

July 23, 2014

It is my great pleasure to write this letter. I have known Donna Dixon since January 2012, when we took a grant writing course together at the University of British Columbia. Since then Donna has been a mentor, colleague, and friend.

In November 2012 I was hired on contract basis with the Chilliwack Hospital & Health Care Foundation to manage the Healthy Kids Initiative. Donna, who was the Director of Community Relations, had done an outstanding job of **engaging** community partners and the public. So, when the Healthy Kids Initiative was launched in December 2012, it was with full support of:

- SCOPE, a childhood obesity prevention program of BC Children's Hospital (financial and in-kind research and evaluation support)
- Chilliwack Division of Family Practice, representing doctors and nurse practitioners in Chilliwack, Agassiz-Harrison, Seabird Island, and Hope (financial)
- Chilliwack Child & Youth Committee, over 20 government and non-profit organizations serving children and families (in-kind support and commitment to integrate Live 5-2-1-0 message into existing programming)
- Media, 89.5 The Drive and Chilliwack Progress (free marketing)

Donna's unparalleled ability to bring partners to the table to provide support, both financially and in-kind, allowed the Healthy Kids Initiative to function completely self-funded. **Fundraising** over \$22,000 for the Gift of Health Christmas Breakfast in 2013, an alcohol free event I must add, is no small feat in a community that sees many fundraising events throughout the year.

Her keen eye for **marketing** was evident in all of the materials that were produced for CHHCF. Consistent branding, clear messaging, and eye catching designs enabled both CHHCF and the Healthy Kids Initiative to gain recognition in the community quickly.

As a young woman building my career, Donna has been a key **mentor** in my development. Her trust in my abilities, and guidance when it was required, has allowed me develop and hone new and existing skills. My background is scientific and I've always been comfortable speaking and presenting, but Donna has been able to provide insight into marketing and communications that have brought me to the next level with my career.

Donna is a significant asset to any initiative that she brings her extensive skill set to, and it is a loss for us that she will no longer bring her positivity and drive to make the community a better place.

Please contact me if you have any questions.

All the best,



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