

Wendy's Wish Committee

Meeting Minutes – Wednesday, February 25, 2009

Committee Members Present:	Barbara Catron, Al Huntley, Cindy Pierce, Cathie Thomas, Karen Wykes, Jodi Lopez, Marlys Johnson, Rosemary Johnson, Teresa Hjeresen, Charlotte Harmon,
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	Item	Comments	Action Items
1.	Wendy's Wish Account	The Wendy's Wish Fund stands at \$51,994.00 as of end of January.	FYI
2.	Colon Cancer Month Update	<p>Rosemary presented an update from the state-wide Colon Cancer Awareness Task Force:</p> <p>Venue. The Super Colon would not fit in the capitol rotunda in Salem so will now be hosted at Legacy Good Sam in Portland. Portland is duplicating Bend's successful campaign ideas with guest gastroenterologists available to do talks and virtual colonoscopy displayed on a screen.</p> <p>State-wide campaign. PacWest is handling the marketing for this state-wide initiative with television/radio PSAs and clips featuring Katie Couric and Diane Keaton on the importance of screening. KATU in Portland will be doing the whole segment (story and tour) with live hits at the Super Colon display.</p> <p>"Dress in Blue" Day. The task force is discussing a "Dress in Blue" Day in March, which sparked general discussion from the Wendy's Wish committee about hosting our own "Dress in Blue" Day as a fundraiser where employees contribute \$5 for the privilege of wearing jeans (or anything blue) to work as a fundraiser for Wendy's Wish and a way of raising awareness during colon cancer month.</p>	<p>Jodi to check with BOTC and Marlys to check for SCMC about the possibility of hosting a "Dress in Blue" Day.</p>
3.	Promotions	<p>PSA. SCMC Marketing distributed a PSA to all print, radio and television media in Central Oregon and published it in the online caregiver newsletter requesting donated arts/crafts items for the Christmas boutique (Marlys brought a copy to the meeting). Two more announcements will go out in the next few months.</p> <p>Promotional cards. Follow-up on the discussion from the January meeting about promotional business-size cards: the cost is \$49.95 for 1000 double-sided cards on heavy stock. The committee authorized Marlys to move forward with designing a card to include photo(s), mission statement and Web address. Cards will be attached to blue colon cancer bracelets and distributed at the Heaven Can Wait event.</p> <p>"Wish Upon A Card" postcards (advertising the postcard event at the Sisters Outdoor Quilt Show) will be distributed around St. Charles.</p>	<p>AI to send a couple outdoor quilt photos; Marlys to request an electronic copy of the dandelion photo from Michelle, Webmaster.</p>

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4.	Fabric Postcard Update	<p>Al checked in with Ann Richardson of the Sisters Outdoor Quilt Show. Things will be handled similar to the 2008 event but with 3 days instead of a full week for card sales:</p> <ul style="list-style-type: none"> • Sunday, July 5 – Evening to include wine & cheese • Friday, July 10 – Silent auction at the high school • Saturday, July 12 – Day of quilt show; set-up in the same location as last year <p>Framed cards will be sold via silent auction. The framers are donating supplies and labor for about 50-60 framed cards. Unframed cards will be placed in baskets or on A-frame display boards. When the date draws nearer, jobs will be assigned. There will be no card-making classes this year.</p>	<p>Marlys to mail "Wish Upon a Card" postcard to Christmas Goose boutique list middle of May.</p>
5.	Stiletto Hair Salon Fundraiser	<p>Stiletto Hair Salon on 3rd Street would like to host a fundraiser for Wendy's Wish on Saturday, March 21. Stylists would charge normal fees and donate 50% of the proceeds to Wendy's Wish. There was general discussion about Wendy's Wish hosting a simultaneous fundraiser in the parking lot under a tent (weather permitting). Educational materials would also be included in the tent area.</p>	<p>Jodi to spearhead a committee to hammer out the details of a parking lot event to coincide with the salon fundraiser. Rose to provide educational materials. Marlys to check with SCMC Mktg about issuing a PSA.</p>
6.	Use of Funds/ Mission Statement	<p>Wendy's Wish will be able to utilize 10% of the account balance to assist cancer patients in 2009 (\$5,200). The committee suggested a few changes to the new mission statement and the draft of the qualification form (the form used by CTC social workers to determine patient eligibility for assistance). Revised mission statement to read: "The Wendy's Wish Fund of the St. Charles Cancer Care Program seeks to improve quality of life by assisting with non-medical living expenses for qualifying Central and Eastern Oregon cancer patients."</p>	<p>FYI</p>