



# NATASHA'S WOOD FOUNDATION

*Believe*

Our mission is to improve the mental health of veterans, military, emergency workers CHILDREN by supporting existing programs in partnership with the Department of National Defence – Support Our Troops – through our MOU with the Queen of Canada and Chief of the Defence Staff through the Office of Morale and Welfare.

# NATASHA'S WOOD FOUNDATION

**“Every day I feel a deep sense of gratitude for the sacrifices made by our Military and First Responders. I’ve known more than a few of these capable and courageous professionals who have suffered from Post-Traumatic Stress Disorder as a result of their work. PTSD and Operational Stress Injuries can be both devastating and debilitating for the individual, which understandably impacts all members of the family. I am grateful to Fay Maddison and the Natasha’s Wood Foundation for creating much-needed awareness and support for the children of our Military and First Responders. Our precious youth deserve nothing less.”**

Lieutenant Governor Vaughn Solomon Schofield, Natasha’s Wood Foundation Honorary Patron

**“Military personnel and First Responders are always standing ready to instantly leap into service to Canada, Canadians, and our communities. They do so day in and day out, saving lives, bringing solace and protecting our interests at home and abroad. Although they serve voluntarily and with great professionalism, they often are witness to humanity’s darkest moments. This takes its toll, and can profoundly affect their families, especially their children.”**

Vice Admiral (ret’d) Paul Maddison [Past Board member]



# NATASHA'S WOOD FOUNDATION

## About the Founder



Fay Maddison is a mother, business woman, PTSD survivor, writer, artist, daughter of a WW11 PTSD soldier, and Navy wife of 27 years.

Drawing on her experience as a daughter of a soldier struggling with PTSD and her later own personal struggle with the same condition, Fay knows first-hand the impact that this disorder can have on a family- especially the children. PTSD is a disorder that affects many of those who put their lives on the line each day to protect us and to come to our aid in our most desperate of times. However, it is not widely acknowledged therefore leaving emergency personnel and their family suffering in silence.

Fay felt that the best way she could give back to those families that SERVE and PROTECT our children and our lives everyday was to launch the Natasha's Wood Foundation:

*Supporting children through the **ARTS, EDUCATION and SPORTS.***

Fay's written material has been read at many notable L.A. production houses including:

- **George Clooney,**
- **Icon Pictures,**
- **Quinton Tarantino,**
- **Danny Glover,**
- **Sony and Paramount Studios. And many more.**

### Founder's Vision

Fay had been hired by DND/ OSISS due to her High-Functioning PTSD understanding, yet felt that there was still a great piece of the healing puzzle that had not been identified - nor acknowledged; The CHILDREN - of those that SERVE and PROTECT. This is the first and foremost purpose of the Natasha's Wood Foundation: to serve the **children** of those who serve.

# NATASHA'S WOOD FOUNDATION



**Foundation Vision** - Our vision is to create a living legacy for quality of life programs for all children of injured First Responders who answered the call to serve and protect us.

## **Mission Statement - Natasha's Wood Foundation**

*Through a "Legacy for Life", the Natasha's Wood Foundation will harness the power of story-telling, the arts, education and sports to generate awareness of and unconditional support for the mental wellness of children in First Responder and Military families that have been adversely affected by service to community and country.*

**Guiding Principles** - The Natasha's Wood Foundation (Registered Charity), will fundraise principally but not exclusively for those little heroes, the children that are living with a loved one who has a Traumatic Brain Injury, Post-Traumatic Stress, OSI.

- CHILDREN'S programs: **ARTS, EDUCATION and SPORTS**, mental wellness happens here.
- We strive to work together as a nurturing team for the children of those who serve.
- We are committed to these core values:
  - Children's quality of life on the home-front.
  - Conduct ourselves with integrity and treat everyone with respect.
  - Work in partnership Support Our Troops – and our sponsors.
  - Maintain a high-quality environment that attracts, retains, develops and forms the right relationships for this foundation.
  - Contribute our talents and resources to serve the communities in which we live and work in a professional and humble manner to achieve our vision.

# NATASHA'S WOOD FOUNDATION



*A fairy and her wand, the fabulous Carlos, practice for the launch of the Natasha's Wood Foundation on YTV*

**We launched on YTV kids TV show in March 2015**



- YTV TV opened our new Natasha's Wood Foundation website and YOUTH ART campaign across Canada.
- The Natasha's Wood Foundation website is WEB LINKED WITH:
  - DND/ Morale and Welfare family website – Canada, and Europe, USA reach and their partners and supporters. (over two 2million visitors a year).
- Our YOUTH ART Campaign is **OPEN TO ALL YOUTH** ages 5 to 18.

# NATASHA'S WOOD FOUNDATION

Partners, Sponsors, Supporters and YOU!



RBC Foundation  
RBC Fondation








The **Queen of Canada & the Chief of the Defense Staff** through the Office of Morale & Welfare  
**Rotman Family Foundation**  
**National Leasing and other charities and foundations**



# NATASHA'S WOOD FOUNDATION

## BOARD MEMBERS AND AMBASSADORS

<b>Board Members</b>		<b>Honorary Captain Adrian Burns</b> <i>Shaw Media Executive Board member</i>		<b>Fay Maddison</b> <i>Natasha's Wood Foundation Founder. Natasha's Wood Inc CEO &amp; President</i>
		<b>John Wright</b> <i>IPSOS REID Senior VP</i>		<b>Russ Mann</b> <i>Colonel (ret'd) , OMM, MSM, CD</i>
		<b>Kathleen Lemieux</b> <i>BLG Trademark Partner</i>		<b>Dan Brunette</b> <i>Community Foundation of Ottawa</i>

<b>Ambassadors</b>	➤ <b>Vaughn Soloman Schofield,</b>	NWF's Honourary Patron
	➤ <b>Greg Kane Q.C,</b>	Dentons LLP
	➤ <b>Rear Admiral Jennifer Bennett,</b>	Chief of Reserves and Cadets
	➤ <b>Monique Lalonde,</b>	LLH Accounting
	➤ <b>Caroline Neasmith,</b>	NWF's Youth Ambassador
	➤ <b>Margaret MacKenzie,</b>	Virtual Program Coordinator for Military Family Resource Center PEI
	➤ <b>Nina Bricker,</b>	Literature and Education Professional, Community activist
	➤ <b>Fred George,</b>	In 2011, recognized as one of Canada's top 10 CEO's
	➤ <b>Jami Manion,</b>	Program & Marketing Manager Telfer Executive MBA



<b>Fundraising Chair</b>	➤ <b>Shanaz Joan Parsan</b>	Szymon Zephan Capital, Managing Partner
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Detailed Bios are online or in a separate pdf

<http://natashaswoodfoundation.org/about-us>

# NATASHA'S WOOD FOUNDATION

*Here are some ways we are turning our vision into fruition with your help. Thank You.*



## ARTS

### Youth Art Campaign:

- ALL CHILDREN can to submit their artwork from across the country
- Their art work is showcased on our NWF website.
- Chosen pieces will be selected via an Art Selection Committee to be the illustrations in the printed books.
- The first Book is now available for sale.
- Partnered with National Defence and the Canadian Armed Forces(DND)/ Support Our Troops through our MOU with their Office of Morale and Welfare.
- \*We are not duplicating but supporting Support Our Troops programs for CHILDREN.
- Veteran's, Serving members, RCMP, Reserve units – CHILDREN.

## SPORTS

- DND will facilitate funds from the Natasha's Wood Foundation "fund" nestled alongside the Support Our Troops.
- NWF Board will direct the money out to "Personal Support Programs (PSP) children's programs" in communities across Canada.

## EDUCATION

- We are actively seeking Corporate sponsorships and donations for higher learning scholarships.
- DND is launching their "Higher Learning Scholarship" program 2016.
- Money from our NWF through donations/ sponsors, sale of Believe kids clothing line will help support our NWF Higher Learning Scholarship via the DND recognized Higher Learning Scholarship program/ and including College accredited partners.





# NATASHA'S WOOD FOUNDATION

*A Legacy – for Children – by Children*

**Do you BELIEVE, in children's wishes and dreams?**

## Arts

**Illustrated by CHILDREN – the Natasha's Wood kid's picture book series** will gift back 100% of sales (after select costs), to Children's programs. The first Book, Twiglet's First Birthday, is available for sale.

### How Can You Help?

YOU CAN Sponsor or donate to the second fun kid's picture book A POLLEN FAIRY NAMED SQUIRT

## Education

**HIGHER EDUCATION:** Money from our NWF through donations/ sponsors will help support our NWF Higher Learning Scholarship via the DND recognized Higher Learning Scholarship program/ and including College accredited partners

### How Can You Help?

**We are actively seeking Sponsorships for the higher learning scholarships.** Call us for more info 647-963-9846

## Sports

**NWF and SOT** will direct funds to "sports" programs in communities across the country – bases and wings in YOUR AREA. "Donors" particular request



# NATASHA'S WOOD FOUNDATION



## MILESTONES 2015 AND GOALS 2016



### Measurable indicators that show that the NWF has been successful in achieving its objectives and outcomes.

- Signed MOUs with the Queen of Canada & the Chief of the Defence Staff through the Office of Morale and Welfare./DND.
- Completed CHILDREN'S ART programs in partnership with DND/ PSP children's programs.
- Creation of Art Selections Committee and receiving Art from Children all across Canada/ globally.
- Printing and publishing of First Book. By the books reaching children in communities – SPORTS/ ARTS programs initiated immediate and positive results to affected families.
- Deployment of scholarships (DND launching Higher Learning Scholarship in 2016) to mature youth.
- Building of e-commerce Website.
- Product gifted 100%
- Awareness on Twitter, Facebook and interview on GLOBAL TV, multiple times.
- Aired March 2015 on YTV/ Tree House/ Corus Entertainment
- Sponsorships from a wide range of organizations, Foundations and individuals exceeding first year goal
- "Recruiting" a solid Board with distinguished members committed to serving NWF and its mission to children of First Responders
- Awareness of NWF and in particular PTSD and the effect on the families and in particular, our youth - the children of First Responders – our little heroes. \*\*
- The Printing and Publishing of the Second Book
- Natasha's Wood Foundation Higher learning Scholarships to be gifted through the DND/ SOT.
- To send donations to kids/youth for summer camp . Monies would aide to cover "art therapist"/ "sports" equipment though SOT Maple Leaf Camp/ other camps they endorse across Canada).
- Excess funds would add to our "legacy" bank account in perpetuity with the Ottawa Community Foundation.
- Partnerships with various Organizations









Kindly contact us for more information:

[sjparsan@gmail.com](mailto:sjparsan@gmail.com) 647-963-9846

**\*\*\* Families (especially those families living with a family member (parent)/ (guardian) that has served/is serving and has an injury (OSI/ PTSD/ TBI). These are the "families" that are our PRIORITY. Living with a family member that may have difficulty being "employed" because of their "injury (TBI/ OSI/ PTSD) lowers the "quality of life" financially to these families. Often the other Parent/ partner has to become the "caregiver" -- therefore loss of income impedes this families livelihood financially and / quality of life, (due to service to country) and the entire family are affected especially the children.**

# NATASHA'S WOOD FOUNDATION



	Twiglet	Unicorn	Fairy	Dragon	
	<b>\$2,500</b>	<b>\$5,000</b>	<b>\$10,000</b>	<b>\$20,000</b>	
<b>BENEFITS TO NWF</b>	<p>***Support counselling for allied family members</p> <p>Website content maintenance</p>	<p>**Support efforts in Sports to assist kids with :</p> <ul style="list-style-type: none"> <li>▪equipment or</li> <li>▪attending summer camp</li> <li>▪Mental wellness help professionals at camp</li> <li>▪Support special 'needs'</li> </ul>	<p>Support the Higher Learning NWF Scholarship fund to a college or technical school. May be one time or pledged per year.</p>	<p>*Sponsor scholarships to a university. May be pledged per year or onetime.</p> <p>Support the Higher Learning Scholarship</p>	
<b>BENEFITS TO SPONSOR/DONOR</b>					
<b>RECOGNITION ON WEBSITE</b>					
<b>RECOGNITION AT EVENTS/ SIGNAGE/ETC</b>				<p>Feel free to let us know you prefer to be recognized</p> 	



**\*Natasha's Wood Foundation Higher learning Scholarship. (4 year scholarship/ college/ and or university/ 5k per year - \$20,000.00 minimum). Any excess from sponsors would stream back to this Fund: We would like to achieve a minimum of 4 scholarships for this year. \$20,000.00**

**\*\*Donations would also send kids/youth to summer camp and aide to cover "art therapist"/ "sports" equipment. DND/ Maple Leaf Camp/ other camps they endorse across Canada.**

**\*\*\* \$30,000.00 would cover all support programs for the children across Canada.**

# NATASHA'S WOOD FOUNDATION



***Believe... in children's wishes and dreams...***

With your very generous Sponsorship to this family project, **YOU** will be supporting the growth of a powerful LEGACY for families in your communities, across Canada, for LIFE!

Help spread light into children's darkest hours...

And help heal the whole family!

**For Sponsorships, Contact us at: Shanaz Joan Parsan – 647-963-9846 [sjparsan@gmail.com](mailto:sjparsan@gmail.com)**

Assistant to Fundraising Chair – Jami Manion -613-564-9505, [jami.manion@gmail.com](mailto:jami.manion@gmail.com)

Cheques are made out to the **Natasha's Wood Foundation** and may be mailed to:

**LLH Accounting, Attn: Monique Lalonde,**  
5450 Canotek Rd, Suite 44, Ottawa ON, Canada K1J 9G2

Charitable # 81930 1235 RR0001.

Donations may also be made online <http://www.natashaswoodfoundation.com>



***Welcome to the fun world of Natasha's Wood!***  
***MAGIC HAPPENS HERE...***



Kindly contact Shanaz Joan Parsan 647-963-9846  
[sjparsan@gmail.com](mailto:sjparsan@gmail.com) for more information on how you may be able assist.



