



Royal Canadian Air Force Association Trust

Nationally Registered to raise and disburse funds in support of charitable programs.

CP/PO Box 2460, Stn. "D" Ottawa, ON K1P 5W6 (613) 996-2186 FAX: (613) 995-2196

FILE: 6601-1

28 August, 1998

During the past decade, the RCAFA Trust has disbursed over \$190,000.00 to worthy Air Force related endeavours. Most disbursements resulted from designated donations whereby the donor identified a selected recipient. Trustees gratefully acknowledge the generous and regular contributions from several Wings and individual Association members.

Regrettably, discretionary funds are rarely available for Trustee consideration of the many and varied solicitations received at the National Headquarters. In July, 1998, for the first time in its twenty-five year history, the RCAFA Trust launched a National appeal for donations.

Trustees now wish to acknowledge the kind generosity of the _____ members who responded to our appeal and collectively donated a total of \$ _____. Support for the numerous air related projects, recognized by the Trust, are always welcome and tax receipts are issued. Thank-you all and Per Ardua Ad Astra.

*Ron Button,
Chairman, RCAFA Trust*

Button

6601-1



**Air Force Association
of Canada**

**L'Association des Forces
aériennes du Canada**

31 August 1998

Her Majesty the Queen – Patron – Sa Majesté la reine

LTGen (Ret) W.K. Carr
38 Spyglass Ridge
Stittsville, ON
K2S 1B9

Dear General:

Thanks for the question!

The answer is straight forward! The RCAFA Trust has no staff, no equipment, no resources to carry out its mandate. That's where the Association membership dues com in. It is Association staff that devotes the time, energy, office equipment, postage and other resources in support of both the Trust's ongoing endeavours, and its unpaid volunteers consisting of Chairman Ron Button, Harry Jacks, Bill Church and Ed Walker. It's been that way since the Trust was founded 25 years ago.

So both the Association membership dues and the RCAFA Trust contribute to the end result; including ongoing support of the air cadet continuation flying awards, etc..

We raised more than \$30,000 for the RCAFA Trust in response to our current appeal. The campaign cost about \$8,000 to conduct, reaching 17,000 members (630 contributed) with an appeal letter, response card and return envelope. So this time, for the first time ever, the Association will encourage the Trust to pay its own bill.

Thanks for your donation of \$200.00. A receipt for income tax follows by separate mail.

Arduously yours,

Bob Tracy, MSM, CD
Executive Director

Cy: Trust Chairman & Trustees (info)



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6601-1

24 June 98

Ron:

Here is the final artwork with updated dollar figures and other editorial changes, for our "first time" formal fund-raiser for the RCAFA Trust. At the bottom of this page is the pledge card that will be included with a return envelope franked for free postage to the sender.

This better work, because the concept, including all the bits and pieces and design, is costly. The Return Business Envelope will cost about \$650 just for the return postage. Printing 17,000 each double-sided appeal messages in two colours, the pledge card and return envelopes will cost another \$2,500 minimum.

The charge to distribute the message inside the polybag is based upon weight, and would normally cost about \$2,500. But AFPL will adjust that figure downward depending upon the success of the fund appeal. But whatever, I insist that both the graphic designer and our advertising sales rep John Stuart be suitably recompensed for their effort. In the case of John Stuart, he turned down another polybag customer (and his resulting commission) to make room for the RCAFA Trust appeal.


Whatever the result, I hope you agree that this endeavour is long overdue. And it is most timely to do it now, based upon several factors that really prevent us from procrastinating any longer. The ageing demographics of our audience, the news that the RCAF Memorial Museum is considering launching a massive fund-raiser campaign using professional fund-raisers (they desperately need \$5 million for a building expansion to house the Halifax when it's completed) Finally, once the word of the success of NAM's appeal leaks out, others will be lined up to emulate their \$43K success using our polybag (indeed, NAM indicates they'll repeat the venture next year)

So we needed to quickly launch this first-time appeal now that we can distribute it via the polybag!

In sum, it is a \$5,000+ gamble and a lot of hard work. I pray that the results justify the investment!

Cheers

Bob T. (Copies to each Trustee and to Nat'l Pres)



Yes...

I want to support the RCAF Association Trust and it's mandate to perpetuate the proud traditions of the Royal Canadian Air Force!

Please accept this gift of:

\$200. \$100 \$50 \$25

Other _____

Method of payment:

Cheque/money order made payable to:

RCAF Association Trust
PO Box 2460, Stn. "D"
Ottawa, ON K1P 5W8

VISA MasterCard Expiry Date /

Cardholder name: _____

Signature: _____

Please send me information on how I can remember the RCAF Association Trust through my estate planning.

Please make the receipt* for income tax purposes out to:

Name: _____

Address: _____

*A minimum \$10 donation is required to obtain a receipt.

From: Air Commodore C H Reineck OBE

The Royal Air Force Benevolent Fund
67 Portland Place
London W1N 4AR
Tel 0171 580 8343
Fax 0171 636 7005
RAF GPTN Connected

The Royal
Air Force
Benevolent
Fund 

Director Appeals

RECEIVED

14 JUL 1997

8 July 1997

Dear Friend,

Last Summer I wrote to many of you about one or two Fund matters and to tell you how we planned to meet the challenge of the coming decade, when we shall experience by far the greatest demand for welfare work since our founding, in 1919, by Lord Trenchard.

You may also have read in my introductory letter to last April's 'Skywords', that donation income from the public and from those serving in the RAF has reduced as anticipated. Figures now to hand show a decrease of £800,000 from these two sources compared to 1995.

There are, of course, understandable reasons for this downturn. The number serving in the RAF is now around 60,000 compared with 90,000 only a few years ago; and, following the 1995 celebrations of VE and VJ Days, when Armed Forces charities were very much in the public eye, a reduction in donations in 1996 was, perhaps, inevitable. Despite this, we were able once more to balance the books as a result of increases in income from legacies and investments. Just as well really, as welfare spending last year amounted to a record high of over £12 million.

We are experiencing this significant drop in donation income, just as we enter the decade of the highest welfare spending in our proud history. So, we at the Fund will need to work ever harder to ensure that we are always able to meet "The Debt We Owe". And how can you help? Well, I know that you have supported us in the past and, although donations are of course always most gratefully received, I am not necessarily asking you to dip into your pocket just yet. Will you, though, please continue to support our events and buy the excellent goods offered in our catalogues? Of the GREATEST IMPORTANCE, if you can, PLEASE REMEMBER THE FUND IN YOUR WILL. I can supply any information you may need on this subject.

Once more I enclose a leaflet which, I trust, assures you that our work continues to be varied, compassionate and vital. Please find time to read it; I thank you again most warmly for your past support and for taking the time to read this letter.

*Yours Sincerely,
Bobin Reineck.*

