(15) Joanie Blanchard.

SUGARLOAF REGION

To: Local Businesses
From: Cheryl Fullerton, Sugarloaf Region Charitable Trust, Secretary
Date: February 26, 2010
Re: Distribution of funds
CC: Sugarloaf Region Charitable Trust Board of Directors: Marcia White, Lynn Schnorr, Peter Webber, Dutch Demshar, Joni Blanchard, 2 Sugarloaf employees to be elected March 2010.

The **Sugarloaf Region Charitable Trust** is a private, nonprofit Trust, dedicated to improving the quality of life for the communities that make up the Sugarloaf area. The Trust provides financial assistance to organizations with nonprofit, tax-exempt status. The goal of this assistance is to encourage the growth in existing human service and cultural organizations and to develop new organizations that will involve and improve the Sugarloaf Area.

The Trust was established in early 1984, when the employees of Sugarloaf Mountain Corporation began contributing on a volunteer basis to the Trust through a payroll deduction program. These contributions were, and continue to be, matched by Sugarloaf Mountain Corporation.

Thank you for considering to support the 28th Sugarloaf Marathon/15K and the Sugarloaf Region Charitable Trust. Because of you and the employees of Sugarloaf, the following organizations are some of the beneficiaries of over $50,000 in funding in just 2008 and 2009.

Organization:	**Project:**
Stratton Eustis Food Pantry	Supplies
Carrabassett Valley Public Library	Programming supplies for new library
Kingfield Girl Scouts	Bridging the Gap program
Mt Abram High School	Forensics program
Martha B Webber Breast Care Center	Various Programs
Mt Abram High School	Substance Abuse prevention program
Kingfield & Strong Elementary Schools	Girls Talk & Teen Voices
Stratton Elementary School	Music Gazebo
Western Maine Center for Children	Start up funds for new child care facility
Boy Scout Troop 525	Supplies/scholarship fund
Mallet School	Ski Program for disabled children
Kingfield Elementary School	Arts in residence program
United Way of the Tri-Valley Area	Franklin County programs
Mt Abram High School	Digital equipment for science program

We hope you will participate – your contribution adds up to make a big difference in our community.

PRESENTATION OUTLINE

Identify who is Joani Blanchard

Identify my years of association with the Trust

Sugarloaf 1954
Product NETOT
1989 After Doc's Death

No Engineer or Technician
Wind, Tide, nuclear/None Perfect
Need Clean Energy

Brief OVERVIEW of the Trust.

The **Sugarloaf Region Charitable Trust** is a private, non-profit Trust, dedicated to improving the quality of life for the communities that make up the Sugarloaf area. The Trust provides financial assistance to organizations with non-profit, tax exempt status, to encourage growth in existing human service and cultural organizations and to develop new organizations that will improve the Sugarloaf area. Not one penny is used for political purposes or religious activities.

As stated in my handout, the Trust was established in 1984, the vision of Larry Warren, who is in this room, and the employees of Sugarloaf Mountain Corporation. The employees began contributing on a volunteer basis through a payroll deduction program and these contributions were, **and continue to be,** matched by Sugarloaf Mountain Corporation.

FUND RAISING

Now that I have provided some of the rules that govern our Charitable Trust there is another far greater topic and, YES, you know that we cannot exist without funding. Fund - Raising, while not a popular job or subject, is what makes this valuable resource for the Community successful.

Unfortunately one year ago about this time I was informed by our Title Sponsor for the 27th Sugarloaf Marathon, a Boston Marathon qualifier, that because of consequences of the economy I would no longer have their participation. That was a shocker – only ten weeks until the event. All of a sudden I was a victim of 3D - **NOT** the type you experience at the movie - I suddenly found myself on a patch of black ice at the Rt 27 "S" curves just south of the Redingtons.

I am sure you have all experienced the Black Ice "helplessness'!

First **Disappointment – no sand to stop the skid!**

Then **Distress – no control of the vehicle!**

Finally **Despair – need to pay the repair bill!**

Transfer this experience to the consequences of **NOT** being able to adequately fund the Charitable Trust and what do you have?

You have **3D: Disappointment, Distress and Despair**

Fortunately last year did have a happy ending because of a company whose president is proud to state " that confidence and trust motivate us to do our very best even in the most difficult of circumstances".

Those are the words of TransCanada's CEO, Harold Kvisle.

And to Harold I say Thank you for your words of encouragement

Understandably, when TransCanada was mentioned as a potential prime sponsor of our annual Marathon Event I had no experience or prior contact with TransCanada. All I knew about TransCanada and The Kibby Wind Power Project was what I had read in local newspapers and heard on TV presentations.

In conversation with a longtime friend I mentioned that TransCanada might be willing to become a major sponsor of the annual marathon and what did they think about that possibility. The response without hesitation was well, let's check out their web page. Their corporate mission statement was right there in full view for all to see.

TransCanada's mission to Community is not just words on paper but a working mission statement complete with specific areas of focus and tools to carry out their Community Investment Program.

TransCanada goes beyond investing dollars into the communities where we live, work and conduct our business. While energy IS the main focus of their business, an essential ingredient of their success is their investment efforts in communities like the Sugarloaf Community.

This goal is to develop meaningful partnerships with non-profits such as the Sugarloaf Region Charitable Trust. With this encouragement and the support of 79 area sponsors with donations from $25 to $1000, we were able to enhance the Trust with $10,360.00. We also had $1500 In Kind donations to help defray the expenses of an event of this magnitude.

TransCanada has a philosophy that education and lifelong learning are part of a focus area that includes Education, Health, Human Services, Environment and Civic Investment. I must admit that I was taken back by the closeness of the mission statement philosophies by the Sugarloaf Trust and that of TransCanada.