

June 24, 2019

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Fundraising Ambassadors  
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Dear Business Owners, Residents and Communities,

The summer of 2018 is a summer that will never be forgotten in the hearts of many. On the evening of July 22, 2018, a gunman terrorized the streets of Danforth in Toronto injuring many and killing 10-year-old Julianna Kozis and 18-year-old Reese Fallon. **Julianna Despina Kozis**, was a resident of Markham. Today, we are reaching out to the Markham, Stouffville and Toronto communities and business owners in honour of a foundation set up in her legacy.

The JDK Foundation, also known as the “**Just Do Kindness**” Foundation, has been created to honour the memory of Julianna and the kindness she embodied in life, to keep her light shining and to inspire others to be kind. Julianna exuded positivity, beaming a smile at every turn. She was a light; a girl who had so much love in her heart and wanted peace throughout. The JDK Foundation hopes to achieve the same with the purpose of making kindness an instinct in the larger dream of making the world a better place. Let’s start a movement, let’s help one another, let’s be kind!

On Sunday July 28<sup>th</sup>, 2019 from 12 noon to 6pm at Fincham Park in Markham, Julianna’s family, friends and loved ones will be hosting a community event to celebrate the launch of the JDK foundation and commemorate the beautiful life of Julianna. The event will be filled with experiences that create joy and inspire kindness. At the event, we will welcome guests to paint rocks with images and messages of kindness. A tree will be planted on site in memory of Julianna. Those who paint the rocks will be encouraged to share them at the base of the tree and over time, these rocks can be distributed randomly through our communities as a reminder to be kind to one another. There will also be fun stations like jumping castles and gaming experiences as well as activities Julianna loved like slime making, hair braiding and other crafts and activities. Food trucks will be on site for family, friends and our community to enjoy a bite together.

One of the most powerful tributes to Julianna is to ensure that her bright light continues to shine, inspire and bring hope to the lives of others who most need it. For this reason, the funds raised in this campaign will benefit the Dr. Jay Children’s Grief Centre to help them provide much needed support to hundreds of children, youth and families facing grief, terminal illness and traumatic loss.

[www.drjaychildrensgriefcentre.ca](http://www.drjaychildrensgriefcentre.ca)

Our goal is to raise \$25,000 to support their inaugural family camp program which will take place later this year. The family camp program will be named Camp **K**indness, inspired by the JDK Foundation and the memory and spirit of Julianna Despina Kozis.

We need the help of our community's businesses and residents to make this event possible and to honour Julianna. To help us launch this movement of kindness we are asking for support in the form of sponsorship, donations or offers of service from individuals, local businesses and vendors.

For direct donations, please refer to the link below or contact any of the Fundraising Ambassadors listed below.

<https://www.canadahelps.org/en/charities/dr-jays-childrens-grief-centre/p2p/JDKFoundation/>

For sponsorships and offers of service, please contact any of the Fundraising Ambassadors listed below.

We welcome everyone and know that with your support, we can create an incredible event that will continue to make a difference for years to come.

Thank you in advance for your generosity.

Our Very Best Regards,

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