

HOSPICE CAMPAIGN \$\$\$\$ RAISED IN RECORD TIME; COOKBOOK NEAR SELL OUT

Thanks to an outpouring of community support, ORCA's fundraising campaign to help build the new hospice facility in Supply N.C. was completed in record time. Announced on the heels of its successful \$25,000 Nursing Scholarship Endowment at BCC, ORCA had pledged to Lower Cape Fear Hospice & LifeCareCenter that Ocean Ridge could raise \$10,000 over 5 years for construction of the county's only residential hospice care facility. Little did we know that the 5 year schedule would be shredded in short order.

In mid September, an ambitious, multi-level fundraising effort was launched. Its components included a direct mail appeal, the creation of a community cookbook and a signature event—the Bistro Nite soiree. By mid-December, these funding sources plus memorial contributions in memory of Mary Gildea had raised our \$10,000 pledge--in less than ninety days!

Community support came in many forms: nearly 350 separate charitable contributions; hundreds of recipes submitted by Ocean Ridge's culinary experts for the cookbook; 31 beautiful pieces of artwork donated by 8 talented community artists; the 180 patrons, performers and volunteers at Bistro Nite; two dozen cookbook proofreaders and data entry scribes; nearly 300 pundits and art critics who voted on-line to name the cookbook and select the artwork; dozens of bidders in our silent art auction, and; the crafters at the December Arts & Crafts show who donated their table fees as well as the residents who purchased Christmas goodies at the Plantation Club event..

The rapid-fire success of the hospice crusade is a tribute to the three ORCA Board members that directed it: Peggy Burris—the cookbook maven—for literally hundreds of hours of stage-managing this gigantic project and all of its facets; Merrienne Orndoff, our bistro Nite show runner—a sell-out event that played to rave reviews, and; the divine “Mrs. M” Maggi Edwards, the hospice campaign chairwoman and Bistro Nite headliner. Together they shaped the contours of this undertaking and made it all work. The Ocean Ridge community owes them a huge “THANK YOU.”

The genius of the campaign is that Maggi, Merrienne and Peggy designed a masterful, multi-layered strategy to engage neighbors from throughout Ocean Ridge. It was a true, street-to-street grassroots campaign that did indeed touch the broad reaches of our community and maximized community buy-in for a great cause so that everyone could feel connected to the campaign. And just about everybody was.

The cookbook campaign was a cornerstone of the effort around which the overall project was built. Kudos to the many volunteers who helped compile and proofread nearly 600 recipes and to the chefs that provided them. When printed, the cookbook will include 450 of them from appetizers to desserts as well as libations.

The icing on the cake—pun intended—was the contributions by Ocean Ridge artists who generously donated their own artwork depicting the Ocean Ridge lifestyle and culinary images. We are exceedingly grateful to each and every one of them including: Marilyn Pounds, Michelle Sherwood and Anne Pendred whose art will be in the cookbook as well as Mary K. Donahue for the winning watercolor, “*Table at Tigers*”, which will adorn the cover of the cookbook; Vic Guarino, Gary Halberstadt and Marilyn Pounds for their oil paintings; Ginny Ward who donated two of her late mom's (Dottie Wilkens) watercolors; and Diane Alexander for her generous contribution of multiple photographs that generated the most sales in the art auction. A note of appreciation as well to Pat Ferris whose title submission, “*From the Kitchens of Ocean Ridge*” won the on-line vote. Finally, a special thanks to Jennifer Brotemarkle for her technical wizardry in capturing the images of all art contest entries for on-line voting and the ultimate use of the winning art within the cookbook.

As of this writing, cookbook sales have topped 430 generating nearly \$6,500 in revenue. The auction for the artwork yielded an additional \$500. If you haven't ordered your cookbook yet, contact Peggy, Merrienne or Maggi. We expect shipment of the cookbook in early April, and you will be notified about specifics for receiving your pre-ordered edition.

The new hospice care facility for which the Ocean Ridge \$10,000 will be made is already under construction and is expected to open this Summer. When completed, the \$3.5 million, 15,600 square-foot building, will have seven patient suites with patios, kitchen facilities, dining and laundry rooms, open courtyard gardens, gathering spaces, as well as medical and administrative offices. And now that ORCA's community pledge is fulfilled, one of the facilities' family alcoves will be named for Ocean Ridge.

The hospice campaign was a community- wide, team effort completed at warp speed due to the quick responding generosity of Ocean Ridge friends and neighbors. The ORCA Board of Directors is sincerely appreciative to all of the donors and volunteers who made this undertaking such a gigantic success.

Mike Gildea