



## 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 – you could run 5km, learn to dance, or host one of 1,000 dinners – and then ask everyone you know to sponsor you**. You can also Dare your family, 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.**

## Why should I get involved?

First of all, because it will be a lot of fun. It's a great opportunity to challenge yourself 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:** host a dinner, run 5K, or come up with your own idea!
2. **Set up your personal fundraising page** at [www.adaretoremember.com](http://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.

## Or, dare your partner, colleague, boss or friend to rise to the challenge:

1. **Dare a friend** – in person, on Facebook or through email to take on a challenge. Suggest a fundraising goal worthy of their feat. (Shaving their beard could raise a few hundred dollars, climbing a mountain significantly more!). Send an e-card from our website with your dare!
2. Help them **set up their fundraising page** at [www.adaretoremember.com](http://www.adaretoremember.com) and make a donation to get them started.
3. **Tell your friends and family** and ask them to donate.
4. **Spread the word** online and in person, and dare yourself to take on a challenge of your own!

## What kinds of Dares can I do?

- **Dare to Dine!** Make dinner for a group of friends and collect donations. The goal is to have a 1,000 dinners taking place during the October A Dare to Remember fundraising week, with all proceeds going to support grandmothers in sub-Saharan Africa.

- **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. Invite your friends to join you!

### **Or, come up with your own Dare! Here's what others are 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!

Can't think of a Dare? Get inspired! Learn more about what Canadians are doing on the 'Featured Dares' section of [www.adaretoremember.com](http://www.adaretoremember.com).

### **What should I do now?**

**Register your dare** at [www.adaretoremember.com](http://www.adaretoremember.com). Decide how much you want to raise and set your fundraising goal. Create your personal 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 a friend, donate to someone else's Dare and spread the word to everyone you know. 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.