

Cohen's Face The World raises \$1.2 million

Tuesday, 08 June 2010

Army and Navy owner **Jacqui Cohen's Face The World Foundation** raised \$1.2 million at a glitzy party at Cohen's Point Grey home June 5.

The money will be distributed to various charities around the Lower Mainland.

Celebrities such as **Diana Krall**, **Elvis Costello** and **Nickelback** lead singer **Chad Kroeger** were among the 240 attendees who wined, dined and paid at least \$1,500 apiece for the soiree at Cohen's waterfront home.

"It was the only nice night we've had in the last two weeks," Cohen told *Business in Vancouver* June 7. "That was special. It means that I must have done something right in my life. The angels are watching over me."

Cohen sent invitations to guests that asked them to consider being what she called an "angel" by donating either \$25,000, \$10,000 or \$5,000 in addition to the entry fee.

"We had \$450,000 in our bank before the party. That was just from ticket sales and the angels," she said.

An auction raised nearly \$500,000. The biggest ticket item? A yacht that sold for \$260,000.

Cohen said former B.C. **NDP** leader **Joy MacPhail** led a drive to have people offer to donate money and get nothing in return except for a tax receipt.

That initiative raised \$220,000.

"[**Il Giardino** owner] **Umberto Menghi** donated the food, and **Charlton Hobbs Canada** donated all the liquor," Cohen said. "When you get donations like that, it allows you to raise a lot of money. Our expenses were minimal."

gkorstrom@biv.com