



Fund Holder with the Victoria Foundation

## PURICA FOUNDATION GALA SETS THE NEW STANDARD FOR FUNDRAISING

The Purica Foundation certainly found the recipe for fundraising success with their 1920's themed inaugural gala held at Mellor hall on November 4<sup>th</sup>, raising a staggering \$130,000 to support the creation of a much-needed Hospice House in Cowichan.

Marnie Watkin, Co-Founder of the Purica Foundation and Chair of the committee, tells us that, "the rarest and most valuable ingredient to Cowichan's 'Event of the Decade' was the outstanding community commitment and support from beginning to end. We had so much generosity from donors, supporters, sponsors, volunteers and community members. More than 400 tickets were sold making this a sellout event. Guests dressed up in 1920's attire and came out ready to have a great time and support this worthy cause."

The live auction focused on five spectacular packages involving flights, hotels, sporting events, ski and sun accommodations and social activities. Auctioneer Cam Drew inspired competitive, witty and entertaining bidding. Although not as loud but just as desirable the bidding on the 160 silent auction items was lively with many winners being decided in the last seconds.

Without a doubt, the icing on this cake was the unimaginably talented entertainment from the Jeff and Rhiannon duelling piano show, from Seattle, that had the enthusiastic sold-out crowd singing, dancing, laughing with sheer joy. Other key ingredients were: delicious food created by local Chef Fatima DaSilva; thirst quenching beverages from Red Arrow Brewing, Stillhead Distillery and Enrico Winery; lively mixology skills by Eric Sim from the Cowichan Valley Inn; and 'Hey Mr. DJ' finishing off the night with more dancing tunes.

"This has been a win on so many levels for the Cowichan Hospice House Project," said Christa Fox Cowichan Hospice House Task Force Chair. "The obvious benefit is the infusion of a significant amount of money to our project, but more than that, this demonstration of grassroots support from the Purica Foundation and the Cowichan community as a whole, helps us show our partners and potential major sponsors how important a Hospice House is to this community."

Summarizing her thoughts, Ms. Watkin adds, "My Purica Foundation team knocked it out of the park and I am humbled and grateful for so much generosity from everyone who helped to make the Purica Foundation Gala 2017 such a success." With a twinkle in her eye, she continues, "Just wait to see what we do next year".



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## BACKGROUNDER:

### About Cowichan Hospice and the Hospice House Project

Cowichan Hospice staff and volunteers do an amazing job of providing compassionate care, emotional support, information, and companionship to people and their families dealing with advancing illness and grief.

What we don't have in Cowichan is a Hospice House- a place to live well at the end of life. A place to die with support, safety, and dignity, in a home-like setting. A place where expert medical care is provided, focussed on a person's own goals and priorities. Cowichan Hospice is working with Island Health to make plans for a hospice at Cairnsmore Place in Duncan. Our community deserves excellent end of life care.

### About the Purica Foundation

Watkin brothers, Trevor and Jason, with wives Marnie and Anna, have enjoyed admirable success with Purica, a whole foods and natural supplements company based in Duncan and serving 3,000 retail customers across Canada. With so much support from the community, they wanted to give back in a meaningful way and created the Purica Foundation, a fund held with the Victoria Foundation, designed to generate charitable donations, fundraising initiatives, and promotional support for key community initiatives. The 12 members of the Purica Foundation fundraising committee are excited to announce that the recipient of its donation this year is the Cowichan Hospice House Project which will receive the net proceeds of the Gala Event to be held November 4<sup>th</sup>, 2017.