

Spinoza Speaks

Spinoza's "buddy bear project"™

Vol. VIII, No. 1



"I have 3 girls that have severe medical disabilities. The Spinoza bear has helped at times when they were so scared of everything they were going through. I have to admit that I too have held that bear and cried sitting next to their beds in the hospital. No one could possibly understand except parents of other "special kids". There are times when I feel so all alone, then I see Spinoza and I know that thanks to some really wonderful people, my girls and I will never be truly alone." Cathy, NY

"Spinoza is not just a beloved bear, he is a cherished member of our family. Spinoza literally helped to save her life. Like so many abused children, Brittany didn't have much trust in anyone and absolutely no faith in herself. Spinoza became her most trusted confidant, attending therapy with her; she would tell Spinoza things she could not tell anyone else. She cried on his shoulder, laughed at his jokes and took him everywhere she went. His presence on her pillow every night protected her from the monsters of her dreams. Brittany's Spinoza is not just a bear, he is the spirit and soul of a child." Mrs. P, WA

"I have you for my friend, and you my friend have me."

Spinoza

The Spinoza Company has a new name

The Spinoza Company has a new name. It is **The Spinoza Company, A Nonprofit Corporation**. Not a big change you say? Well, it isn't very obvious so far, but we are hoping this change will make a positive impact in helping us achieve our goal of *making the unbearable...bearable*. With your help and generosity we have been able to touch the lives of over 34,000 children, their families and caregivers.

The need continues to be great. Each day 46 children are diagnosed with cancer – one in 330 develop cancer by age 20. In the U.S. and Canada 20 percent of children have asthma and 5 die each week; over 10,000 children in the U.S. are infected with HIV/AIDS; 13 percent of America's children have disabilities; 50,000 children die each year. A majority of these children would benefit from the therapeutic and healing nature of Spinoza Bear. Parents and loved ones can hold on to him, and heal as well.

Our Mission

Throughout North America, The Spinoza Company provides comfort, nurturing and support to children and seniors confronted with physical and/or emotional trauma, and to those suffering a critical loss.

Our Goals for 2005

- As of this writing, there are 2075 children on our "Kids List" and at least 3,000 more children will be added throughout the year. Our goal is to serve all of them.
- Establish "Bear Banks" in 10 states. (See box for story about a "Bear Bank")
- Establish alliances with Hospices in every state.

These are ambitious goals, but we are up to the task and challenge each of you to help make them reality. Here's what you and your club can do:

1. Sponsor a child in your community
2. Be an Achiever and sponsor 20 children
3. Be an Ambassador and "Share the Bear"
4. Establish a "Bear Bank" at your local hospital or hospice and find sponsors to keep it stocked.
5. Make a donation to help serve children in the "buddy bear project".
6. See if there is anything on our "Wish List" you could help out with.

We have filed with the IRS to become a 501(c)(3). This status will allow us to seek donations in the form of grants from foundations. It will allow us to work with many more organizations and be able to accept donations from charitable fundraising such as bingo and pull-tabs (in certain states). And your donation will be tax deductible. This status will be retroactive so all donations made in 2005 will qualify.

We are excited about this change and look forward to a very **bearable** future for those we serve.

Our Vision

The Spinoza Company works to place Spinoza Bear, a therapeutic tool in the form of a talking teddy bear, with as many people, both young and old, that will benefit from the comfort, nurturing and support he provides. We facilitate the creation of alliances with organizations that serve specific populations of children and seniors to consolidate supportive materials and bring the most help to those who need it.

Bear Banks

In 2004 a Bear Bank was established for Care Partners, a program established by the Children's Cancer Research Fund to provide support and encouragement to patients and their family members at Fairview-University Medical Center's bone marrow transplant unit in Minneapolis. So far, 45 Spinoza Bear packages have been donated by Motorwerks, a local auto dealer, as a part of their community-giving program. Contact us if there is a program in your community that needs a Bear Bank or if there is a sponsor anxious to fill a Bear Bank. We are currently looking for corporate sponsors for specific programs in the following cities: Milwaukee, Madison, Chicago, Santa Anna CA, Providence RI, Fort Worth, and Oklahoma City. Call for more information 1-800-282-2327.

Some bears can catch quicker trout, and some bears scoop more honey out, but none of them have what I have. I have you for my friend, and you, my friend, have me.

Spinoza Bear, from Good Friends

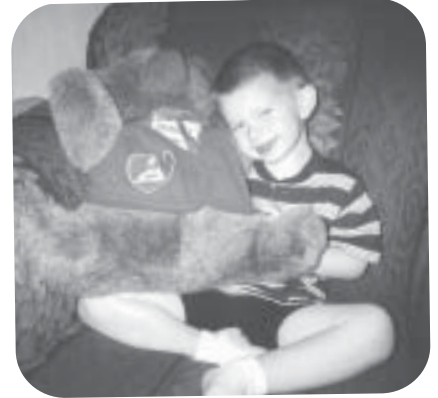
Spinoza® Speaks™ . . . is published annually in January for organizations involved in Spinoza's "buddy bear project", a project of the Spinoza Company. If you would like to submit an article, picture or letter, or comment on something you have seen in our newsletter, please contact us: The Spinoza Company 2666 Patton Road, Roseville, MN 55113, 1-800-282-2327 Fax: 651-604-6681 Local 651-604-6674 spinoza@spinozabear.com www.spinozabear.com

Kids' Speak Their Thanks

You have made a difference in the lives of over 34,000 very special children like these ...



Caitlin



Nicholas



Karim

I am very thankful for people in the world who care. You became my sponsor and gave me a wonderful part of my life back that I thought I would never see again.
Judy B.



Dakota



Courtney

HI! My daughter, Courtney, received a Spinoza from our local Moose Lodge this summer... Well, she has gone through MANY batteries with her bear! She loves it very much! Courtney has Down Syndrome and this bear calms her after a long day of hard work at school. It is also helping with her conversation skills. Her speech is improving... I highly recommend this bear for any child with special needs! Jennifer G



Taylor

We invite you to check out the guest book on our web site for moving stories from people who have been touched by Spinoza. Visit us at www.spinozabear.com.



Congratulations Sponsors!

Recognition For Service

Here are organizations that have reached the levels designated in the program.
For the Service Year 2003 - 2004.

Red Awards

Sponsorship of 5+ children in a service year

American Legion Auxiliary
Unit 176 - Fairfield, IL
Unit 83 - La Porte, IN
Unit 180 - Baltimore, MD
Unit 298 - Battle Creek, MI
Unit 409 - Allen Park, MI
Unit 431 - Three Lakes, WI
Unit 81 - Melbourne, FL
Unit 240 - Pensacola, FL
Unit & Post 347 - Ocklawaha, FL
District 10 - N Miami Beach, FL
District 4 - Summerfield, FL
District 9 - Oakland Park, FL
Dept of Ohio - Zanesville

Women of the Moose
Chapter 1939 - Four Townes, FL
Chapter 1565 - Key Largo, FL
Chapter 1544 - Merritt Island, FL
Chapter 1651 - Stuart, FL
Chapter 1541 - Vero Beach, FL
Chapter 1353 - Warner Robbins, GA
Chapter 2142 - Birch Run, MI
Chapter 389 - Jackson, MI
Chapter 1164 - Lincoln, NE
Chapter 1646 - Truth or Cons., NM
Chapter 18 - Duncan, OK
Chapter 451 - Green Bay, WI
Chapter 1222 - Tulsa, OK
Chapter 1669 - Wyoming, MI

Others
American Legion Post 146 - Oceanside, CA
Orange District Women's Club - Buena Park, CA
Peace River Center - Lakeland, FL
American Legion District 4 - Chicago, IL
VFW Post 8821 - Chicago, IL
American Legion Post 82 - Fort Wayne, IN
Fraternal Order of Eagles Aux- Wichita, KS
St Elizabeth Ann Seton Ministry - Kenner, LA
American Legion Post 208 - Manchester, MO
VFW Ladies Aux 5923 - Camdenton, MO
Robert Moore - Stockholm, NJ
Toms River Elks Lodge - Toms River, NJ
VFW Post 2290 - Manville, NJ
Action Aids - Philadelphia, PA
Superkids of Montgomery Cty. - Blue Bell, PA
Southside Lions - Corpus Christi, TX
Mount Vernon Lions - Alexandria, VA
Navy Wives Club Tidewater - Norfolk, VA
RC Foundation - De Pere, WI

Kids Unlimited - Lincoln, NE
Horizon Hospice - Elko, NV
Carl Covey - Towanda, PA
American Legion Post 81 - Dallas, TX
Kiwanis Club - Winchester, VA
Golden K Kiwanis - St Charles, IL
Kiwanis Club - Glenview, IL
Noon Kiwanis Club - Park Ridge, IL
Kiwanis Club - Mandeville, LA
Nanaimo Loyal Order of the Moose - AK
Manchester-Richmond Moose Lodge - VA
Port Huron Loyal Order of the Moose - MI
Harrison Loyal Order of the Moose - MI

Bronze Level

Sponsorship of 10+ children in a service year

Women of the Moose
Chapter 224 - Miamisburg, OH
Women of the Moose of CA & NV
Chapter 99 - Port Huron, MI
Chapter 1167 - Mitchell, SD
Chapter 1804 - Harrison, MI

American Legion
Dept of Kentucky - Leitchfield, KY
Kentucky AL Spinoza Fund - Leitchfield, KY
Dept of NV/ District 2 - NV
Post 91 - Olmstead Falls, OH
Post 3 - Cleveland, OK
Dept of Wisconsin - Portage, WI

Others
Heritage Highlands Association - Marana, AZ
American Legion Aux Unit 359 - Norwalk, CA
American Legion Aux District 7 - East Haddam, CT
American Legion Aux Dept of Iowa
American Legion Aux District 16 - Oxnard, CA
American Legion Aux District 7 - Lakeland, FL
Optimist Club - Lincoln, NE
General Federation of Women's Clubs - PA
Sons of the American Legion - CA
Kiwanis Club of Central Orlando - FL
Kiwanis Club of Cheviot-Westwood - OH
Kiwanis Club of Sioux Falls Daybreak - SD

Silver Level

Sponsorship of 25+ children in a service year

American Legion Aux Unit 32 - Livonia, MI
American Legion Aux Dept of New Mexico
American Legion Aux District 15 - FL
American Legion Aux District 5 - FL
American Legion Aux Unit 38 - N Ft Myers, FL
St Clair Shores WOTM Chapter 69 - MI
Kalamazoo-Portage WOTM Chapter 350 - MI
Scales of Justice Lions - San Jose, CA
Lions District 2-E2 - Ft Worth, TX
Seattle Children's Hospital - WA
Andy Cahill - Leitchfield, KY
California Federation of Women's Clubs
Dr Edward Meyer - Lions of Virginia
Kiwanis Club - Rockford, IL

Gold Level

Sponsorship of 50+ children in a service year

Women of the Moose of Michigan
Women of the Moose of Florida
Women of the Moose of Virginia
American Legion Aux Dept of FL
American Legion Aux Dept of WI

Exceptional Service Awards

There are those people who reach ever further to achieve great things. We honor them with the following special awards ...

Heart Award

Betty Kay - Elmwood Park, NJ
Donald Ramirez, Detachment Cmdr of the Sons of the American Legion, CA

Star Award, Women of the Moose

Canton WOTM Chapter 972 - GA
Richmond East WOTM Chapter 1543 -VA
Clifton WOTM Chapter 9411 - NJ
Kalispell WOTM Chapter 1710 - MT
Women of the Moose of Alabama
Hamburg WOTM & Lodge 523 - PA
Pittsburgh WOTM Chapter 0001 - PA
Iowa City WOTM Chapter 508 - IA
Jersey Shore WOTM Chapter 42 - NJ
CNY Council of Higher Degrees - NY
Covington WOTM Chapter 911 - VA
St Claire Shores Loyal Order of Moose - MI
Port Huron WOTM Chapter 99 - MI



Hats Off to Our Ambassadors!

“The Spinoza Buddy Bear Project has been very important to me. As Department President in 2003-2004, along with my Department chairman, Marge Krueger, we made personal contact with Units and Districts statewide and were able to receive funds for 225 children. If it was not for the American Legion Members throughout Wisconsin, we would not be able to do this. Our children have always had a special place in my heart; they need our help. I have never been able to say “no” when a child is in need. The Spinoza I had was given to a child that was in great need and we felt that there was not enough time to try and contact Units for funds, so I gave my Bear, I understand that he received it with great joy.”

The American Legion Dept of WI has sponsored 1,014 children since 1996.

“It was 10 years ago that I first heard of Spinoza, the bear with the heart. Little did I know he would steal my heart. After reading a story in the Lions Magazine about Spinoza, I posted the article on a bulletin board at work and had funds for the first bear in 5 days. By the time the office closed in 1999, we had raised funds for 63 Spinoza Bears for children. The local newspaper did several stories about the “Bear Lady” and the response has made many very sick children happy with their new friend. Their smile is my reward.”



Jeanette Riekkoff

Betty Kay

We would also like to thank and give a “Hats Off” to:

.....George Horejsei, “buddy bear project” Chair for a VFW in Ohio for his efforts in sponsoring 130 children. His VFW Post 7609 has donated 45 Spinoza Bears alone!

.....the Sons of the American Legion Detachment of California and Don Ramirez, Detachment Commander. He and the SAL

of California have donated 37 Spinoza Bears to children in need in 2003/2004.

.....Elaine, a therapist at Oasis Women's Shelter in Gold Beach, Oregon. They are speaking to clubs and groups in the area to bring awareness to their program and the magic of Spinoza.

.....the American Legion Auxiliary of New Mexico and Loreen Jorgensen. The Dept. started with the “buddy bear project” in 1997. In 2004 they sponsored 50 children, bringing their total to 208 children.

.....Robin Briere and The American Legion Auxiliaries and their Districts in Florida. They have sponsored over 1898 children! Despite all the hurricanes!

.....Jennifer Stoorza, Ambassador for Lions Dist. 2-E2 in Texas. They have sponsored 149 children, 54 in the service year 2003/2004.

.....Doreen Wallace and The Women of the Moose Chapters in Virginia. Since they started with the project in 2002 they have sponsored 234 children.

.....Andy Cahill of the American Legion of Kentucky. Since 1995, they have sponsored 209 children. In November of 2003 Andy started the KY American Legion Spinoza Fund. With his new fund he has sponsored 61 children.

And let’s not forget... Hans Hafer, Dr. Edward Meyer, Ken Rousch, Rosemary Weber, Faye Massa, Sandy Eck, Carol McCool, Susan Moglia, Frank Zugaj, Will Pearson, Sue Gamache, Annetta Tucker, Jack Ford, Dot Santy, Sheila Galloway, Mickie Prendergast, Cathy Funkey, Linda Shirkey, Dulcea Sawhill, Kim Jacob and countless others.



The Spotlight



Featuring
Celeste Matsushima, CRA
University of Wisconsin
Madison Children's Hospital

Since January of 1995, Spinoza has been making an impact on the lives of children at the University of Wisconsin Madison Children's Hospital. Because of the generous gifts from the Kiwanis, American Legion Family, VFWs, Moose Family, Lions, Jaycees and many other clubs and individuals over 192 children have received their own Spinoza Bear. Over the past 5 years I have had the privilege of giving away hundreds of Spinoza Bears to help children cope with cancer. I truly believe that these bears have made a difference for the children that received them. They bring their bear to the hospital and it makes them feel like they have a friend experiencing the same thing that they are. Today, Spinoza has become an integral part of our work with children and their families. He helps them to sleep at night, and provides comfort to their grieving and uncertain hearts. They feel secure enough to talk with Spinoza when they won't talk to an adult. Again, thanks to all those involved for all the heart felt work that they do to provide the Spinoza Bear so that we can touch "a Child's heart" in a profound and meaningful way.

Spinoza's "buddy bear project" Definitions 101

"buddy bear project":

A program of The Spinoza Company, a Nonprofit Corporation. This service allows people to extend comfort, hope and encouragement to children in crisis from their own communities. The children may be chosen by the club or by the Spinoza "buddy bear project" Coordinator.

ACHIEVER PROGRAM:

Achievers are groups or individuals who commit to sponsoring 20 children in one service year. When a group has bears on hand they determine who the recipients will be and the children are able to receive them much quicker. The bears must be shipped four or more at a time to one shipping address. Costs are lower for this program and the savings are passed on to the Achievers.

AMBASSADOR:

Someone who generously volunteers their time to give presentations about Spinoza's "buddy bear project" and helps coordinate sponsors in their area. A special discounted package is available for Ambassadors with Spinoza products and materials to support their efforts. We honor Ambassadors in each edition of our newsletter.

BEAR BANK:

In 2005, we seek to establish "Bear Banks" at hospitals and hospices, allowing them to have Spinoza Bears on hand for immediate delivery to any child in crisis. Please help us reach our goal by letting us know of any company or group that would like information on this project. Call Spinoza at 1 800 282 2327.

CHILD/SPONSOR LETTER:

This is a letter sent by a "buddy bear project" coordinator to a club asking them to sponsor a particular child in their community who is waiting for a Spinoza package. We request that a response be made within 60 days. No other club is contacted within those 60 days.

KIDS LIST:

This list has all the children that have been referred to the "buddy bear project". Spinoza's coordinators have established relationships with child life specialists, nurses, doctors, social workers, and other professionals *nationwide* who let us know who could benefit from having their own Spinoza package. Due to confidentiality, our "Kids List" only have the first name/or name of the facility that referred them, age, diagnosis and hometown of the child.

PERSONAL DELIVERY:

Sponsors often ask to deliver Spinoza to the child themselves. If the child being sponsored is from our KIDS LIST *you must contact the coordinator at The Spinoza Company first*. We do our best to arrange delivery but, due to confidentiality and HIPAA Privacy Rule, this is NOT possible in many cases. Do NOT call the hospital or agency without talking to the coordinator first. We cannot guarantee you will

be able to deliver to the child in person, however, Spinoza is ALWAYS shipped with a card letting the child know who donated their Spinoza and contact information along with a blank thank you card for the child/family to send to their sponsor. The Spinoza Company will send a separate thank you to the sponsor/donor acknowledging your gift.

ELDERLY:

Seniors with Alzheimer's and advanced dementia respond very well to Spinoza bear. The effectiveness of Spinoza in reducing disruptive vocalization has been documented in a clinical study. Long term care facilities have Spinoza "on staff" and families give bears to their loved ones. Spinoza also provides much needed respite for care givers.

LITTLE GIRL/LITTLE BOY:

Because of the HIPAA Privacy Rule, some hospitals no longer give us a child's first name. This does NOT mean there is not a specific child in crisis waiting for their Spinoza.

HIPAA PRIVACY RULE:

Protects individually identifiable health information from unauthorized uses and disclosures, regardless of what state one lives in and gives the health care consumers more control over the uses and disclosures of their health information. Effective 4/14/2003.

HOSPITALS:

1,650 That is the number of facilities nationwide that refer children to the "buddy bear project". This includes Doctors, Social Workers, Child Life Specialists, Therapists, County Agencies, Shelters, Counselors, Hospices, and other agencies.

HOSPICE:

Spinoza has comforted thousands of patients and families, young and old, receiving physical and emotional support working hand in hand with hospice professionals to open communication, offer encouragement and provide comfort at the end of life, or for grieving loved ones.

MILITARY BEAR PACKAGE:

This special Spinoza package is designed to help children cope with their parents deployment. In addition to the Spinoza and 9 tapes, it includes a workbook "Help For Kids, Understanding Your Feeling about Terrorism, War and Peace", a heart shaped American flag lapel pin and the military children's book "Daddy You're My Hero" or "Mommy You're My Hero". This package is also available for Military Impacted Schools.

TALKING BOOK BEAR/4 TRACK:

This is a Spinoza Bear equipped with a specially designed cassette player that allows children to play Books on Tape for the blind from the Library of Congress in addition to the Spinoza library. This resource for visually impaired children encourages literacy, a critical step on the road to independence.

ENGLISH/SPANISH/FRENCH:

Sponsor Information

Ship To If different from left

Organization_____

Organization_____

Name/Title_____

Name/Title_____

Address_____

Street Address_____

City_____State_____ Zip_____

City_____State_____ Zip_____

Day Phone_____

Day Phone_____

Night Phone_____

Night Phone_____

Spinoza Packages (prices include shipping/handling)

	Donation	Quantity	Total
<input type="checkbox"/> Spinoza Bear, 9 tapes	\$143.00	_____	_____
<input type="checkbox"/> Spinoza Bear, 9 tapes, "Legend of Spinoza" story book	\$159.50	_____	_____
<input type="checkbox"/> For Children of Active Duty Service Members: Spinoza Bear, 9 tapes, "Help Children Understand About War" workbook, <input type="checkbox"/> "Daddy, You're My Hero" or <input type="checkbox"/> "Mommy You're My Hero" story book	\$150.00	_____	_____

Please accept our donation to the "Friends of Spinoza" fund, to sponsor Bears for children in need. _____

• Minnesota residents add 6.5 % tax _____

• Shipments to Canada, please add \$15.00 per Bear to cover additional shipping charges. _____

Check here if you would like Spinoza's tapes in Spanish Total Amount _____

Check here if you would like our staff to locate a child in your community, or call our toll free number.

Check/Money Order (payable to Spinoza's "buddy bear project")

VISA American Express

Mastercard Discover

Card#_____

Exp.Date_____

Signature_____

Mail the sponsor form and payment to:

Spinoza's "buddy bear project"
2666 Patton Road
Roseville, MN 55113-1136

**Credit card orders
can be faxed to:
(651) 604-6681**



**Or call our toll free number:
1-800-282-2327**

*Canadian Orders must be paid with a credit card
or a Money Order in US funds.*

Special Delivery: If at all possible, we would like to deliver Spinoza to the child we are sponsoring. (If this is comfortable for the child and family, we will send Spinoza to you for delivery.) We understand that if, due to the family's request this is not possible, the child we are sponsoring will receive a personalized gift card identifying our organization and we will be notified who our little "buddy" is.

Here's How Some Clubs Raise Funds

An American Legion Junior Auxiliary visits their AL Post with Spinoza, who has bandages on him. They ask people to buy a bandage for a buck for children in need and keep covering Spinoza with bandages.

The Woodridge Jaycees had a *Breakfast With Santa* with all the proceeds going toward Spinoza Bears for children in need anywhere in the State of Illinois.

An elementary school janitor challenged the students to save their change for a Spinoza Bear. If they were successful, they could shave the janitor's head. They raised enough for three Bears in their community.

A church group runs a can collection for recycling.

Hold a raffle of a set Spinoza puppets. One club raised over \$300.

Residents of Heritage Highlands, an active adult community in the greater Tucson area, opened their homes and hearts for a holiday home tour which raised enough funds to buy the bears for five children at the Steele Memorial Pediatric Cancer Research Center at University Medical Center and six developmentally disabled children in the Tucson area.

Spinoza's Wish List

Cases of multi-purpose copy paper
Letterhead printing
Web hosting and design
New Color Laser Printer
Printer supplies
One new desktop PC

1-800-282-2327

Total number of Sponsorships as of December, 2004

American Legion Auxiliaries . . .	9739
Lions & Lioness	5000
American Legion Posts	3272
Foundations & Corporations . .	3073
Kiwanis	2791
VFW Posts & Auxiliaries	2807
Women of the Moose	2757
Individuals	923
Jaycees	549
Sons of the American Legion . .	465
Knights of Columbus	339
General Fed. of Women's Clubs	244
Eagles	119
Others	1652

www.spinozabear.com