



Dear Friends

Who Are We?

We are a team of like minded friends, calling ourselves “We Are Family”, committed to give back something to society. Our team members are professionals and successful individuals and they are:

Nancie Foo (Former Ms Malaysia/ International, Actress and Film Producer), Carol Lee (Mrs Universe 2013 and News Presenter), Carven Ong (Couture – Wedding Specialist), Cynthia Tee (Haute Jewellery Consultant), Lim Hwa Hong (Design Architect (ARBV), Furniture Designer and Lecturer), Datin Joneser Choi (Philanthropist), Thanuja Ananthan (Miss World Malaysia 2009/2010, TV Host, Emcee, International Model, Actress, Animal Ambassador and Activist), Edward Ho (Fashion Designer) , Alistair Tan (Journalist) and Joyce Yong (Animal Activist).

This is the first charity project that the team is embarking. Our aim is to raise funds to build a shelter for over 1,000 stray dogs and 150 cats.

All our sponsors will be assured that 100 % of every ringgit received will be directed to building the shelter. Sponsorships received will be banked into an account set up for this purpose and expenditures to build the shelter controlled and authorised by our team.

HOPE JB

The shelter is called HOPE JB (2603-09-JHR), an NGO, in Johor maintaining a no-kill policy, allowing the dogs and cats to live out their lives. They live in open spaces roaming and playing freely and confinement only limited to dogs that need extra care or are difficult to handle.

The founder and owner is Aunty Jia Jia, a very rare individual who is selfless and extremely compassionate, whose mission is to care and provide for the dogs and cats.

After 6 years, the current temporary shelter is overcrowded, flooded when it rains and lacks basic facilities to maintain their well being. A 5 acre land has been purchased in Pekan Nanas, Johor. We urgently need funds to build the new shelter as the present one has been given eviction orders. For more information visit [facebook.com/hopejb](https://www.facebook.com/hopejb) or <http://www.hopejb.org>

Most of our team members have visited the shelter. We all return home with a conviction and resolve that something have to be done for the well being of the dogs and cats. So with due diligence carried out, our team is convinced HOPE JB is a worthy cause and deserving of your kind support.

Please refer to the photos of the shelter below. Looking at the dire and pathetic state of the shelter, does it not move you to want to help build a better shelter for them? The condition actually is much worse than what you see in the photos – when it rains, the smell from

the faeces and urine with the dogs and staff wadding in filthy water, is a sight that's really awful!





Coffee Table Book Entitled “WE ARE FAMILY”

Anyone who has a dog or a cat , knows how big a part they play in our lives. They are our constant companion , we receive unconditional love and undivided loyalty from them. They wait behind locked doors to welcome us home after a hard day’s work and are always delighted to greet us with woofs, purring and leg rubbing! Dogs keep us safe from intruders and bring immeasurable joy in our life! The bond we enjoy from them is priceless!

They bring constant joy and play such an intergral part in our lives and as such they are definitely considered as beloved members of our family! Hence the coffee table book is aptly entitled “**We Are Family**”.

A number of renowned celebrities and personalities will share their personal and intimate stories about their special bond and relationships with their pets. They are Datuk Khadijah Ibrahim, Datuk Ramli Ibrahim, Hans Isaac, Harith Iskandar, Lorraine Hahn, Amber Chia, Debbie Goh , Ling Tan to name a few.

We appeal to you to join us to inspire others to appreciate and honour this special bond between us and our pets while supporting a worthy cause. We hope too that the book will touch peoples’ hearts to eventually treat them with love and care.

How You Can Help

We are hoping to raise about RM300,000 by producing the book. The following options are available and they are tax deductible:

- a. Personal - One Page
Sponsorship for RM5,000 with a one or two paragraph write-up.
- b. Personal – Two Pages
Sponsorship for RM8,000 for a full page photo and on the second page a smaller photo with a one or two paragraph write-up.
- c. Corporate – Two Pages
Sponsorship for RM10,000 for a full page photo and on the second page a smaller photo with a one or two paragraph write-up. The company logo, name and website can be incorporated in the write-up.

The brief write-up for all options will highlight the relationship between the sponsor and the pet and show how the pet has impacted the sponsor's life and that of the family.

Dress code for ladies is cocktail dress ie an outfit for semi formal occasions and for men that of a jacket. Ethnic dress code is allowed.

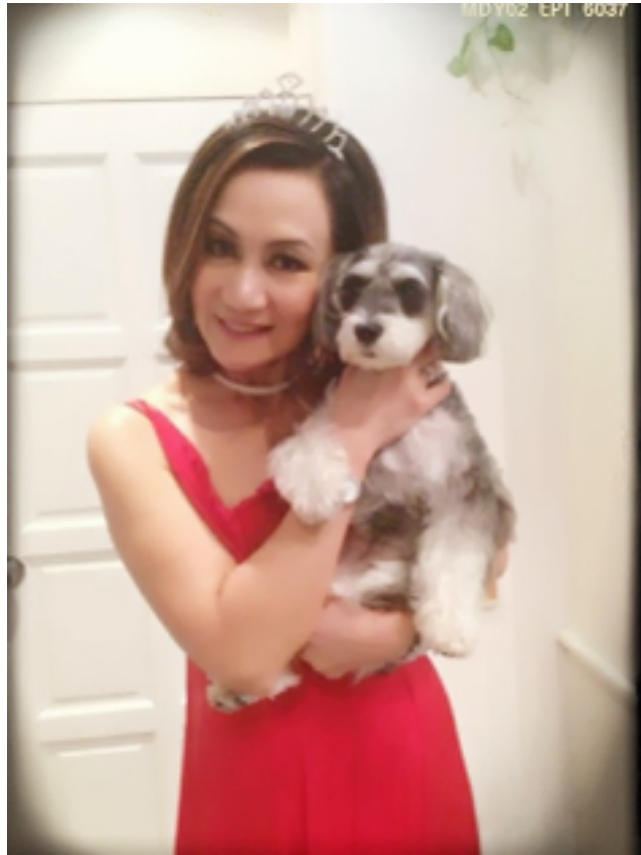
What We Will Provide

- a. One A4 size photo of the owner / sponsor and pet (sponsor's choice).
- b. Twenty shots with various poses during the photo shooting session.
- c. Complimentary copies of the book. For RM5,000 you are entitled to five copies, RM8,000 eight copies and RM10,000 ten copies.
- d. A free consultation with renowned couture fashion designer Carven Ong and his team on styling (if required) before the photo shoot.
- e. The renowned creative team from Datin Winnie Loo's A Cut Above will attend to your hair and make-up during the photo shoot.
- f. Celebrity photographer Alvin Loh of New Looks Studio will conduct the photo shoot.

We have scheduled the photo shoot from 5th to 10th March 2014.

Example Of A Page For The Coffee Table Book

We have taken great pains to ensure that the quality of the Coffee Table Book is one of high standard. It will be a book that you will be proud to show to your friends. Below is a mock-up of a page:



Nancie Foo (Former Ms Malaysia/International, Actress and Producer) with Portia a miniature schnauzer age 3.

When Portia initially arrived in our home, she was what we called a “mute” dog. She didn’t bark at all which we should have been grateful for as we lived in an apartment, but my daughter was adamant against a mute dog. Over time we managed to get Portia to bark but now she can’t stop. Her bark is like music to my ears, as she barks in the cutest way and she gets to sleep next to my pillow every night. Although Portia may not be the most obedient dog there is, I still love her. She is more than just a dog , she is part of the family.

How To Register As A Sponsor

Please contact the person who has forwarded this message for the registration / application form and for more information.

Thank you and we look forward to your kind and generous support.

“We Are Family” Team Members