



BEYOND THE MOON NEWSLETTER

JANUARY – FEBRUARY – MARCH 2008



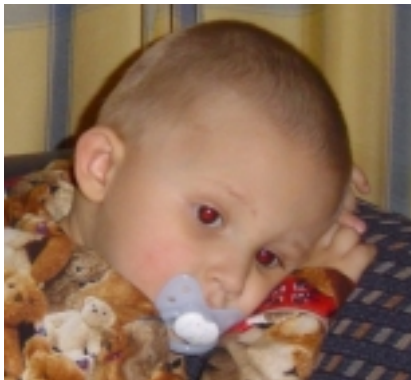
This Newsletter is a quarterly publication of BEYOND THE MOON, a non-profit association whose aim is to provide some enjoyment and relaxation to children suffering from a life-threatening illness and their families by offering them the opportunity to spend valuable quality time together and to enjoy a memorable, cost-free and carefree vacation in a child-friendly environment. Through our "Sponsor a Family" programme, indigent families from your local community or country can enjoy a memorable, cost-free vacation to cherish a lifetime. We make your support tangible and transparent.

Please distribute it internally to all your staff, business relations, friends and relatives.

Surf to www.beyondthemoon.org and watch the new look of our site
(by courtesy of www.ideaxis.com)

FAMILY NEWS

A few quotes coming from the beautiful and numerous testimonies that we received from our families, who are truly grateful to their sponsors for their helping hand and to BEYOND THE MOON for making their wish become a reality.



Mattéo (3) spent a week holiday with his parents at the "Landal GreenParks Heihaas" family resort in the Netherlands: *"Our best experiences were the visits of a zoo and a few parks, something we had never done before as a family. This was really marvellous. I am so enthusiastic to see how we, and our sick child, have been taken care of. This wish fulfilment allowed him to brighten up. Mattéo still speaks about it when he sees the photos with the animals, with his friend the park's mascot "Bolo the Bear", the bungalow, etc. We were able to fill up our batteries and to think about ourselves instead of worrying about the daily problems, his disease and of going to the hospital. We could take a good rest and spent a wonderful vacation. Thank you again!"* Thanks to Autogrill Belux, Belgium.

Paul (17) travelled to Disneyland® Resort Paris with his mother, father and stepmother, two sisters and two brothers: *"We were pleasantly surprised to be offered this vacation. We never thought that such a thing could happen to us. We did not imagine that there are still people around with such a big heart, who could make this possible. This was so incredibly beautiful that we will never forget it. We came closer to each other as a family, we had a great time and we enjoyed every minute of it. My son did not think about his disease and we spent a carefree weekend. Thank you!"* Thanks to Radisson SAS Park Lane Hotel Antwerp, Belgium.

Ayse (9) went to "Center Parcs Het Meerdaal" in the Netherlands together with her parents and sister: *"It is fantastic that you care about parents with sick children, who cannot afford to go on holidays. I will never forget going to the swimming pool with my daughter, which I never did before, and the time we spent together as a family. Ayse was really happy because I could dedicate all my time to being with her, and not doing household chores."* Thanks to Autogrill Belux, Belgium.



A BRONZE AWARD WINNER – CONGRATULATIONS!

BEYOND THE MOON has a special way of recognising its loyal sponsors and partners, which consists of various categories of awards (bronze, silver, gold, platinum), each category corresponding to an ascending number of families who, thanks to the support of those sponsors, have enjoyed an unforgettable BEYOND THE MOON vacation.

Since the start of our partnership with JohnsonDiversey EMA (www.johnsondiverse.com), back in 2004, already **fifteen families** with a sick child have had the opportunity to benefit from a well-deserved, carefree and cost-free family vacation!



In recognition of their commitment to support BEYOND THE MOON, we acknowledged JohnsonDiversey EMA as a **BEYOND THE MOON Bronze Award** winner for the first **10 families**, who spent precious quality time together.



Says Pedro Chidichimo, President JohnsonDiversey EMA: *"I am very pleased to accept this BRONZE AWARD on behalf of the EMA region, and we pledge to generate an even greater awareness of the programme in the future, with the objective of providing more families with an unforgettable experience."*

JohnsonDiversey EMA decided to reiterate its corporate sponsorship commitment for another three years. As a result of this decision, more seriously ill children, and their families, from various countries where JohnsonDiversey EMA conducts business, will get the chance to go on a "once in a lifetime" holiday.

"We strongly believe that BEYOND THE MOON deserves all the support it can get on a long-term basis. This also includes more support from our Operating Companies and their staff across Europe, the Middle East and Africa."

BEYOND THE MOON and its families are extremely grateful to JohnsonDiversey for its loyal support!

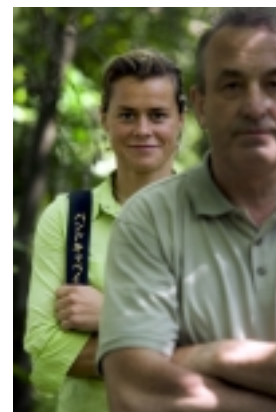
NEW PARTNERSHIPS

Networking is an important key of BEYOND THE MOON's success, whereby we mainly increase our awareness by word of mouth. We do not deliberately want to spend donated funds for publicity or marketing purposes. However, our network of partners and sponsors gets involved and, on behalf of BEYOND THE MOON, promotes our mission through linking their fundraising activities and efforts to and in favour of our association. How new partners and sponsors cross our path...

R A C I N G V I P E V E N T S (www.racingvipevents.be) offers VIP-arrangements during rally and circuit events, and at a couple of cycling and jumping events. A contribution of €5,00 per VIP-arrangement will be donated to BEYOND THE MOON. Says Erik Vleminckx, President and Board Member of EVA Racing Events, who was informed about our association by one of the Miss Sports Belgium 2008 finalists: *"I am very impressed by Beyond the Moon's approach, whereby they not only support the sick child but also pay attention to the other members belonging to the immediate family. In the past, I experienced among my acquaintances, that these situations completely influence the life of such a family and they very often require difficult sacrifices. The opportunity for such a family to enjoy a pleasant, carefree and cost-free vacation, together with the seriously ill child, will be as unforgettable for me as for the family itself."*



Eddy Vinckier is the personal coach of **Gella Vandecaveye** (www.gella.be), one of the most talented judokas of her generation, who put a stop to her career as a top-class athlete, back in 2004 at the age of 30. Eddy Vinckier is very dedicated to help increase the awareness of BEYOND THE MOON by involving his network contacts mainly within, but also outside, the sports world. His word-of-mouth recommendations already resulted in various partnerships: BEYOND THE MOON with Miss Sports Belgium 2008, Koddaert Ladies Open 2008, Ideaxis/Addemar and Romeo & Juliette Champagne. We are extremely thankful to Eddy Vinckier for his commitment.



FUNDRAISING NEWS

The enthusiasm that BEYOND THE MOON brings about to more and more people is truly heart-warming. The simple thought that together we can make a difference in someone's life gives each of us a happy feeling and enriches our lives! We are very grateful to the following sponsors and partners for their generous contributions:



Schoolchildren of the 5th grade at the *Taborschool in Bellem, Belgium* (www.schoolbellem.taborschool.be), aged 10-11, nominated BEYOND THE MOON as the beneficiary of a sponsored run on 21 March 2008. They encouraged all the students and teachers to support their decision and to take action. They held a press conference for all their fellow-students, including the local TV-station AVS, in order to give this sportive event an increased awareness at school and across the region. Consequently, about 320 students, aged 7-12, asked their parents,



relatives and acquaintances to sponsor respectively 0,5 till 3 km, according to the number of km that each grade had to run. Moreover, Saar Degraeve (one of the Miss Sports Belgium 2008 finalists), a niece of one of the 5th grade students, attended the sponsored run to encourage the children. BEYOND THE MOON received a generous cheque of **€8,000** (€650 is a courtesy of the town council of Aalter). Says Pascale Somers, General Manager BEYOND THE MOON: *"I was very impressed by the spontaneity of those children and the way they were so enthusiastically motivated and devoted to run and do their utmost best to help seriously ill age-mates. It was a fabulous and moving experience! These kids can be very proud of their successful project, which will enable them to soon offer some families, from their region, a wonderful BEYOND THE MOON holiday. Very well done!"*

A first ever International Forum brought together every member of the *Wyndham Hotel Group International team, UK* at the Wyndham Grand London Chelsea Harbour hotel. This was a fabulous event with over 100 attendees and it was decided to take this opportunity to share with all of their colleagues the great work that BEYOND THE MOON does. They kicked off their fundraising efforts with a karaoke event. Including the pledge on behalf of Sean Worker, Managing Director of WHGI, they collected **€1,225**.



RAMADA
WORLDWIDE

A year-end raffle at the *Ramada Hotel Hamburg-BerGEDorf, Germany* raised **€1.530** and a similar action at the *Ramada Hotel Kassel City Center, Germany* generated **€1.025,66**. *Ramada Hotel Bären Goslar, Germany* (photo) collected **€500** following a tombola held during their annual Ramada Party Brunch, with mascot Rudi Ramada. Heike Hellmuth, Sales



Representative at the hotel, set up a booth with brochures and showed the BEYOND THE MOON film. She answered any questions related to their hotel's charitable support. All these funds will be put together with other savings on behalf of Hospitality Alliance AG and another German family will soon enjoy a carefree holiday.

Several hotels from Corinthia Hotels International have been quite active too: Corinthia Towers & Corinthia Panorama, Czech Republic raised **€2.082,85** through our "Change for Children" programme followed by an extra donation on behalf of Corinthia Panorama of **€216,29**; Corinthia San Gorg, Malta held a year-end action and collected **€753,58**; Corinthia Lisbon, Portugal pledged **€390,77**.



As announced in our previous Newsletter, **Koddaert Ladies Open 2008, Belgium** (www.koddaertladiesopen.be) associated BEYOND THE MOON to their annual tennis tournament, held from 29 March to 6 April 2008 in Torhout, Belgium. They distributed a flyer inviting the public to put a donation in the collection boxes, displayed during the event. During the closing ceremony, the **Lions Club Torhout** handed out a cheque of **€2.500** and **Koddaert NV and the public** contributed with a generous donation of **€5.500**. Two families from Torhout and its neighbourhood have already been nominated to soon spend quality time together during a carefree and cost-free holiday.



Says Jean-Pierre Heynderick, Manager of the tournament and Owner of Koddaert NV, Belgium: *"We are very grateful to everyone's contribution and we are very happy with the tangible result of our efforts, so close to home. We deliberately wanted to do something in return for the local community and help less fortunate families with a sick child. We wish them an unforgettable holiday and a pleasant time together."*

YEAR-END CARDS – COMING SOON

2nd - 3rd Quarter 2008

Upon request of several partners and sponsors, this year we will have a **BEYOND THE MOON collection of best quality Christmas & New Year 2009 cards**. We went into partnership with the company Buromac, specialised in stylish year-end cards **for business use**. As from this year, we invite you to make your choice from our BEYOND THE MOON collection and to help more seriously ill children! The **2009 collection with details and prices will follow in June 2008**.



WE THANK YOU FOR YOUR SUPPORT AND WISH YOU LOTS OF SUCCESS WITH YOUR FUNDRAISING EFFORTS!

v.z.w. BEYOND THE MOON

Zandstraat 27K, 2223 Schriek, Belgium

Tel/Fax: +32 (0)15 23 36 82 – info@beyondthemoon.org – www.beyondthemoon.org

IBAN: BE41 0014 7129 7010 – BIC: GEBABEBB