

New Foundation Gladdens Humanity

Inspired by the need to support great causes, **The Gladstone Foundation** raises private funds for public needs that governments choose not to support. **Gladstone** addresses two essential life concerns: Armed Forces Veterans and the Environment.

Our first great cause is the **Invictus Games**, created by His Royal Highness, Prince Harry, to raise awareness of physical and mental challenges facing military men and women struggling back into civilian life. Gladstone also supports **Wounded Warriors Canada** and the efforts to keep Canada's last operational WW2 **Lancaster** bomber in the air.

Environmentally, **Gladstone** helps heal honey bees back into productivity. The entire global population faces extinction. **Gladstone** works with the **Ontario Beekeepers Association** in this regard.

Our Foundation brings forward an innovative fund raiser to support our life-quality mandate. **Living Tribute to Our Veterans** raises money through sales of wildflower seeds at multiple vendors throughout Canada. Visitors at numerous different locations buy a pack of wild

flower seeds at the suggested retail price of \$2. For each seed packet purchased, our Foundation will plant an equivalent amount of seeds in a **Gladstone Garden**. These gardens will be large-scale, wildflower profusions in such public spaces such as parks, school yards and along highways and byways. We enlist the support of professional gardeners and horticultural societies.

The artistically designed seed pack also contains two self-adhesive stickers boasting a brilliant orange, Cosmos wildflower, designed with a missing petal. This image reflects the loss of a limb or other deformities endured by the courageous **Invictus** Athletes and veterans in general. The empty-flower space also reminds us of the sense of lost well being inflicted by combat-related emotional distress. These heroic men and women sacrificed for our freedom, earning our respect, admiration, and awe.

"Where Have All the Flowers Gone?" implores the song. Gladstone seeds wildflower gardens in the hope we learn the exorbitant price of freedom. The motto of Gladstone Foundation's campaign is **'Your Service, Our Freedom, Thank You'**.

The Foundation focuses its initial launch on Ontario's Niagara and Durham Regions, while planning nationwide planting in 2019. Next, we roll the fund raiser throughout the British Commonwealth. **Gladstone** seeks the endorsement of **HRH, Prince Harry**, the Queen's Youth Ambassador for the British Commonwealth as well as Invictus Games patron.



(The Gladstone Foundation was founded in St Catharines, Ontario by **Richard W Stephens**, chairman and **James T. Abernethy**, vice chairman. **Matthew Leask of Lancaster, Brooks and Welch** is general counsel to the foundation.)

www.gladstonefoundation.ca

Gladstone seed packs are available for non-profit organization fundraising opportunities.

