



**The Chris Dawson  
Foundation**

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**MEDIA RELEASE  
IMMEDIATE RELEASE**

## **The Chris Dawson Centre is shaping the future of Sarnia-Lambton**

June 30, 2009 (Sarnia, Ontario) – Since its inception in April 2009, The Chris Dawson Foundation has been making tremendous progress in helping Sarnia-Lambton's not-for-profit organizations.

The Foundation has initiated a new concept in community partnership, called The Chris Dawson Centre, created in memory of the late Chris Dawson. It will be the future home of eight to 10 not-for-profit organizations, giving them the opportunity to share services and work in harmony.

The first tenants to join earlier this year were the Alzheimer Society of Sarnia-Lambton and the United Way of Sarnia-Lambton.

Today, The Chris Dawson Foundation is eager to announce that three additional not-for-profit organizations have committed to join the Centre: The Multiple Sclerosis (MS) Society, the Breast Cancer Society of Canada, and the Lambton Seniors Association.

"Today, I can proudly say that the Centre is almost 60% full," said Anita Minielly, Executive Director of The Chris Dawson Foundation. "When fully operational in August of 2010, it will be Sarnia-Lambton's foremost destination for not-for-profit organizations."

"The Breast Cancer Society of Canada is thrilled to be a part of The Chris Dawson Centre," added Marsha Davidson, the Society's Executive Director. "Not only does this building provide attractive, accessible and convenient space for our staff and donors, the concept allows us to work closer with other not-for-profit organizations and provides the opportunity to direct a greater portion of funds to breast cancer research."

"We are very excited to be a part of this initiative to relocate to The Chris Dawson Centre at 420 East Street N. in Sarnia," said Dave Brown, Executive Director of the United Way of Sarnia-Lambton. "Other United Ways our size are interested in hearing about our ability to not only reduce our costs, but also increase our overall efficiencies and effectiveness the flexibility a shared office environment will provide to us."

When The Chris Dawson Centre's new 2,000 sq. ft. shared services addition is complete in 2010, it will have many benefits for not-for-profit organizations:

- Access to a state-of-the-art facility and amenities

- Strategic leasing (potential to reduce current space requirements by using shared services space)
- Reduced overhead costs
- Part of a community-based legacy project
- Potential for major base rent subsidy within five years
- Centrally located on a bus route, with lighted parking lot
- Organization's name and logo included in The Chris Dawson Foundation's ongoing fundraising and public relations efforts
- Secure 24-hour access
- Computer networking / Internet
- Shared kitchen / staffroom
- Main reception area with receptionist
- Phone system setup and support with voicemail services
- Mailroom with shared photocopiers, printers, fax machines, postage machine

"In today's harsh economic times, not-for-profit organizations must cut costs and explore partnership opportunities to best weather the storm," said Minielly. "The Chris Dawson Centre is offering not-for-profit groups this opportunity. For their clients. For their donors. For Sarnia-Lambton."

### **About Chris Dawson**

Chris Dawson was a smiling, energetic, positive young man. He was raised in Sarnia, attended Cathcart and Northern schools, as well as Lambton College. He enjoyed and participated in many sports, worked in the hotel/restaurant industry in this community, and volunteered at Dunlop United Church. He relocated to Vancouver Island to develop a tree farm the year prior to his tragic death in 2006. Chris loved life, loved his family, and loved this community. The legacy of Chris Dawson will live on in this community through the Centre.

### **About The Chris Dawson Centre**

The Chris Dawson Centre will be home to eight to ten charitable not-for-profit organizations. It will offer 2,000 sq ft of shared services with access to state-of-the-art technology and amenities. The Chris Dawson Foundation will include all charitable tenants on all fundraising and public relations campaigns.

### **About The Chris Dawson Foundation**

*Vision:* The Chris Dawson Foundation will be the authoritative leader in furthering community partnership.

*Mission:* To celebrate the legacy of Chris Dawson in three ways: developing and managing centres for not-for-profit organizations; participating in educational opportunities; and supporting charitable events, which will further community development.



Attached photo (L to R)

Dave Brown, Executive Director of the United Way of Sarnia-Lambton, Judy Doan, Executive Director of the Alzheimer Society of Sarnia-Lambton, George Vincent, Lambton Seniors Association Treasurer, Marianne Buchanan, Lambton Seniors Chair, Dave Leclair, Board President of the Multiple Sclerosis of Canada Sarnia-Lambton Chapter, Anita Minielly, Executive Director of The Chris Dawson Foundation, Marsha Davidson, Executive Director of the Breast Cancer Society of Canada

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