

**MIND OPEN**

**24/7**

For more than a decade, I've been earning a salary working as a copywriter, communications specialist and marketing professional. The best part about it?

*I never had to work a single day.*

***It's true - once you find a job that you love, you'll never have to work another day in your life.***

With 10f combined experience in corporate communications, copywriting, direct mail and digital marketing, I have a finely honed ability to strategically integrate messaging and creative concepts to produce innovative, compelling campaigns that stand out in the marketplace and deliver results.

Following in the words of Leonardo da Vinci: *"Simplicity is the ultimate sophistication"*, I strive to bring clarity, grace and simplicity to every project and piece of communication that I produce.

**I am also a firm believer that you should never invest in any idea you can't illustrate with a crayon.**



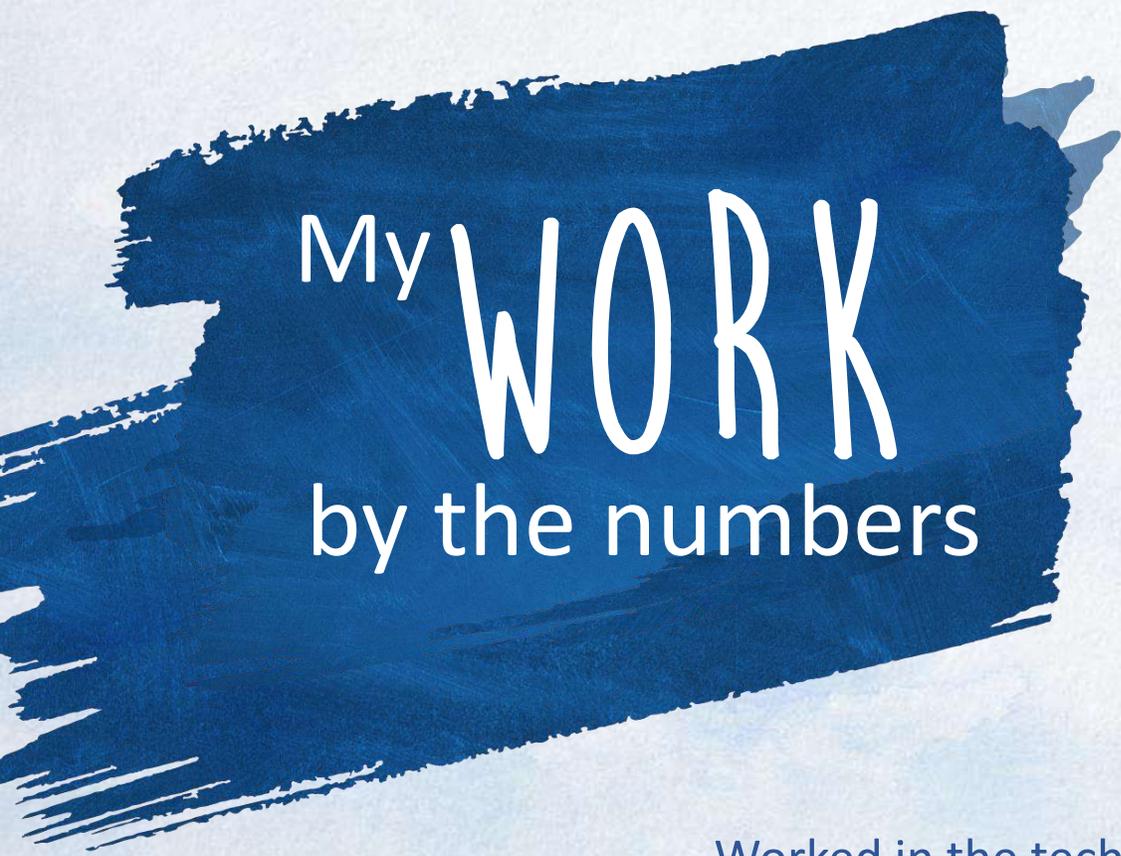
Writing, telling stories and inspiring people to take action is what I love to do. Whether it's developing compelling marketing and sales copy, spearheading marketing campaigns or setting the strategic direction for communications, I bring passion, creativity, endless energy and a fresh perspective to every project I take on.



Let's make something

BRILLIANT

together



My **WORK**  
by the numbers

Wrote **1,000+** pieces of content

Created **300+** fundraising letters

Worked on **200+** marketing campaigns

Made **25+** clients happy

Racked up **68,978** hours of writing (and counting!)

Spent **6+** years in a marketing agency setting

Worked in the technology industry for **10+** years

Enjoyed **15+** years of getting paid to do what I love



Why we should work

TOGETHER

- A creative force with extensive experience in crafting compelling concepts and copy that resonate with the audience
- **Dedicated to finding innovative, thought-provoking and unique ways to deliver a business message**
- Ability to think strategically about communications and messaging to ensure the outcome appropriately serves the organization
- **Proven expertise in writing and delivering strategic and tactical communications plans and marketing collateral that support business objectives**
- Passionate about capturing the hearts and minds of the audience through persuasive storytelling
- Demonstrated ability to project manage and work with cross functional teams, liaising with graphic designers, web developers, internal stakeholders and external vendors
- **Experienced at working in a corporate and marketing agency environments**
- Familiar with website content planning and development
- **Knowledge of communications & copywriting best practices for a range of different marketing channels**
- A true collaborator who thrives in dynamic and fast-paced settings but can also work independently



My areas of

SPECIALITY

- ✓ IT/Technology
- ✓ Healthcare
- ✓ Not for profit
- ✓ Direct response fundraising

### **Strategic Planning and Project Management**

- ✓ Planning, development and execution of marketing programs and campaigns
- ✓ Management of cross-functional teams: designers, developers, writers

### **Creative Concept Development**

- ✓ Online Ads
- ✓ Print Ads
- ✓ Direct Mail Appeals
- ✓ E-Blasts
- ✓ Integrated Digital Campaigns
- ✓ Landing Pages

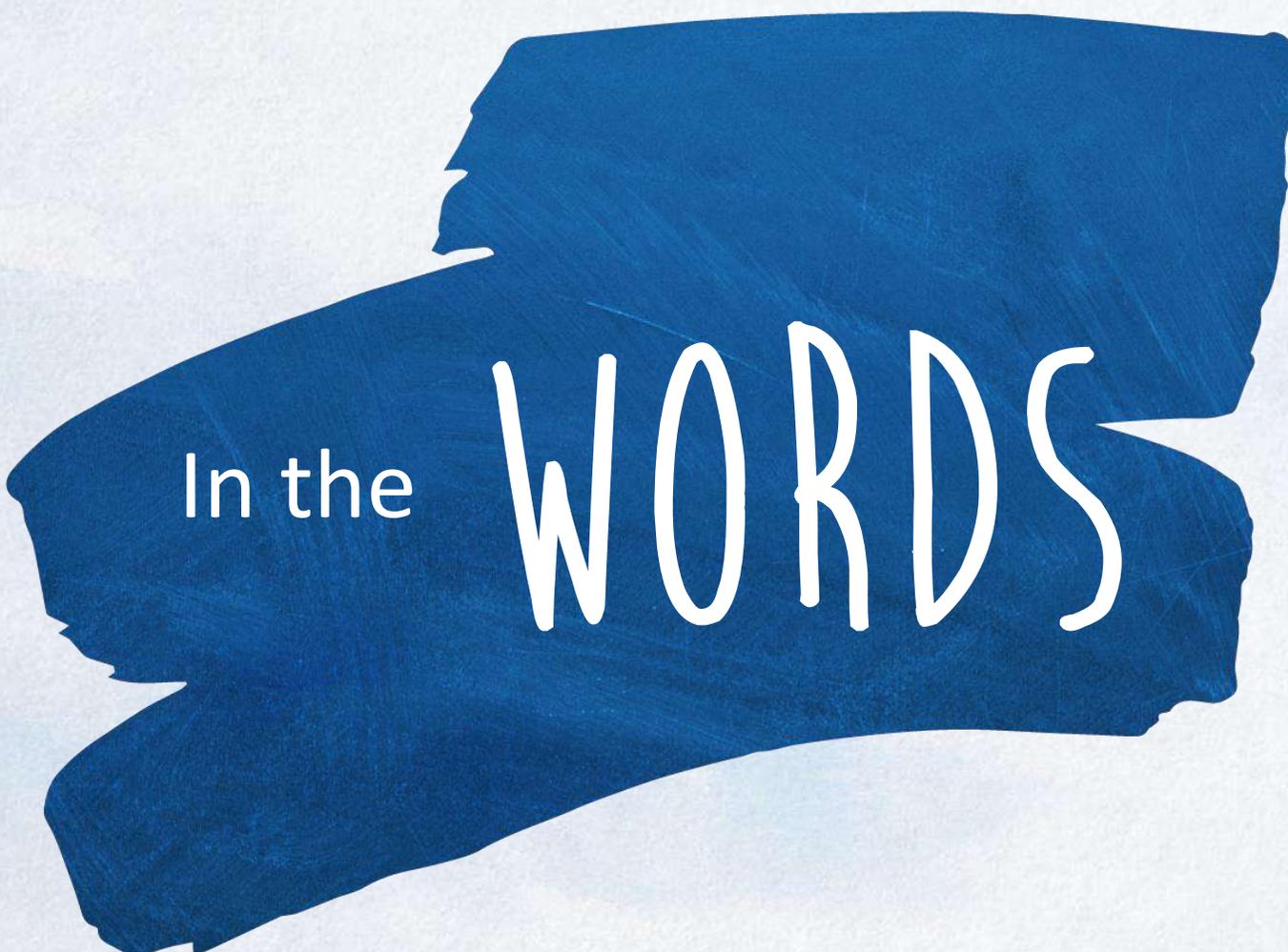
### **Copywriting/Content Development**

- ✓ Product Brochures
- ✓ Customer Success Stories/Case Studies
- ✓ Sales Presentations
- ✓ Direct Response Marketing
- ✓ Fundraising Letters
- ✓ eDM Campaigns
- ✓ Web Copy
- ✓ Newsletters
- ✓ Impact Reports
- ✓ Donor Reports
- ✓ Ad Copy
- ✓ Press Releases
- ✓ Blog Articles
- ✓ Telemarketing Scripts

### **Corporate Communications**

- ✓ Internal/Employee Communications
- ✓ Corporate Communications Plans
- ✓ Corporate Branding
- ✓ Public Relations





In the

WORDS

of those who  
worked with me

*An accomplished writer and mentor, Danja brought creative writing, ideas, exceptional work ethic and a sense of humor to the workplace. With projects, she took the initiative and understood the importance of trying different approaches, thus constantly bringing fresh ideas to the table and tackling all assignments with a positive attitude.*

**Sonja Cossutta**

**Position: General Manager**

**Worked together at GCOMM (2018-2020)**

“

*I have had the pleasure of working with Danja for more than 8 years in my varying roles (Fundraising Strategist, Account Director, Project Manager) at Blakely and, more recently, in my own consulting endeavors as a direct marketing specialist in the non-profit sector.*

*Danja has a special gift. Not only is she a delightful young lady with endless compassion, passion for life and the ability to always see the positive aspect of any situation, but her sense of humor and ability to get along with others is key in this business.*

*Danja has outstanding interview skills, has an uncanny ability to pull creative concepts from somewhere, writing skills that capture the heart of the subject, resulting in successful campaigns – and the commitment and drive to get it all done within sometimes insane timelines.*

**Liz Dodge**

**Position: Account Director/Fundraising Strategist**

**Worked together at Blakely (2009-2019)**

*Professionals like Danja are a rare find. An experienced copywriter with great education, plenty of experience and strong analytical as well as creative thinking abilities. Her attitude towards work was exceptional, going above and beyond to deliver quality work and on time. I enjoyed working with Danja, and I hope we'll work together again in the future.*

**Vladimir Milanovic**

**Position: Creative Director**

**Worked together at BrandState (2012-2014)**

*I worked with Danja at Blakely. Not only is Danja an incredibly gifted writer who is extremely creative and detailed, she is a wonderful person to work with it. She knows how to quickly grasp what her clients need. Her razor-sharp skills in research and interviewing always deliver what the client wants. She would be a smart hire for any organization.*

**Amanda Harvey**

**Position: Copywriter**

**Worked together at Blakely (2010-2012)**

*Danja, what you manage to do is honestly mind blowing! I am very happy I get to work with you and learn from you as you continue to inspire me with the thought and effort you put into everything that you work on!*

**Mina Al Ansari**

**Position: Account Manager**

Worked together at GCOMM (2016-2020)

*I had the pleasure of working with Danja over a number of years. She is always pleasant and did a great job writing for our clients. Danja is very strong in her interview skills and is able to obtain the information required for strong copy. She is detail oriented and is able to meet client expectations and requirements. When Danja and I were assigned to the same client, I was always pleased to be working with her. She made my job easier because of her contribution to the project!*

**Kelly Davis**

**Position: Project Manager**

Worked together at Blakely (2009-2012)

*During my time working with Danja, I have learned a lot from her. She has always selflessly shared her knowledge with the team and certainly helped myself grow and think outside of the box.*

**Jovana Saul**

**Position: Marketing Associate**

Worked together at BrandState (2012-2013)

*If innovation could have a synonym, it would be Danja. You rock! Thank you for taking all our notes, feedback, and goals and for putting them in a beautiful masterpiece called Life at GCOMM webpage! We love you.*

**Sena Brankovic**

**Position: HR Manager**

Worked together at GCOMM (2016-2020)

A dark blue, textured brushstroke graphic with irregular, hand-painted edges, positioned on the left side of the image. It contains the text "Some of my" in white.

Some of my

WORK



# MOVING TO THE CLOUD? DON'T LEAVE YOUR PHONE SYSTEM BEHIND.

Hi <Name>,

Did you know that GCOMM offers affordable Cloud PBX solutions for your business?

With voice services delivered over GCOMM's MPLS network, we provide flexibility and unified communications features that traditional telephone systems simply can't.

Why don't you book a demo and we'll show you how you can future proof your business communication?



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LET'S SET A DATE!

BOOK MY DEMO



GCOMM provides connectivity, cloud and managed IT services to businesses across Australia.

Call us: 1300 221 115

sales@comm.com.au

comm.com.au

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## THE ISDN SHUTDOWN IS UNDERWAY



Hi <Customer Name>,

On 30th September, Telstra started with the planned disconnection of all ISDN (Integrated Services Digital Network) services. If you haven't yet migrated to a more advanced voice platform, the time to do so is now.

If you do not migrate your telephone system to an alternative solution, you may lose connectivity to your main business numbers. We can help you avoid this.

GCOMM provides ISDN replacement services and can help you migrate to more advanced technology that is cost effective and future proof.

Migrating to modern voice technology like SIP (Session Initiation Protocol) and VoIP (Voice over IP) offers several significant **benefits**, such as:

- ✓ Savings on your phone bill
- ✓ Unified communication across multiple sites
- ✓ Greater flexibility in terms of scalability and portability
- ✓ Advanced business communication functionalities
- ✓ Quality of Service guaranteed through private connectivity
- ✓ Redundancy through a secondary connection

Don't wait! Contact your account manager to find out about your options for moving to a new telephony platform.

The GCOMM Team



1300 221 115 comm.com.au



IS YOUR TELEPHONE SYSTEM HOLDING YOU BACK?



### IT SHOULDN'T.

Book a FREE, one on one demo with your Account Manager to find out how you can get the most out of your business communication in the cloud.

BOOK MY DEMO



### CLOUD PBX BECAUSE SIMPLE IS BETTER.

- ✓ Low startup cost
- ✓ Per user, fixed monthly pricing
- ✓ No maintenance and management of on-site telephony systems
- ✓ No hardware to be installed other than desk phones
- ✓ No IT staff needed - we manage your PBX for you

### EVERYTHING YOU NEED TO GET STARTED.

- ✓ Free setup and training
- ✓ IP handset
- ✓ PBX licence
- ✓ 24x7 support
- ✓ SIP trunk
- ✓ Uptime service guarantee
- ✓ Unlimited local and national calling



BOOK MY DEMO



GCOMM provides connectivity, cloud and managed IT services to businesses across Australia.

Call us: 1300 221 115

sales@comm.com.au

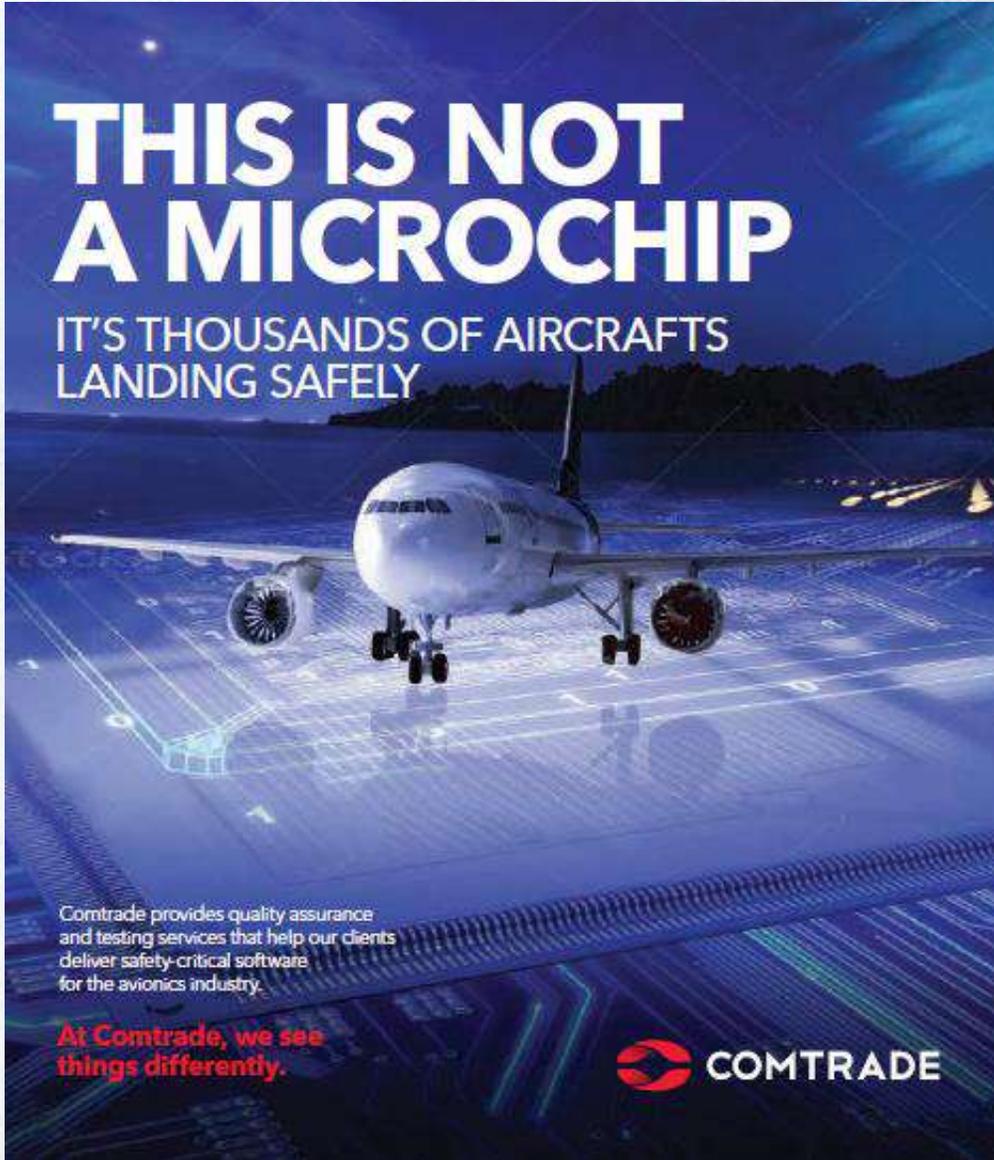
comm.com.au

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**SILICON  
VALLEY.  
OUR  
NATURAL  
PLACE.**

Comtrade partners with leading software companies to build innovative products that are helping thousands of companies around the world run their business better.



**THIS IS NOT  
A MICROCHIP**

IT'S THOUSANDS OF AIRCRAFTS  
LANDING SAFELY

Comtrade provides quality assurance and testing services that help our clients deliver safety-critical software for the avionics industry.

**At Comtrade, we see  
things differently.**





An iceberg floating in the ocean, with a large portion of it submerged below the surface. The sky is a clear, light blue, and the water is a deep blue. The iceberg's reflection is visible in the calm water below.

## SEE THE FULL PICTURE WHEN **IT** MATTERS MOST

### IT is no longer

a support function within organisations - it's a key driver. Before you acquire or invest in a company, you need to have a complete picture of its technology landscape. And you need to ask the right questions.

Is the technology integrated in the right way? Is it scalable? Does it need to be re-architected? Are the IT systems secure, efficient and capable of supporting future business growth?

Our IT Due Diligence specialists will get you the answers you need by performing a comprehensive review of a target company's IT assets - people, processes and systems, and identify potential technology risks and opportunities.

We use leading practices and industry recognised methods in assessing and evaluating the company's current state of IT empowering you to make insight-driven business decisions when IT matters most.

[comtrade.com/duediligence](https://comtrade.com/duediligence)

 **COMTRADE**



## TREAT YOUR PASSWORD LIKE YOUR TOOTHBRUSH.



CHANGE IT OFTEN.  
DON'T SHARE IT WITH OTHERS.

### STAY CYBER AWARE. DATA SECURITY IS EVERYONE'S RESPONSIBILITY.

If you have questions about security or need help securing your business, we can help.

Contact your Account Manager or call us at 1300 221 115 and let's talk security!



GCOMM provides connectivity, cloud and managed IT services to businesses across Australia

Call us: 1300 221 115

E: [sales@comm.com.au](mailto:sales@comm.com.au)

W: [comm.com.au](http://comm.com.au)

GCOMM | Unus pro



Dear <Name>,

### The bad guys have come up with another way to trick you!

Now they are using sites like Dropbox, Google Drive and other file hosting sites for their evil attacks. They put a malicious file on these sites, and they use that site to send you an invite to log in and open/click on that infected file.

The invites look legit, because they are. They really came from that site and are identical to the normal invites.

### Here's what to look out for:

- Email invites to open a shared file somewhere in the cloud that you did not ask for.
- Emails that require you to log into a site to see something important. Don't enter anything.

Remember to never click on links in emails that you did not expect or did not ask for. If you decide to log into a file sharing site like Dropbox, enter the address in your browser or use a bookmark you set yourself earlier.

### Think Before You Click!

Sincerely,



**Troy Winch**  
IT Services Manager  
GCOMM



### STAY CYBER AWARE. DATA SECURITY IS EVERYONE'S RESPONSIBILITY.

Learn more about our [Security Awareness Training](#).

GCOMM provides connectivity, cloud and managed IT services to businesses across Australia

Call us: 1300 221 115

E: [sales@comm.com.au](mailto:sales@comm.com.au)

W: [comm.com.au](http://comm.com.au)

GCOMM | Unus pro



## START BUILDING YOUR DEFENCE

Dear <Name>,

Your employees are your last line of defence. Show them how to stay ahead of the latest cyber threats.

GCOMM now offers effective, easy and affordable security awareness training for businesses of all sizes.

YES!

### I want to know more about security awareness training.

- On-demand training
- Automated campaign training
- Security hints & tips
- Industry benchmarking
- Phishing testing
- Applied security knowledge



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WE'VE GOT  
GREAT STORIES  
TO TELL

2017 YEAR END IMPACT REPORT



TOGETHER, WE ARE MAKING  
GREAT THINGS HAPPEN – FOR OUR  
COMPANY AND OUR CUSTOMERS.

THANK YOU FOR YOUR  
CONTRIBUTION.

# BUSINESS PERFORMANCE MONITORING (BPM) SOLUTIONS

Fast forward from data to decisions with easy, on-demand access to all your business metrics



www.brandstate.com.au

A 360° view of your business from any device

Monitor your organisation's KPIs and business metrics from every angle while at home, at your desk or on the road. Interact with dashboards using any device - desktop, tablet or smartphone.



Sean  
Chief Financial Officer

FINANCIAL FIGURES AT YOUR FINGERTIPS

Checks accounts receivable/payable while getting his morning coffee.

Finds answers regarding YTD revenue and financial forecasts in minutes.

Revenue YTD  
\$32.7M

64.5% 2014 compared to 2013

Pipeline by Rep.

# TURN YOUR INNOVATION UP TO 11!



**Grow your business with  
the industry's most advanced  
open gaming platforms.**

Be "one louder" than your competition. Comtrade Gaming's open technology enables you to innovate with us and launch new products and features in tune with your business needs. Whether you manage online, mobile or land-based gaming channels, our platforms provide a stage for endless possibilities to amp up your offering, gaming content and player loyalty.



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VISIT US AT ICE Booth #N4-332



Date XXX, XXX  
Mrs. Jane Smith  
123 Any Street  
Anytown, ON M1M 1Y9

Dear Mrs. Smith,

Your and Deborah's wishes ever so well struggled to make sense of the words that came through the telephone speaker.

"Mom, Dad... I'm sorry. I have cancer."

In one split second, our world came crashing down. At that moment, we would have been anything to trade places with our daughter so that she wouldn't have to go through the pain and suffering that devastating disease brings. For all we could do was be there for her.

Eight months later, on February 3, 2000 our beautiful daughter Lindsey Thomas lost her battle with cancer. She was 31 years old.

None day goes by that we don't think about Lindsey. She was a loving daughter and a caring sister... a devoted girlfriend, a dedicated friend, and a wonderfully talented singer and dancer who delighted her life by performing. She was an absolute angel and we miss her deeply.

With Lindsey gone, we're a piece of our lives. What we have left are precious memories of our daughter's generous spirit and the amazing joy she brought with which she lived her life. The more time goes by, "When I get home, I want to contribute to the fight against cancer." Lindsey had said. We are starting her story with you - a supporter of the Shoppers Drug Mart Weekend to End Women's Cancer™ - in hopes that you will want to do the same by reaching out to all patients at Princess Margaret Hospital today.

Please join us in supporting the lives of those still fighting by sending in a special holiday gift, along with the enclosed paper dove dedicated to someone special.

When you supported The Weekend, you may have received someone special to give life. Now you can become someone special with your dove. To do this write down any name you want on your dove. It can be in memory of a loved one, the name of a friend, a family member fighting cancer, a hospital staff member or a caregiver. No matter whose name you write down, please know that your support is eagerly needed. By making a gift and joining this year's Doves of Hope celebration, you will be making a real difference to so many people fighting cancer.

Last year, more than 10,000 doves soared in the hospital atrium.

[www.aedim-pgdf.ca/dove](http://www.aedim-pgdf.ca/dove)

Princess Margaret Hospital, Toronto, ON M1M 1B8 Telephone: 416-920-0800 Fax: 416-920-0800



...ing messages special too. Lindsey met with a doctor who said he'd get her... When the doctor came back, all clear, he ordered a CT scan to confirm...

...al date families who are needed by your support. With your... to everyone at The Princess Margaret including the nurses,...

The Princess Margaret could not have been better supported!

...ll and appreciation. Every single person involved in our... health could not mean. And they gave Lindsey the strength and... that is the most. We hope Lindsey's story inspires you to continue...

...of her loss provided the utmost care and an endless source of support and...

...to break it to me in person. Over time she was a child... being and thinking. At the age of 20, she had two bachelors of... performance program at Waterloo College in Waterloo, Ontario. It...

...of the brightest... "You... and... And the... personality and... Lindsey captured... the best person, we...



Lindsey with parents and brother

...of her loss... Standard Funeral... gh. As far as... mind feeling is... he was experiencing... after a show, Lindsey... began to cough... Lindsey was a doctor's right wing.

...of her health was the official diagnosis. And even though... her condition continued to worsen. After a particularly intense... and in excruciating pain, Lindsey visited the local hospital. The... of the area told the medical to authorize further testing.

...to visit in the Canadian production of Jersey Boys and was... she was so excited... and to meet me, but her chest was hurting.

...ing messages special too. Lindsey met with a doctor who said he'd get her... When the doctor came back, all clear, he ordered a CT scan to confirm... Lindsey met with a doctor who said he'd get her... When the doctor came back, all clear, he ordered a CT scan to confirm...

...two months of radiation, Lindsey was referred to Dr. Frances Shepherd, a... specialist at The Princess Margaret. Lindsey's treatment plan involved... chemotherapy over the course of six months. Knowing that The Princess... 7-month research hospital in the world, we were confident that our daughter...

...of her loss provided the utmost care and an endless source of support and...

...The real way of receiving support and caring, always telling Lindsey to... stay strong and to keep fighting. Any when it came to her treatment, they were... willing to try every approach possible and would not have options if the cancer... they were didn't work. "If this treatment doesn't work, we'll try something... else." Her thoughtful words were in Lindsey's medicine was compassion and... commitment... and all were dedicated to saving Lindsey's life.

...One thing is for certain, Lindsey became very close to Lindsey. She always... hugged Lindsey, talked to her and listened to her. Just as a friend would... We even gave Lindsey a book called "Hope" with a special message of... encouragement written on the inside. These kind gestures made a world of... difference to our family. Seeing what a positive impact Dr. Shepherd and his... staff on our daughter brought just comfort to us.

...even all, just like an... Lindsey was needed. And during the... long treatment, Lindsey never lost her determination, optimism and... spirit, after receiving news from treatment, Lindsey took a step... when she... Lindsey is the best example of the way. Then she walked home, I looked...

...If the book was going through the rain then it was L"

...the way... full of life even though the cancer diagnosis was... the refusal to... of leaving her but to live the rest of her life, and when the side effects... could be tolerated and risk, she kept fighting, hardy and courageous.

...the way... Lindsey was... Lindsey was surrounded by a "cloud of love" by people encouraging and caring for her - her family, her friends, the... at The Princess Margaret, and caring responses like you. It is the kind of... around every patient in a hospital.

...of her loss... the way... Lindsey was... Lindsey was surrounded by a "cloud of love" by people encouraging and caring for her - her family, her friends, the... at The Princess Margaret, and caring responses like you. It is the kind of... around every patient in a hospital.



Lindsey will always be loved forever

...ing messages special too. Lindsey met with a doctor who said he'd get her... When the doctor came back, all clear, he ordered a CT scan to confirm... Lindsey met with a doctor who said he'd get her... When the doctor came back, all clear, he ordered a CT scan to confirm...

...Thank you... Lindsey will always be loved forever... Thank you... Lindsey will always be loved forever... Thank you... Lindsey will always be loved forever...

C A N C E R



Our son is **Only 5**,  
but he can spell a word that  
no child his age should ever know.

Dear Mr. Spitzersted,

Never in a million years did we think our son Declan would come to know the meaning of the frightening word at such a young and innocent age.

A year and a half ago, exactly two days before his 4<sup>th</sup> birthday, Declan was diagnosed with neuroblastoma, a rare form of childhood cancer. Our family was devastated.

After you can tell your child his cancer your world stops. You think out and for a little while all you hear is white noise. But then, your brain catches up to you and questions start filling your mind. What does this mean?

**Is there hope?**

There was a lot we didn't know, but what we knew for certain was that we had a long and tough battle ahead of us. Watching our sweet 4-year-old undergo months of difficult and grueling cancer treatment was heart-breaking. From surgery and a stem cell transplant to chemotherapy and radiation, he'll almost certainly Declan faced countless procedures that most adults will not experience in their lifetime.

It was during these difficult times that we realized how much it means to have high quality care and support close to home. An important part of Declan's treatment involved receiving medications at the Dr. H. John Murphy Cancer Centre.

**The Cancer Care team showed our family compassion, care and support for which we will be forever grateful.**

And that's why we are writing to you today — to thank you for your recent gift in support of cancer care in Newfoundland and Labrador. Your support means the world to families like ours and we wanted to share Declan's story with you in hopes that you'll find it in your heart to make a special donation in support of Cancer Care today.

Without the support of the entire Cancer Care team our family would've had a much harder time coping with cancer. Because Declan was much younger than most patients, everyone involved in his care made an extra special effort to put him at ease.

C A N C E R

March 18, 2011



September 2011  
Declan and Declan with their children  
Declan, I and Mia, 5.

and a portable DVD player to help Declan relax during treatment. There was light, there (including Transformers, Declan's favourite). And the thoughtful to pay special attention to our 3-year-old daughter Mia. To our family, all the small things made a big difference.

...for making this exceptional level of cancer care possible.

As important as you, the Cancer Centre was there for Declan and our family too, just like they are there for every family in Newfoundland and Labrador. Which is why we are asking you to please continue your support of the Cancer Care Foundation.

It helps to purchase cancer treatment equipment, support patient programs and day-needed assistance through the Patient and Family Support Fund and the Fund.

every gift matters and will make a life-changing difference for thousands of lives.

a regular 3-year-old boy. He's happy, energetic, loves playing outdoors and playing sports. He has completed treatment and we are relieved that the last of cancer.

For supporting cancer care in Newfoundland and Labrador. The family is so who played a role in Declan's care — including you. We hope you'll sending a gift today.

With our heartfelt thanks,

*Lori & Embury Murphy*

Lori and Embury Murphy

Earlier than learning that your child has cancer. Our thanks to donors like you to receive much of his life-saving treatment in Newfoundland and help ensure that our cancer patients continue to have high quality care and care by sending your gift today.

[www.cancerfoundation.nl.ca](http://www.cancerfoundation.nl.ca)





Expert Back

Counters

Fetal Monitors



Throughout

...is a complete...  
...will help out...

...our...  
...well a patient's...  
...their body...  
...the...  
...of monitoring

### Obstetrics & Children's Centre

While every pregnancy and birth are healthy, it is vital for our medical professionals to be able to safely monitor the health of the unborn baby. The best way to do this is by using a highly sophisticated fetal monitor designed to record the unborn baby's heartbeat. **By helping to purchase 3 new fetal monitors,** you'll ensure that our staff have the equipment they need to care for mothers and their babies throughout pregnancy and during labour.

**FACT:** Every day, our expert medical team deliver 5 babies into the world.

...team of...  
...means...  
...with...

...at Markham Stouffville Hospital.

2011  
*Holiday Equipment Wish List*

Give the Gift of Health to patients and their families at Markham Stouffville Hospital



*Give the Gift of Health to those who need it most.*



Mr. MSRP (Holiday 2011) AP221 D0356 A  
123 Any Street  
Markham, ON L1Z 1Z1

November 03, 2011

Dear Mr. Holiday 2011,

Having an underlying treatment or watch a loved one fight a devastating disease is difficult, especially during the holidays when most of us are looking forward to the festivities that this time of year brings.

Nobody likes going to the hospital. Cancer treatment is not an anybody's wish list. And no parent ever wants to see their child rushed to Emergency.

But that will be the unfortunate reality for every people in our community during the holiday season. In the coming weeks, thousands of patients will come to Markham Stouffville Hospital in need of lifesaving care. It could even be someone you know and love. Thanks to you, we have been able to provide each and every person who comes to us with the highest standard of care possible.

As a caring Community Spirit, you've helped provide resources for the...  
...all people in our community. Thanks to you, we...

...equipment...  
...your. We...  
...community...  
...possible...

...to...

...You...  
...coming...  
...right here...

...As...  
...With 124...  
...community...  
...and wonderful...  
...healthcare...

PROGRESSIVE



*This holiday season,  
give the best gift of all*



*Holiday Wish List*  
Business Cards  
Stationery  
Fetal monitors  
Blanket Warming Cables

...Air campaigns and giving...  
...making a special holiday...

...our community...  
...and 1275 at our 300...  
...of 12...  
...facility our community...

...need. As you prepare to...  
...support us and how much of a...  
...difference Markham Stouffville Hospital...

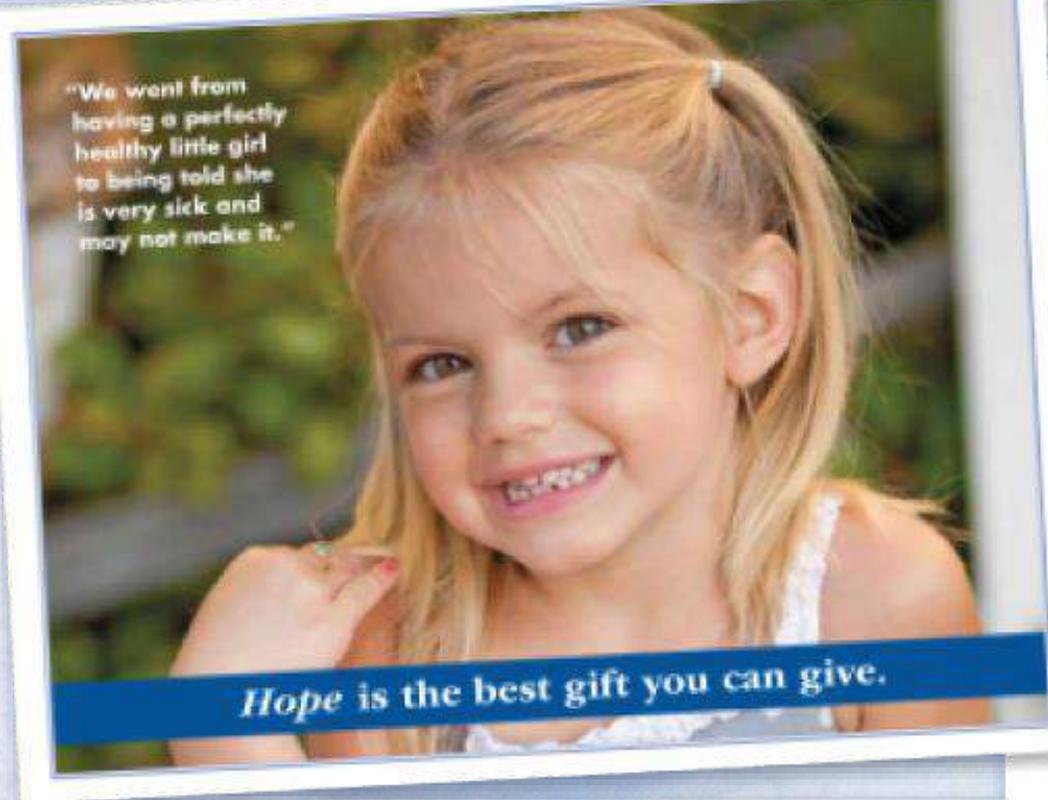
...you make the biggest...  
...that to help keep you warm...  
...a just like a baby's heartbeat and...

...this holiday season...

...and equipment you'll ensure...  
...equipment can be every patient...

...at the Markham...  
...happy holiday season and for...

...need...  
...kindly send...  
...to health...



"We went from having a perfectly healthy little girl to being told she is very sick and may not make it."

**Hope is the best gift you can give.**

**Give a Gift of Hope for the Holidays**

Yes! I will give a gift of hope to children like Katelyn and their families.

Please find enclosed an special holiday gift of

Gift Card  
I'd prefer to give \$ \_\_\_\_\_

Mr. John Sample  
123 Anyplace  
San Diego, CA 90123  
USA



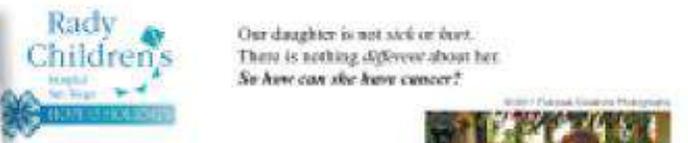
I am making a gift payable to Rady Children's Hospital Foundation.  
 Please charge my donation to:  VISA  MC  AMEX  
 Card #   
 Exp. Date   
 Security Code   
 Name on card   
 My card number   
 My billing address

Visit us on Facebook at [www.rchd.org/facebook](http://www.rchd.org/facebook)

**Thank you for your generosity!**

3800 La Jolla Village Drive • San Diego, CA 92161  
619-594-7700 • [www.radychildrens.org](http://www.radychildrens.org)

Please see reverse for information on other ways to give.



Our daughter is not sick or hurt. There is nothing *different* about her. So how can she have cancer?

With Patrick Gaudin Photography



Katelyn and Todd love every minute of life. Daughter Katelyn is 4 and Kate, 2.

October 28, 2011

xxxxxxxxxxxxNamexxxxxxxxxxxx  
xxxxxxxxxxxxAddressxxxxxxxxxxxx  
xxxxxxxxxxxxAddressxxxxxxxxxxxx  
xxxxxxxxxxxxAddressxxxxxxxxxxxx  
xxxxxxxxxxxxAddressxxxxxxxxxxxx

##511111##144444##111111##1111##

Dear Mrs. Sample,

As the doctors made their way out of the room, my husband Todd and I fell into each other's arms and began to sob. We couldn't say or do anything except cry. In our minds, we were trying to make sense of the words we had just heard:

**"Your daughter has cancer."**

It all seemed so unreal. In the blink of an eye, we went from having a perfectly healthy 3-month-old girl to being told she has a rare form of leukemia called acute megakaryocytic leukemia (AMKL).

We were both just devastated.

The next day, I woke up wishing it was all a bad dream and Katelyn's diagnosis had been a terrible mistake. Instead, Todd and I had to face the harsh reality that our daughter was in the fight for her life and would need all the help that she could get.

Luckily, we were at one of the best children's hospitals in the nation -- Rady Children's Hospital-San Diego.

For the next seven months, the Hospital became our second home. Because part of Katelyn's treatment involved undergoing heavy-dose chemotherapy that caused her immune system to be completely wiped out, going home wasn't an option. Without an immune system, even a simple cold or common household germs could have been life-threatening.

After completing five rounds of chemotherapy Katelyn went into remission. The treatment worked and we were finally able to take our sweet daughter home.

We are forever grateful to Rady Children's Hospital and to caring supporters like you. Thanks to you, Rady Children's Hospital was able to provide specialized diagnosis, care and treatment to Katelyn when her life depended on it. Which is why I'm writing to you today, to ask you to please send a special holiday gift to help ensure this outstanding level of diagnosis, expertise and care continues to be available to children in our community.

**Your gift will bring life-saving care and much-needed hope to seriously ill children and their families, perhaps even a child you know and love.**

10/28/11/CA

**Rady Children's Hospital - San Diego**  
3800 La Jolla Village Drive • San Diego, CA 92161 • 619-594-7700  
[www.RadyChildrens.org](http://www.RadyChildrens.org)

R Hospital, we know that we were in Katelyn's care was amazing.

ask the time to explain our cry concerns. And all the nurses, rig, positive and kind -- not just

daughter Kiera when Katelyn was and stay as comfortable as possible and attentive everyone was

as well as she is today because of technology, and innovative, new be available without the support of

daughters who light up our world. She is an energetic and spunky 4-

family spent the holidays in the happily, our daughter's journey-ignoring. For them -- and their joyful smiles...

**For the Holidays,**

technology and equipment, and Children's Hospital continues to be child who needs them.

R's Hospital remain a place of hope during a special holiday gift today.

with thanks,  
*J. DeWitt*

enclosed for you as a small token of Hospital one of the top pediatric message of love and joy with your holiday gift back in the provided

With Patrick Gaudin Photography



Katelyn

10/28/11/CA

May 11, 2016

Open your heart for kids like Alexa.  
Your gift will be matched dollar for dollar.

Mr. 2016 Spring Renewal D7266 AG091  
123 Any Street  
Calgary, AB T1Z 1Z1

Dear Mr. Donor,

Seven months into her second pregnancy, Cindy Castillo and her husband Jorge received devastating news.

**A routine ultrasound showed that something was wrong with their baby's heart.**

The Castillos were referred to the Alberta Children's Hospital where doctors told them that their daughter would be born with critical aortic stenosis, a life-threatening heart defect where the narrowing of the heart's aortic valve obstructs blood flow through the body.

"We were terrified," recalls Cindy, Alexa's mom. "So many questions filled our mind. What does this mean for our baby girl? Will she ever grow up to have a normal life? Will she even survive?"



Everytime the Castillos pass by the hospital, Alexa shouts "There's my hospital!"

Luckily, Cindy and Jorge were at the best place possible. The Alberta Children's Hospital has been caring for children with heart disease for more than 25 years and is known for its expertise in early life-saving diagnosis and intervention. The hospital's team of pediatric cardiologists immediately began charting a plan to provide life-saving interventions for the Castillo's little girl.

Today, Alexa is 8 years old and doing wonderfully well. She knows that her heart is special and that "only half of it works".

Mr. Donor, thank you for supporting the Alberta Children's Hospital through a special event. Your generosity and caring helps to make the Alberta Children's Hospital a place of hope and healing for thousands of sick kids and their families. Thanks to your support, the health care team was there for Alexa even before she came into the world. I hope you'll take this opportunity to renew your support. Your donation will help to purchase important equipment, fund innovative research into childhood heart disease and ensure that our community's sickest children continue to have access to the very best, specialized pediatric care available.

If you send your gift by August 28<sup>th</sup>, it will be matched by our friends at Canadian Pacific through the CP Has Heart Campaign. Thanks to CP's generosity, the impact of your donation will be doubled, going even further to help advance cardiac care and research at the Alberta Children's Hospital.



To give online or to find out more about the CP match visit: [childrenshospital.ab.ca/cpwomensopen](http://childrenshospital.ab.ca/cpwomensopen)  
2888 Shaganappi Trail NW, Calgary, AB T3B 6A8 Tel: 403.955.8818 Toll Free: 1.877.715.KIDS (5437)



Alexa has a  
special heart.



**With your support, the hospital's specialists will continue to provide life-saving care for children like Alexa.**

Looking at Alexa, you'd never know that she has had multiple open heart surgeries – the first one only a month after she was born. She is a determined, happy little girl who loves playing piano, making people laugh and taking silly videos of herself. And on the soccer field, she's one of the fastest kids on her team.

But despite how well she may be doing, Alexa will continue to make frequent visits to the Cardiology Clinic at the hospital throughout her childhood. Kids who are born with serious heart problems are at risk of developing life-threatening complications and require ongoing cardiac care – often for the rest of their lives.

**That's why your support today is so important.** Every year in Alberta, 500 babies are born with congenital heart disease. Like Alexa, their lives depend on advanced technology and cutting-edge treatments that caring donors like you can help make possible. Right now, you have a special opportunity to make an even bigger impact as every gift to help kids with congenital heart disease that we receive from now until August 28<sup>th</sup> – either through mail or online at [childrenshospital.ab.ca/cpwomensopen](http://childrenshospital.ab.ca/cpwomensopen) – will be matched dollar for dollar by CP, helping to enhance cardiac care and keep critical research at the Alberta Children's Hospital moving forward.

For example, your donation will help to support innovative research into developing a "liquid biopsy", a non-invasive procedure that specialists hope will replace invasive tissue biopsies currently used to determine if a child's transplanted heart is being attacked by his or her immune system. This new approach, in combination with the advanced DNA sequencing technologies at the Alberta Children's Hospital Research Institute, could also be used to develop a blood test to make a genetic diagnosis for congenital heart disease before a baby is born.

As Alexa's mom shares: "We are so thankful for the early diagnosis. Many children diagnosed with congenital heart disease after birth have poor outcomes. My hope for Alexa is that she will live a long life, and that with new research and technology, more children will have the chance to grow up healthy."

Please open your heart and give as generously as you can to help give parents like Cindy and Jorge what they hope for the most – a chance to see their children grow up and live long, healthy lives.

With gratitude,

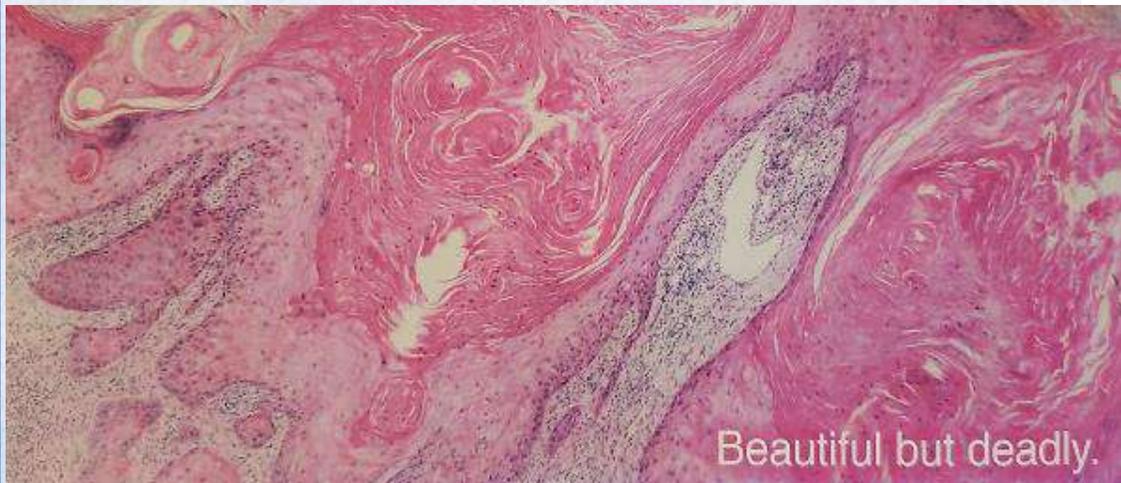
Saifa Koonar  
President & CEO, Alberta Children's Hospital Foundation

P.S. Alexa's parents can't imagine life without the Alberta Children's Hospital. As Cindy puts it, the hospital is their "security blanket." For the hundreds of kids who will be diagnosed with congenital heart disease this year and thousands of others who will turn to the hospital for life-saving care, please give today.



September 2016

Help us capture cancer  
under a microscope.



Mr. 2016 Fall Appeal 7900F  
123 Any Street  
AnyTown, ON Z1Z 1Z1

Dear Mr. Donor,

What you are seeing may look like a pretty picture. But it's deadly.

It's an image of cancer cells magnified under a microscope.

My colleagues and I see it often. Every day, our lab at the Owen Sound Regional Hospital processes dozens of tissue samples obtained through biopsies – more than 12,000 samples each year. That's thousands of people in our community anxiously waiting to learn whether they will receive a clean bill of health or devastating news that could mean months of grueling treatment.

The answer they are waiting for comes from our lab. Examining a tissue sample under a microscope is one of the first steps in determining a patient's diagnosis. When it comes to cancer, microscopes can tell us many important things, like how big the tumour is, where in the body the cancer originated and how much it has spread. This crucial information helps doctors decide whether the patient will need to undergo surgery, chemotherapy, radiation or a combination of treatments.

The more our medical team knows about a patient's particular type of cancer, the better we can respond to it with treatment. This leads to better prognosis and outcomes for the patient.

What we see on the microscope slide could be life altering. Because so many people depend on accurate diagnoses, our lab needs to be equipped with the best and latest diagnostic equipment like microscopes.



How can 10 seconds  
save a life?

Find out inside.



10 seconds that  
could save a life.

February 16, 2010

35 / 18  
304 (C)

Ms. Danja Jakovljevic  
503-1121 Steeles Ave. W.  
North York, ON M2R 3W7



Dr. Dhun Norla  
Chief of Laboratory Medicine, TSH  
and a two-time cancer survivor

Dear Ms. Jakovljevic,

As a physician at The Scarborough Hospital, I've witnessed countless times the life-saving impact donor support has on our patients. And then several years ago, I experienced it first-hand.

While doing a self-exam, I felt a lump in my left breast. I immediately contacted my physician to arrange for a mammogram.

The radiologist was in tears when he brought me the news. The test results showed a suspicious area of calcification. **I had breast cancer.**

I knew I had a long and tough battle ahead. But I also knew I was in the right place. I had many tests at The Scarborough Hospital – mammograms, CT scans, bone scans – to determine the staging of the disease. Medical equipment is made possible by donors. It is the generosity of donors that allowed me to quickly find out the cancer had not spread to other parts of my body.

I underwent treatment and diagnostic testing without missing one day's work. **But when the cancer returned for the second time, the diagnosis was much more severe.** I had to undergo multiple rounds of chemotherapy, as well as surgery to remove the tumour.

**Today, I am cancer-free and incredibly grateful for the outstanding care I received at The Scarborough Hospital.**

I'm writing this letter to thank you and invite you personally to continue your support. Because of the outstanding generosity of donors like you, many people in the community have benefited – including me. I hope you'll consider renewing your much-needed support today.

Right now, the hospital urgently needs two new and upgraded CT scanners. *From ultrasound images of an eight-week old fetus in the womb to scans diagnosing life-threatening brain tumours, breast cancer, and car accident injuries – we can see inside the human body better than ever before.*

And with significant advancements in technology, it is important for The Scarborough Hospital to continue to invest in the most modern equipment so that we can better serve our patients. Better equipment means more accurate assessments of disease. CT Scanners today are far superior to the ones currently in the hospital. New scanners have the power to capture the image of the whole body twice as fast – **in only 10 seconds** – providing superior image quality, faster diagnosis and ultimately saving more lives.

To make a Donation online visit:  
[www.dm.tsh.to/renew](http://www.dm.tsh.to/renew)

September 8, 2015

Mr. 2015 Fall Appeal D7114  
123 Any Street  
Owen Sound, ON N4K 1Z1

For thousands of patients  
at Owen Sound Regional  
Hospital there is no  
"what if".

Dear Mr. Donor,

Imagine...a tiny device, no bigger than a loonie, sitting inside your chest and monitoring your every heartbeat.

**For people at risk of heart failure who have heart rhythm disorders, pacemakers and other implantable cardiac devices are a critical lifeline.**

Pacemakers and ICDs (implantable cardioverter-defibrillators) help to control irregular heartbeat and correct life-threatening cardiac arrhythmias. For some patients, these devices keep them alive and allow them to enjoy healthy and active lives.

They are patients like 73-year-old Barry Kelly, a Collingwood resident who has been treated at Pacemaker Arrhythmia Services at Owen Sound Regional Hospital for 12 years. Like many people with abnormal heart rhythms, Barry had to have a pacemaker put in. The device helps regulate his slow heart rate and relieve arrhythmia symptoms.

Through Pacemaker Arrhythmia Services, we see over 3,500 patients and perform over 3,500 device implants every year. As the only hospital in Grey-Bruce to provide device implantation and specialized follow-up care to these patients, it is absolutely vital that we have the best technology available.

That's why our priority is to upgrade our pacemaker information management system. Our current system has been in use for over 10 years and, like all technology, it needs to be replaced with a more advanced one.

As a valued supporter, you do so much for Owen Sound Regional Hospital and patients who turn to us for help. That's why I hope I can count on your renewed support today. Your tax-deductible donation will help us to move forward with upgrading our pacemaker information management system so our patients can continue to benefit from modern tools and the highest standards of care.

**The new system is a lot more advanced than the one we currently use and will greatly improve patient safety and care.**

It's an indispensable tool for our nurses and electrodiagnostic technicians who use it on a daily basis to record and keep track of vital information about the life of each patient's device.

What if your life  
depended on  
one tiny device?





Dr. H. Bliss Murphy  
Cancer Care Foundation  
300 Prince Philip D  
St. John's, NL,  
A1B 3V6



To Do:  
✓ Take kids to school  
✓ Pay the bills  
✓ Cook dinner  
✓ Grocery shopping  
✓ Exercise  
No time for cancer



Dr. H. Bliss Murphy  
Cancer Care Foundation  
Helping lives together

November 7, 2011

Dear Friend,

"I don't have time for cancer," I thought to myself as I was driving home after one of my radiation treatments.

"There is so much left that I want to do, got a life to live, so much more to give... I just don't have time for you." The words kept coming to me and I wrote them all down. They became lyrics to the song I entitled "No Time For You".

I was 31 years old and had my whole life in front of me. As a teacher, wife and mother of three young children I had so much to live for and so much left to accomplish. I wasn't going to let cancer control my life.

After being diagnosed with breast cancer, my children and their future was all I could think about. I didn't want them to see me sick or upset. And I didn't want to let cancer rob them of their carefree childhood. So I put on a brave face and made a promise to my family. I said:

**"I am not going to give up."**

In one short year, with the support of my husband and loved ones, I underwent three surgeries, six rounds of chemotherapy and 30 radiation treatments. It was during this time that I met a wonderful group of people who I credit with not only saving my life, but helping me to stay positive - my Cancer Care team at the Dr. H. Bliss Murphy Cancer Centre.

I first came to the Cancer Centre in March of 2011 for my radiation treatment. From the moment I walked in, I knew I was in a place like no other. The level of care my family and I received was beyond anything we could have ever expected. Staff were so accommodating, compassionate and kind. And one in particular - Wayne, a porter with a huge heart and a great bedside manner, helped make the experience less scary for my kids by bringing them popsicles every time he saw us. On our way to the Cancer Centre my kids would ask: "Mom, are we going to see the Popsicle Man today?"

That's why when asked if I would share my story with you I didn't think twice about it. I wanted you to know how much of a difference you help to make in the lives of cancer patients like me and ask you to please join me in supporting Cancer Care in Newfoundland and Labrador by making a special holiday gift today.

Your gift will help to ensure that thousands of patients in our province who come to our Cancer Centres every year continue to have access to specialized care and treatment they need to get better.

There's so much left that  
I want to do,  
Got a life to live,  
So much more to give,  
I just don't have time for you.





Dear Santa,

All I want for Christmas is a new

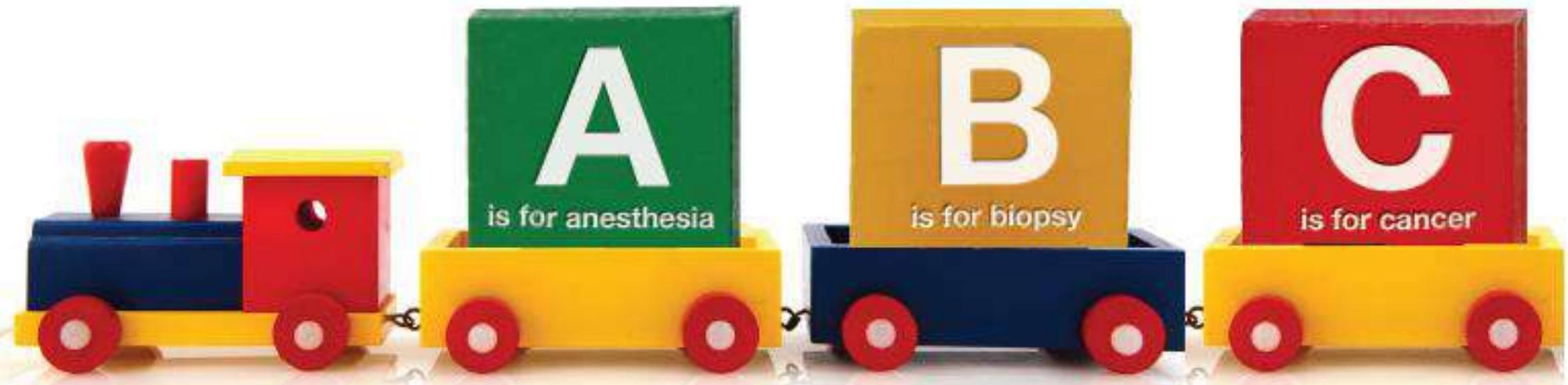




**UCSF Benioff Children's Hospital**

P.O. Box 45339  
San Francisco, CA 94145-0339

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PERMIT NO. 4507





**BORN AT 26 WEEKS SARAH  
WEIGHED A LITTLE MORE THAN  
A COUPLE OF GRAPEFRUITS.**

LOOKING AT TAYLOR  
IT'S HARD TO BELIEVE  
HE SUFFERS UP TO  
**10** SEIZURES  
A DAY

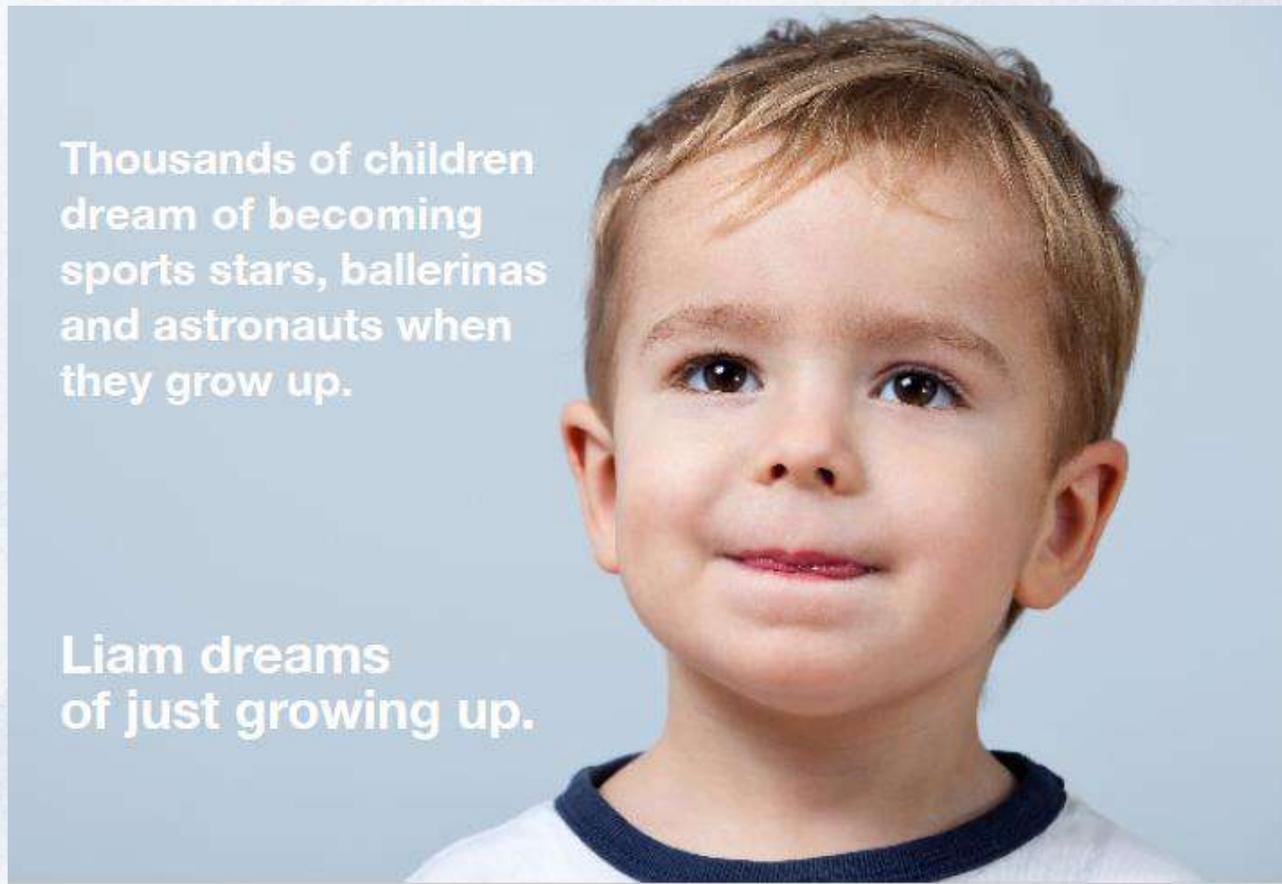


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PERMIT NO. 4507

Every year 1,000  
babies come into our  
Intensive Care Nursery.



What you do next  
will determine  
how many go home.





A rectangular area with a double-line border, intended for a recipient's address.

**He hits me because  
he loves me.**



**I had a warm, loving home...**

A rectangular area with a double-line border, intended for a recipient's address.

**until I  
got sick**

SEE MORE OF MY WORK

PORTFOLIO



# MISSION

*To help businesses execute high-impact marketing and communications initiatives that drive results.*

## LET'S CONNECT

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W: [danja.journoportfolio.com](http://danja.journoportfolio.com)

