



What is A Dare to Remember?

A Dare to Remember is a nationwide challenge taking place from **October 17-25, 2009**. During one week, thousands of Canadians will undertake dares to raise money for HIV/AIDS in Africa through the Stephen Lewis Foundation. The idea is simple: **choose a dare for your class or school – you could hold a walk-a-thon, stop texting for a week, or serenade your Principal – and then ask everyone you know to sponsor you.** You can also Dare your colleagues and friends to do a dare, and help them fundraise to meet their goal.

All the funds raised will go to community-based organizations that are turning the tide of HIV and AIDS in Africa. The idea is that each of us can do something, big or small, and that when ordinary people come together, extraordinary things happen. **Join us and be part of A Dare to Remember.**

What dares are people doing?

- **Juliet** has always wanted to learn to swim, and has set a fundraising goal of \$500. She's signed up for lessons, and will swim the length of the pool during the Dare to Remember week. You can sponsor her now to take the plunge!
- **Grant** wanted to do something really different. He's an outdoorsy kind of guy, so he's challenging himself to portage a canoe for 5 km – right through downtown Toronto! He's started raising funds to reach his goal of \$500.
- **Joanna** is known among her friends as the life of the party, so they've dared her to write and perform her very first stand-up comedy routine. To get up on stage, she's going to raise \$2000. Others are joining her to make it a team dare!

Thinking about your Dare? Get inspired! Learn more about what Dares Canadians are doing on the 'Featured Dares' section of www.adaretoremember.com.

Why should our school get involved?

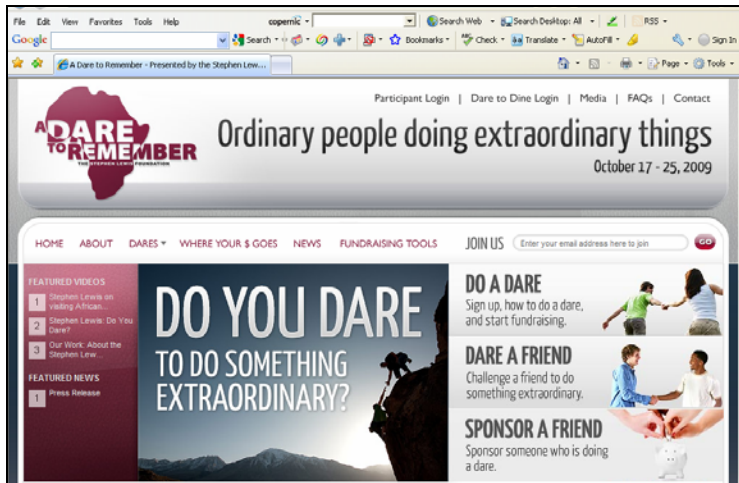
First of all, because it will be a lot of fun. It's a great opportunity to challenge yourself and everyone in your school to do something you've always wanted to do, but never had enough time, courage, or motivation.

Second, because it's your chance to be part of something big. Across Africa, every single day, ordinary people – grandmothers, women, children – are forced by the AIDS pandemic to push themselves to the limit, finding the strength to bring hope and real change to their communities. Show your support by taking on a challenge and doing something you never thought possible!

How does it work?

Doing a dare is simple! Here's what you need to know, in just a few easy steps:

1. **Choose your dare:** wear a clown's wig to class, hold a walk-a-thon, or come up with your own idea!
2. **Set up your school's Dare fundraising page** at www.adaretoremember.com
3. Tell your family and friends, and **ask them to sponsor you.**
4. **Spread the word** through Facebook, Twitter and e-mail, and dare others to take on challenges of their own!
5. **Do your dare** during the Dare to Remember week: October 17-25, 2009 along with thousands of Canadians coast to coast.



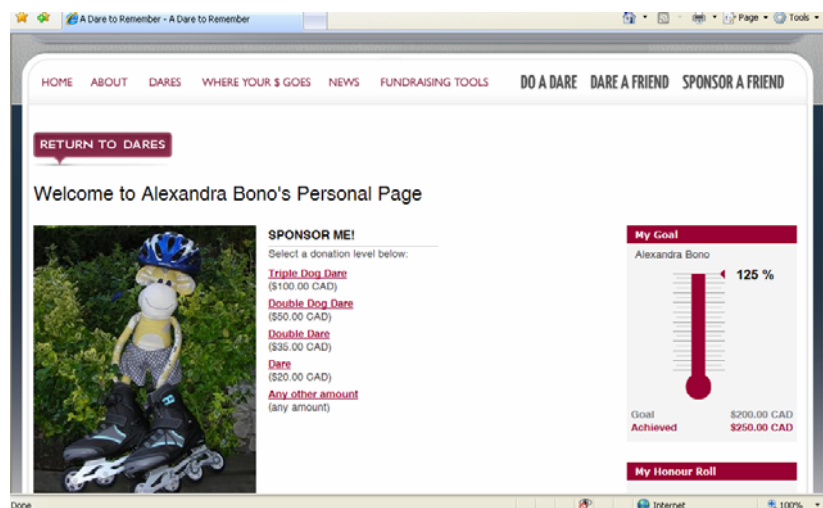
www.aDaretoRemember.com

Or, dare students and staff to rise to the challenge:

1. **Dare staff or students** – in person, on Facebook or through email to take on a challenge. Suggest a fundraising goal worthy of their feat. (Your Principal shaving their head could raise a few hundred dollars, everyone running 5K significantly more!). Send an e-card from our website with your dare!
2. Help them **set up their fundraising page** at www.adaretoremember.com and make a donation to get them started.
3. **Tell everyone you know** and ask them to donate.
4. **Spread the word** in person and online, using Facebook, Twitter, and more. Be sure to comment and share your friends' dares on Facebook so that even more people hear about it! But, don't stop there. Put up posters in your school. Write a blog post about your Dare and send it to your school newspaper.

What kinds of Dares can we do at our school?

- **Dare to be Bold!** Take on a physical challenge, and go the distance. Run, walk, swim, or bike 5K in solidarity with Africans who are forced by AIDS to push their limits every day. Ask your class for ideas, and get your families and school to sponsor you. Do a group dare and push the limits together as a team!
- **Dare to be Funny!** Wear a clown's nose, bunny ears or your pyjamas to school. Do improv or busk in the hallway. Get pledges to do any number of silly things in front of your class. Make people laugh in support of a great cause.



What should I do now?

Register your school's dare at www.adaretoremember.com. Decide how much you want to raise and set your fundraising goal. Create your personalized fundraising page online, and contact friends, family, and colleagues and ask them to sponsor you. Start raising money today, and do your dare alongside thousands of Canadians during the Dare to Remember week, which runs from October 17-25, 2009.

What else do I need to know?

If you can't do a dare yourself, **join the movement in any way you can**. Dare your staff, students, and friends. Donate to someone else's Dare and spread the word to everyone you know. Send it to your e-mail list and your Facebook page. Get on the phone and call your friends. Challenge yourself to be part of A Dare to Remember. Ordinary people can do extraordinary things. They're doing it in Africa, every day. This is the moment to stand with them.

Talk to us!

We'd love to hear from you! Drop us a line with any questions, comments or ways that we can help! Juliet Karugahe and her team can be reached at dare@stephenlewisfoundation.org or by phone at 1-888-203-9990, x252.