my credit card: Visa Master Card

Mr Sample
Unit 1
Sample Street
Sampleville

Credit Card No.: _____ / _____ / _____ / _____
Cardholder's Name: _____
Signature: _____
Expiry date: _____ / _____

Email: _____

Phone: _____

Please change your details above if they are incorrect.

Gifts of \$2 or more are tax deductible.

Camp Quality protects your privacy under the Privacy Act. If you do not wish to receive mail from us please call us on 1300 662 267 to advise.



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