

The 2007 All Ford Day charity is



Camp Quality is a non profit organisation that is committed to bringing hope and happiness to every child living with cancer, their families and communities through ongoing quality recreational, educational, hospital and financial support programs. Camp Quality passionately believes in the power of fun in helping children and their families overcome the challenges that cancer brings.

Fun flows through everything we do, from our programs to our philosophies. Camp Quality provides fun therapy for every child living with cancer and their families.

Camp Quality is an international charity with the first office being established in 1983 in Sydney, Australia. There are 14 offices throughout Australia covering every state and territory. Over 5,000 families each year are supported by Camp Quality; they participate in our camps and other activities. Nationally there will be approximately 240 camps and recreational activities held in Australia in 2007.

An additional 250,000 children annually are reached by Camp Quality through the McDonald's Camp Quality Puppet Program. This is a fun and interactive educational program where life-size puppets help children to become more aware of the need to be caring and supportive of other children who have major illnesses such as cancer.

Camp Quality gives a child with cancer the opportunity to be a child again by providing enjoyment and a positive atmosphere. This positive atmosphere quite often gives them the courage to continue on through treatment.

Camp Quality gives the families of children with cancer a much-needed break. The impact of the diagnosis and treatment places tremendous stress on parents and siblings.

Camp Quality's programs are focused to care for the emotional needs of children and their families. As they face the 'bad days' and celebrate the good ones; a support network of peers provides tremendous strength and hope.

Camp Quality is all about fun therapy as Laughter is the Best Medicine.

History

Founder Vera Entwistle arrived in Australia from America in 1983. Upon arrival Vera had read of the plight of children with cancer and wanted to be a volunteer for any support programs. When she learnt that no such program existed anywhere in Australia, she subsequently became determined to establish a support program for children with cancer and their families.

A doctor gave Vera the idea for a name when he told her "No-one can do anything about the quantity of anyone's life, but all of us can do something about the quality."

From this Camp Quality was born along with its original logo of an Australian flag hot air balloon. In September 1983, 38 children and 38 volunteers attended the first camp outside of Sydney at Vision Valley.

Since then Camp Quality has grown to operate programs in every state and territory throughout Australia.

In 1988 an educational puppet program was introduced for primary school aged children. This free program quickly grew to visiting over 1000 schools a year and in 1989 became known as the McDonald's Camp Quality Puppets.

In 2001 Camp Quality changed its logo to represent more the thoughts and feelings of its stakeholders. Since then the smiling face and tag line "Laughter is the Best Medicine" have become well known throughout Australia as the symbol for fun, laughter and support for children living with cancer and their families.



ALL FORD DAY Cruize for Kidz

A combined event between the Falcon GT Club of Western Australia (Inc) and Mustang Owners Club.



After choosing their favourite cars - 15 Camp Quality families left from Belmont with Club members taking them for a 1 hour cruise before arriving at Whiteman Park. Lunch, afternoon games, face-painting and even access to the Motor Museum of WA were all provided by the AFD committee.



"The whole day was good and relaxing – outings like this are great for us to get out mingle with other families. Aloysius loved the cars – we went in an Orange GT350 with a stripe down the side. They took Robert, Aloysius's friend last time and asked about and him which was really nice." *Matilde Dos Santos*



"We were in a convertible Mustang Ashlee really loved sitting in it being driven around she thought she was really 'IT'" *Diane Gregori*



"Really chilled out atmosphere with everyone well mingling with the GT & Mustang Club – a really well organized great day out for the families – They loved it! Thanks guys!" *Jeremy CQ Camp Leader*

