



# BEYOND THE MOON NEWSLETTER

HAPPENINGS DURING JAN, FEB, MARCH 2007



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 can enjoy a memorable, cost-free vacation to cherish a lifetime.

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

## GRATEFUL FAMILIES AND MANY HAPPY FACES

We receive many letters and evaluation forms with beautiful holiday pictures from our families who wish to express their gratitude. Some prefer to remain anonymous and not to appear in our Newsletters – which we fully respect. Others are willing to share their story with everyone who is involved with BEYOND THE MOON.



**Steven (7)** travelled at the end of January 2007 with his parents to Disneyland® Resort Paris and truly enjoyed his 3-day stay at this magical place.

*"The most pleasant experience during this holiday that we will never forget was Steven's expression when we entered the hotel room: "Oooh, I am a king!" By all means this holiday was not only a booster for Steven, but also for ourselves. It did us so much good. We believe it is fantastic that a sick child is being offered such an opportunity, especially when you testify the positive effects on this kid. For once, they forget all about their illness. We sincerely want to thank our sponsor Autogrill Belux (Carestel Group)!"*

**Noëlla (15)** also enjoyed a relaxing holiday at the vacation resort Center Parcs De Vossemereen, Belgium. Noëlla was joined by her mother, stepfather, brothers, sister and her dear dog. Linklaters De Bandt offered her this unique opportunity from 9-16 March 2007 and this is the beautiful story that her mother shared with us:

*"Together on a holiday. A complete new experience for our family that we tremendously enjoyed. Their faces sparkled from early morning till late at night. Yes, even Noëlla's face. Noëlla had the time of her life during some activities and especially enjoyed the whirlpool. She loved it. We both were sitting in this whirlpool and I let her float. What a fabulous smile that I got in return – I'll never forget this smile. Such a pleasure makes one happy. Even we, as parents, did not have to bother about what we were going to eat or cook. We could fully relax with our children. We spent every minute of the day with them. We felt so fortunate and happy! Happiness is to be together and to enjoy each other's company – the simple things of life. Such a feeling and closer family ties made us tremendously enjoy this holiday together. Those memories will never ever be taken away from us. We will cherish them in our hearts. It's hard to describe*



*our gratitude with words. Such a feeling and emotion... I cannot find enough words. Going out together is not something we can take for granted in our family. We could never ever have dreamt that we would ever experience this. Our deepest gratitude to everyone and also to our sponsor!"*

## MORE FAMILIES WILL EXPERIENCE QUALITY TIME TOGETHER

### Booked at Disneyland® Resort Paris:

**Kira (7), United Kingdom** will travel with her parents to Paris on 18 May 2007. Thanks to Bitterne Golf Society Southampton, United Kingdom.

**Nathan (3), Belgium** will travel with her mother and her mother's friend on 22 June 2007 to Paris. Thanks to Autogrill Belux, Belgium.

### Booked at a vacation resort of Center Parcs:

**Lien (16), Belgium** was happily surprised when she heard of a holiday at Center Parcs Port Zélande, The Netherlands. She looks forward to this stay at the seaside from 6 to 13 April. Thanks to Linklaters De Bandt, Belgium.

For the first time in her life, **Rachel (16), Ireland** will take the plane and will fly direction Amsterdam on 29<sup>th</sup> June 2007. A rental car will bring her together with her parents and sister to Center Parcs De Eemhof where they will spend a pleasant holiday. Thanks to Prem Group, Ireland.

**Katie (10), United Kingdom** will spend an unforgettable holiday together with her parents and brother at Center Parcs De Eemhof from 6-13 July 2007. Thanks to The Sophie Barringer Trust, United Kingdom.

### Booked at a vacation resort of Landal GreenParks: (see page 7).

**Bjrn (10), Belgium** will be the first family on behalf of BEYOND THE MOON to stay at one of the Landal GreenParks in the Netherlands. He is very excited to spend a week holiday from 1-8 June 2007 together with his parents. Thanks to the co-sponsors The Young Ones and Mr & Mrs Peeters-Van den Bergh, Belgium.

**Maribelle (11) and her younger brother Emanuel (6), Malta** were pleasantly surprised when they were invited together with their parents by their sponsor, Corinthia Hotels International, who told them the wonderful news of a carefree and cost-free holiday with BEYOND THE MOON. Both children suffer from the same type of life-threatening illness and will travel to one of the family parks of Landal GreenParks in June 2007.



f.i.t.r. Mr Rota (General Manager Corinthia Palace Hotel), Mrs and Mr Schembri with their son Emanuel, Mr Vella (Chairman Corinthia International Hotels), Sandra Chetcuti (BEYOND THE MOON Sponsor Ambassador for Malta), Sharon Scerri (Charity Coordinator Corinthia International Hotels), Marisa Xuereb (Charity Coordinator Corinthia Palace Hotel)

### Cancellation...

Unfortunately, we also have some sad news about **Matthew (10), Malta** who was ready to go on his first holiday ever with his family to Disneyland® Resort Paris from 10-13 April 2007, thanks to the help of the co-sponsors Wyndham Hotel Group International & Corinthia Hotels International. A couple of weeks prior to his departure, he suddenly lapsed into a coma and was no longer able to travel. Sadly enough, Matthew's case confirms once again that **"Some Children have few Tomorrows"** and that we cannot defer our support to these indigent families till tomorrow. **Take the right decision still today to support BEYOND THE MOON and invite others to help you!**

## FUNDRAISERS FOR THE GOOD CAUSE

The following sponsors deserve a special recognition for their decision and dedication to support BEYOND THE MOON. We thank them for their efforts and for sharing their stories. For more information or to discuss another new fundraiser, please do not hesitate to contact us at: (+32)(0)15 23 36 82 or [info@beyondthemoon.org](mailto:info@beyondthemoon.org).

**Ramada Plaza Kassel, Germany** organised a Year-end gala in December 2006 and invited its guests to buy raffle tickets at the price of €1,00/piece. All tickets were sold immediately and raised €500. Together with savings from previous actions for an amount of €200, they transferred a nice contribution of **€700** to the BEYOND THE MOON bank account.



For the second year in a row, **Ramada Hotel Limes – Thermen Aalen, Germany** organised a fabulous wedding fair at the hotel, whereby the most trendy wedding dresses and accessories were presented. All proceeds from the sales of food, drinks and raffle tickets went solely to BEYOND THE MOON – a very nice amount of **€650** was collected!

Let's stay within the fashion world... On 8<sup>th</sup> February 2007, **Ramada Encore Letterkenny, Ireland** hosted a fantastic and very successful fashion show to benefit BEYOND THE MOON. The theme of the evening was children, so who better to model the clothes than...



Donegal school kids. The children (all making their first holy communion this year) were chosen at random to model communion attire as well as resort and sports wear. Mc Elhinney's Department Store, New Beginnings, Bump's N Daisies, Dunnes Stores, La Maison & Elvery Sports all participated in this truly exciting event. The Webb, Catriona's Hair Salon and Solo Hair Design were responsible for the hair creations of the adorable girls and boys. The hotel supplied all the food and refreshments for the evening so that all proceeds from the ticket sales went directly to BEYOND THE MOON. It was a very successful night. A wonderful amount of **€4000** was transferred to our bank account. All the staff worked the event and employees even came in on their day off to assist. Sheila O'Donnell, one of the Front Office team members who now coordinates banquets and conferences, was the mastermind behind the idea and organised the event single headedly. All the local papers were present and the hotel and BEYOND THE MOON had lots of exposure in the press. Said Emma O'Carroll:



*"Just the look on the kids faces that night said it all. Thanks to many local businesses, the event had excellent prizes to give away and everyone left feeling the night was a great success and asking us to do a fashion show each year."* Ramada Encore Letterkenny is the first single hotel team of Wyndham Hotel Group International, that raised the necessary amount of €4,000 by itself. Soon, they will offer a vacation to a sick child and his/her family from the Donegal area. Very well done and keep up this spirit!

Emma O'Carroll (right), General Manager Ramada Encore Letterkenny offered Sheila O'Donnell (left) a well-deserved bouquet of flowers for her dedication and efforts.



Emma O'Carroll (right), General Manager Ramada Encore Letterkenny offered Sheila O'Donnell (left) a well-deserved bouquet of flowers for her dedication and efforts.



Dave Wileman, Conference & Duty Manager at **Ramada Birmingham East A42 Hotel, United Kingdom** has recently started to run in some competitive half marathons after training himself to a level to achieve this. *"I have recently run the Wilmslow half marathon in Cheshire, which is 13,1 miles in total, held on Sunday 25<sup>th</sup> March 2007. I completed this in a time of 2 hours and 13 minutes. There were over 4000 runners competing in this race. By collecting sponsorship from the staff at the hotel, I managed to collect £110 for Beyond the Moon. I will be doing another half marathon on 10<sup>th</sup> June at Stoke on Trent, also in aid of Beyond the Moon."* Congratulations with your medal and thanks for your sportive efforts.



## A LOYAL SPONSOR AND A NEWCOMER

For the second year in a row, **Linklaters De Bandt, Belgium** ([www.linklaters.com](http://www.linklaters.com)) reiterates a

# Linklaters De Bandt

generous contribution to offer more families an unforgettable vacation, far away from hospitals and daily treatments. Their donation helps us guarantee the continuity of our mission and motivates us to proceed with our work. We are very grateful for their continued long-term support! Says Jean-Pierre Blumberg, Managing Director Linklaters De Bandt: *"The tangible result that we received the past year by means of letters, photos and cards from families has convinced us that BEYOND THE MOON deserves our support and uses our funds in a correct way. We are very proud on our continued cooperation and hope that together we can bring a smile on many more children' faces and offer them and their parents, brothers and sisters a relaxing experience that they deserve from the bottom of our hearts."*



We are proud to yet already make an announcement related to another new long-term partnership, starting as from the 2<sup>nd</sup> quarter of 2007, with **Passage Fitness First, Belux** ([www.passagefitness.com](http://www.passagefitness.com)), partner of Fitness First, the world's leading fitness company. Passage Fitness First is an international group of entrepreneurial professionals who developed a fantastic fitness concept that is worldwide known for its quality. Their 30 clubs in Belgium and Luxemburg, with more than 60,000 members and 3,000 new members on a monthly basis, strongly embrace the principle of "Fitness for Everybody". Like BEYOND THE MOON, they are of the opinion that everyone has the right to some relaxation to forget the daily stress and sorrows, which means that their profile and objective perfectly matches ours. In the course of the coming weeks, the company will work out an action plan to involve their members and employees in order to raise funds and make many families happy from the regions where their various clubs are located. More news will follow in our next Newsletters. Says Dick Vande Vyvere, Founder and Managing Director: *"We have become a big company, but also stay focussed on the local aspect. It is far more motivating for the members and staff of our clubs when they can support a family from their own neighbourhood, instead of raising funds for a large organisation that very often helps projects that are based far from home. From experience, we know that the entire club will get much more involved. Everyone will be more convinced to contribute. That is what we also want to achieve with BEYOND THE MOON: a flow of solidarity for an association "with a face"."*

## NEW AND EXPANDED PARTNERSHIPS FOR OUR "CHANGE FOR CHILDREN" PROGRAMME

Passage Fitness First, Belux ([www.passagefitness.com](http://www.passagefitness.com)) will display our small collection box at their 30 clubs in Belgium and Luxembourg.





For more than a year, **Autogrill Belux** ([www.carestel.be](http://www.carestel.be) & [www.autogrill.be](http://www.autogrill.be)) is cooperating with BEYOND THE MOON. Thanks to their entire satisfaction of our collaboration, they announced an expansion of our partnership to their 23 AC Restaurants along the highways in

Belgium ([www.acrestaurants.be](http://www.acrestaurants.be)), which are managed by the company. As from the 2<sup>nd</sup> quarter of 2007, their customers will be free to put their change or a donation in our small collection boxes near the cash register of each AC Restaurant. For BEYOND THE MOON, this is a wonderful windfall. We are very fortunate and proud to have Autogrill Belux amongst our loyal sponsors. More about them to follow soon.



# DUTHLER

We feel honoured to already announce that, as from the 2<sup>nd</sup> quarter of 2007, our presence on the Dutch market will increase thanks to a new partnership with 30 **DUTHLER clothing shops, The Netherlands** ([www.duthler.com](http://www.duthler.com)) of the

Dutch Brova Groep ([www.brova.nl](http://www.brova.nl)) that operates five fashion related formulas. The DUTHLER shops ensure that fathers, mothers, sons and daughters are dressed in trendy quality clothes. Their attention to the entire family is as important for them as for BEYOND THE MOON, and therefore our visions match perfectly. They will display our small collection box near the cash registers in each shop to raise funds. We hope that, together with their clients and employees, we can offer many indigent families with a seriously ill child from The Netherlands precious moments and quality time together. More news will follow in our next Newsletters.

**Wyndham Hotel Group International**, ([www.wyndham.com](http://www.wyndham.com)), a division of Wyndham Worldwide, promotes BEYOND THE MOON to its business partners, which in Europe include the hotel brands Ramada, Days Inn, Howard Johnson and Super 8. The number of participating hotels keeps on growing. The recent newcomers are:

- Days Inn Haverhill, United Kingdom
- Treff Hotel Solingen City Centre, Germany (franchisee: Hospitality Alliance AG)
- Fleet Street Hotel Temple Bar, Ireland (franchisee: PREM Group)
- Days Inn Nuneaton, United Kingdom
- Ramada Birmingham North, United Kingdom



In addition, besides the company's on-line Intranet Newsletter, franchisees also publish coverage on the partnership with BEYOND THE MOON, by means of articles in in-house magazines and/or via website references, including hyperlinks to the BEYOND THE MOON website. Some examples: Germany (Hospitality Alliance AG) and Ireland (Crawford Investment Ltd).



[www.ramada.de](http://www.ramada.de)



[www.ramadairland.com](http://www.ramadairland.com)

**Do you need our "Change for Children" material?**  
 Contact us: (0032)(0)15 23 36 82 or [info@beyondthemoon.org](mailto:info@beyondthemoon.org)

LARGE COLLECTION BOX



SMALL COLLECTION BOX



OR

DONATION ENVELOPES



## IMPORTANT IN-KIND SUPPORT

In this column of our quarterly Newsletters, we always put some very important partners and sponsors in the picture, which help BEYOND THE MOON save on operational costs without jeopardising the high level of service and facilities that we wish to offer to our families and partners. Every saving enables us to make more families happy. In this edition, we want to recognise those partners which make sure that our families experience unforgettable memories at their vacation resorts. These memories are, one by one, precious moments to cherish a lifetime!



A visit to a Disney theme park and a meeting with Disney characters is still the wish number one for the majority of children with a life-threatening illness. **Walt Disney, France & United Kingdom** ([www.disneyhand.com](http://www.disneyhand.com)) help us fulfil this wish through their Disney Community Affairs programme. Our partnership with Walt Disney World resort dates from 2000.

We are very proud of this long-term relationship and are truly grateful for their continued loyal support. BEYOND THE MOON not only receives an annual donation, but also the 3-day stay, a welcome package filled with presents and entrance tickets to the parks for our families at reduced rates and/or for free. Walt Disney says: *"My business is making people, especially children, happy and we continue this legacy today, brightening the lives of children around the world when they need it most."*

For more than 2 years, **Center Parcs "A State of Happiness"** ([www.centerparcs.com](http://www.centerparcs.com)) has been a loyal partner of BEYOND THE MOON offering to our families the accommodation and certain arrangements at specific conditions and/or special rates. Their peaceful and beautiful parks located in Belgium, The Netherlands and Germany belong to our portfolio of travel destinations, where our families truly enjoy their stay. The Aqua Mundo is the central part of each park and a true paradise. Whether our families look forward to some adventure or rather prefer to relax, at Center Parcs

they think of everything and everyone. In A State of Happiness, there is always something to experience, regardless of someone's age. We thank all Center Parcs employees for their pleasant and smooth cooperation and their tremendous support! Says Monique Dekking, Head Public Relations Center Parcs Europe: *"We are a very child friendly organisation and wish BEYOND THE MOON well. We are very pleased that we can support their great initiatives and that we can suit the action to the word."*



**RCI Benelux, Belgium** is another division of Wyndham Worldwide whose core business consists of hotel management. For more than one year, RCI Benelux supports BEYOND THE MOON by booking flights, trains and rental cars at net rates, which enables our association to make at least one extra family happy on an annual basis. To help increase our awareness, they make references, including hyperlinks, to BEYOND THE MOON via several websites that are managed by RCI Benelux. For example: Holiday Club

([www.holidayclub.be](http://www.holidayclub.be) / Links), Fintro, Fortis (Service Pack), Partena. Furthermore, our small collection box has been displayed at the head office's reception desk in Groot-Bijgaarden (Belgium) and the employees plan to get more involved by organising some fundraising activities in favour of BEYOND THE MOON.

## \*\* NEW \*\*

An increased number of sponsors results in an increased number of wish requests. Therefore, as from the 2<sup>nd</sup> quarter of 2007, we will expand our travel destinations portfolio through a partnership with **Landal GreenParks, The Netherlands** ([www.landal.nl](http://www.landal.nl)). Landal GreenParks is a division of RCI Global Vacation Network which offers to our families the opportunity to enjoy all the entertainment and sports facilities that their parks in The Netherlands and Germany have to offer. The parks are located at the seaside or in a forest setting in the country side. Most of them not only have a subtropical swimming pool, but also regular in- and outdoor swimming pools. The latter is very important for BEYOND THE MOON in order to meet the special needs and requirements of certain families. For medical reasons, some sick children are not allowed in swimming pools located in a subtropical environment. Hence, Landal GreenParks is an excellent complementary destination to be offered to our families, who very often prefer a restful and peaceful place rather than a busy attraction park. We book our families under certain circumstances and at special rates with Landal GreenParks and we look forward to a pleasant and long-term relationship.



## NEWSLETTERS

Download previous quarterly Newsletters via: <http://www.beyondthemoon.org/UK/letter.html>. The next edition will be published **mid-July 2007**. Send us your fundraising success story with results and sharp digital photographs, so we can recognise you and your team(s) for your efforts!

## MANY THANKS FOR YOUR SUPPORT!

### *Donations via (International) bank transfers*

*To avoid bank charges during international bank transfers, please always use our IBAN (International Bank Account Number) and BIC (Bank Identification Code):*

Bank account name: **BEYOND THE MOON**  
 Bank account number: 001-4712970-10  
 IBAN: BE41 0014 7129 7010  
 BIC: GEBABEBB  
 Bank: Fortis Bank,  
 Grote Bollostraat 44  
 3120 Tremelo  
 Belgium  
 Reference: your name and address

### *Need a "Change for Children" money collection?*

*Put all collected coins and notes in the plastic security bag(s) from Coin Co International (CCI) that we delivered together with the collection box and/or donation envelopes. Each CCI plastic bag will hold about 7,5 kg (16,5 lbs). Write your company name + address + **BEYOND THE MOON** on the white panel on the front. Call our office or send an e-mail when you have collected a weight between 10-15 kg (22-33 lbs). We take care of the logistics and will let you know the total value in EUR!*

**BEYOND THE MOON v.z.w.**

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