

# The Princess Post



The Princess Shop News Second Edition December 2009 [www.theprincessshop.ca](http://www.theprincessshop.ca)

## Save the date.

The Princess Shop's 3rd Annual Glass Slipper Benefit for Princesses will take place on Wednesday April 14, 2010 at TCU Place in Saskatoon.

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## Looking Back: The 2008-2009 Graduation Season

### *A successful second year - Graduation 2009*

The Princess Shop received 55 applications from seven different communities in Saskatchewan in 2009: Saskatoon, Humboldt, Birch Hills, Cando, North Battleford, Nipawin and Osler! This is a significant increase from 2008, The Princess Shop's inaugural year, when 39 Princess Graduates from five communities across the province were the first recipients of The Princess Shop's dress program. The organization was once again able to find the perfect dress for every young woman who required The Princess Shop's services.

This year, the 2009 Princess Graduates in Saskatoon not only had the opportunity to be lent a graduation dress, accessories, shoes, etc. donated by members of our community but much more! Five major Saskatoon businesses donated services to enhance this year's graduation, including makeup by **Spa Academy**, hair by **Marca College**, corsages by **Creative Compliments**, photos by **sbrunner photography**, and limousine services by **Provincial Car Service**. The Princess Shop would like to sincerely thank all the individuals and businesses that helped to make its second grad season a huge success!

**Spa Academy:** [www.spaacademy.ca](http://www.spaacademy.ca)

**Marca College:** [www.mccollege.ca](http://www.mccollege.ca)

**Creative Compliments:** [www.creativecompliments.com](http://www.creativecompliments.com)

**sbrunner photography:** [www.shannonbrunner.com](http://www.shannonbrunner.com)

**Provincial Car Service:** [www.luxurytours.ca](http://www.luxurytours.ca)

### *2nd Annual Glass Slipper Benefit for Princesses*

This year's benefit was simply amazing. We couldn't have asked for more – the room was full of 231 fantastic people. One guest commented on the variety of people– from young to elderly, from business people to government representatives to students. Other guests commented that the evening was actually FUN. It can be difficult to organize a charity event that doesn't seem long and tedious, but guests at the Glass Slipper specifically commented on how much was going on the whole time. There were many activities for guests, lots of people to chat with, and a lot of excitement.

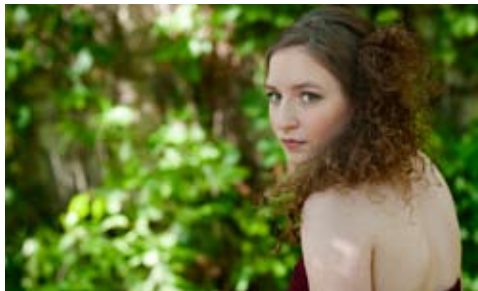
Last year, we had 40 businesses support the Glass Slipper... this year, 113 businesses supported the Glass Slipper! Unbelievable – almost three times the support from last year! The Princess Shop would like to extend a huge thank-you to our community for this sustained and consistently increasing support.

And all of this success and wonder is due to our incredible Event Committee: Tracy Kendel, Billie-Jo Wall, Kennalyn O'Brien, and Tekla Weiterman. These ladies helped with all of the preparation beforehand, set up during the day of the event, organized our other volunteers, and generally ran the show behind the scenes at the benefit! We are so honored to have these women as members of our team in Saskatoon.

*"My experience with The Princess Shop was remarkable. At first, when I knew grad was coming up, I was not excited at all and what made it worse was looking for that perfect dress, which of course was so expensive. Because I could not afford the dress, I decided not to attend my graduation. But when I came to The Princess Shop, they changed everything, and I found my dream dress. I want to say thank you to The Princess Shop for making it possible for me to attend my grad and making me look so beautiful. Thank you for making my graduation such a fun day that I will live to remember..."*

Lynn  
Princess Graduate 09





## *2nd Annual Perfectly Pink Appreciation BBQ, presented by Meyers Norris Penny*

At the end of each grad season The Princess Shop hosts an appreciation BBQ. This event is an opportunity for all Princesses, their families, sponsors, board members, volunteers, and all stakeholders to enjoy an afternoon of fun, visiting, a summer meal and celebrating another great year for The Princess Shop. It is called an "appreciation BBQ" because it is our chance to showcase the impact of the graduation season first-hand to thanks all of The Princess Shop's supporters and sponsors present by having Princesses and their families attend. At the BBQ, we all have a chance to thank those who played a part in the successful implementation of the dress program that year.



The 2nd Annual Perfectly Pink Appreciation BBQ was scheduled to take place on Tuesday July 7, 2009 at the Saskatoon Forestry Farm. Unfortunately, the BBQ was canceled due to a terrible thunder and rainstorm that day. The Princess Shop would like to recognize the title sponsor of this year's Perfectly Pink Appreciation BBQ, Meyers Norris Penny. Terri Diener from MNP worked in coordination with The Princess Shop's Co-Founders to recoup the food costs and save the day: the food that was to be served at the BBQ was instead served for lunch at MNP, in return for donations. The Princess Shop extends sincere gratitude to MNP for their consideration.

Since we had already ordered food from a local caterer, we quite a lot of food to get rid of and no one to eat it. Terri Diener from MNP and The Princess Shop's co-founders came up with a plan to serve the food in the staff room at Meyers Norris Penny. Their employees graciously made donations to enjoy the meal. Because of MNP's help, we were able to recoup the food costs. We are very excited to continue to grow our relationship with MNP in many forms.

## *Scholarship Program and Recipient*

The Princess Shop's first scholarship recipient was announced in July 2009. Spa Academy, Saskatchewan's top esthetics and spa education center, has generously committed to the ongoing annual provision of one scholarship for their professional esthetics program. The scholarship consists of full tuition for one student, valued at \$9300. The professional esthetics program is designed to provide students with the skills to become a successful esthetician. The Princess Shop is very excited to initiate the Scholarship Program with Spa Academy, and looks forward to the inclusion of additional scholarships and partnerships in the future.

The scholarship recipient was announced on July 7, 2009. The recipient's name is Sasha Stone, and she is a twenty-year-old 2009 Princess Graduate. Becoming an esthetician has been what she has wanted to do ever since she was a young girl. Sasha enjoys helping people feel good about themselves, and she likes to look after people. Spa Academy's scholarship has fulfilled Sasha's dream of becoming an esthetician.

### *Sponsors 2008-2009*

The Princess Shop is proud to name the following businesses as supporters of the 2008-2009 grad season. This season realized a larger impact that we could have ever imagined – largely due to the incredible support The Princess Shop received from our community.

#### *Professional Services Donors*

Board Dynamics  
Kinetic Design  
Meyers Norris Penny  
The Red Shoe Tailor  
WMCZ Lawyers & Mediators

#### *Graduation Services Donors*

Creative Compliments  
Marca College  
sbrunner photography  
Spa Academy  
Provincial Car Service

#### *Sponsorship*

Betty-Ann Heggie

View this list online

[www.theprincessshop.ca/sponsors/sponsors0809](http://www.theprincessshop.ca/sponsors/sponsors0809)

*"As a mother of two, my needs are usually pushed to the back burner. Without The Princess Shop, I would have had none of the extras that made my day so special. I am forever grateful and appreciate all the work and sponsorship that goes into the Shop and helping us less-fortunate graduates. Thank you!"*

**Shannon  
Princess Graduate 09**



## News

### *Our New Home!*

In July 2009, The Princess Shop moved into its new home at 12-1622 Ontario Ave, with gracious support from Mid-West Development Corp. The space is 1000 square feet, providing a great space for The Princess Shop's many activities. It is still a work in progress, as we are still setting up the space for the coming grad season. We are very excited to call this new location "home" for the next two years, and look forward to welcoming our Princess Graduates to our new home soon!



### *Special Donations*

Thanks to the continued support and donations from members of our community, as well as some very special donations, The Princess Shop continues to build a varied inventory of dresses that is sure to meet the needs of almost any graduate.

Jessica Bridal, located at 234 1st Ave S in Saskatoon, recently donated 10 brand-new dresses to The Princess Shop's inventory. We are very excited about establishing and fostering relationships like this with small businesses in our community. Thank you, Jessica Bridal!

Buy Insurance Salvage.com ([www.buyinsurancesalvage.com](http://www.buyinsurancesalvage.com)) is a web-based company that sells insurance salvage on behalf of insurance companies. Buy Insurance Salvage.com recently donated 80 new formal dresses, as well as some new shoes, purses and gloves. This substantial donation is very exciting as The Princess Shop continues to increase its impact each year, and this continues to require a larger inventory of dresses. Thank you, Buy Insurance Salvage.com!

### *Board of Directors*

December 2008 marked the inception of The Princess Shop's Board of Directors. The group has been fortunate enough to have the help of Irene Sieferling of Board

Dynamics ([www.boarddynamics.ca](http://www.boarddynamics.ca)). Irene assisted the board with strategic planning, as well as assisting the board to assemble and function as a board. Irene is a very experienced specialist in this area and very respected; we are lucky to have her! The Board has been providing direction and leadership for co-founders Ainsley Robertson and Chantal Moloney. This year, the group is focusing on expanding current programs, increasing impact, and developing the organization.

Chantal and Ainsley were thrilled with the incredible response they received when they called on members of the community to serve on The Princess Shop board. Every board member brings something very different to the table: experience, expertise, wisdom, intelligence, and creativity. All board members are influential and credible members of our community that feel strongly about what we are doing and can provide some guidance for the organization. Ainsley and Chantal are incredibly grateful for all of the board members.

We are very pleased to introduce The Princess Shop Board of Directors:

DeeDee Maltman, 8th Street Mediclinic – Chair  
Shari Bedient, Entrepreneur  
Isobel Findlay, Edwards School of Business  
Kelly Gould, Wallace Meschishnick Clackson Zawada  
Claude Hounjet, KMPG  
Tracy Kendel, Fairway Divorce Solutions  
Monica Krueger, Global Infobrokers  
Silvia Martini, Tourism Saskatoon  
Bobbi Taylor, Artist  
Sara Wheelwright, Rawlco Radio

Once again, welcome to The Princess Shop Board of Directors and thank you for your commitment and contributions!



*"I couldn't afford to get all dressed up, with hair and make up, too. I was the type of person who didn't wear dresses and my graduation day was the day I was going to wear one and get all pretty. This was going to be my real grade 12 grad. When I showed up at the hall, I amazed everyone. The Princess Shop was the best thing that ever happened to me. They made all my dreams come true, just like a fairy tale. I will never forget that day. It was very special to me. I felt like a really princess. Thanks again for all your help."*

**Emma  
Princess Graduate 09**

## *Applying for charity status*

One of the ways we are working to develop The Princess Shop is the establishment of our charity status. We are very excited and will be submitting the application soon. Irene Seiferling of Board Dynamics has been guiding us through the creation of our constitution and bylaws along with Kelly Gould of WMCZ LLP. On the accounting side of things, Trevor Friesen and Byron Horachek of Meyers Norris Penny have also been helping with the application. The Princess Shop would like to thank all the businesses and individuals involved with the preparation of the charity application. Once the organization becomes a registered charity The Princess Shop will have the ability to issue tax receipts to sponsors.



## **Upcoming Events**

### *Glass Slipper Benefit for Princesses*

The Princess Shop's 3rd Annual Glass Slipper Benefit for Princesses will take place on Wednesday April 14, 2010 at TCU Place in Saskatoon. Be sure to mark your calendar with this exciting and unique event!

This annual fundraiser is a celebration of the current year's Princess Graduates. The event features Princess Graduates speaking about their experience, dinner, live and silent auction, guest speakers, and musical guests. The benefit serves as an opportunity for the Saskatchewan community to experience the impact of The Princess Shop, celebrate its successes, and ensure the sustainability of the program. If your company is interested in being a part of the Glass Slipper Benefit, please email [info@theprincessshop.ca](mailto:info@theprincessshop.ca).

Event will feature Princess Graduates speaking about their experience, dinner, live and silent auction, musical guest [to be announced], and keynote speaker Barb Macpherson, the Executive Director of YWCA Saskatoon.

Early early bird prices apply until January 31, so get your tickets now and save!  
<http://www.picatic.com/ticket/glassslipper3/>

### *Perfectly Pink Appreciation BBQ*

At the end of the graduation season, The Princess Shop will hold its third annual appreciation barbeque event as means to bring program Princesses, sponsors, and other supporters together. The appreciation barbeque is an afternoon of leisure activities for all ages, and may include outdoor sports like baseball, ending with the sharing of a summer meal.

## **Thanks for your heart-warming support and another sensational year!**

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