



### **What is a Dare to Remember?**

A Dare to Remember is a nationwide fundraising challenge that invites Canadians to take on 'dares' and raise money for HIV/AIDS in Africa through the Stephen Lewis Foundation.

### **Who is Stephen Lewis? What does the Stephen Lewis Foundation do?**

Stephen Lewis was the UN Special Envoy for HIV/AIDS in Africa from 2001-2006. He has also served as Canada's Ambassador to the United Nations and as the Deputy Executive Director of UNICEF.

While Stephen was traveling in his role as AIDS Envoy, he felt frustrated that more funding was not reaching communities that were most affected by the AIDS pandemic in sub-Saharan Africa. So, in 2003, Stephen and his daughter Ilana started the Stephen Lewis Foundation, with the aim of funding small, grassroots HIV/AIDS organizations in 15 countries hardest hit by the pandemic. Their funding model was based on a simple but powerful idea: that when you put money directly into the hands of communities, great things can happen. In just six short years, the Foundation has provided over \$34 million to more than 300 community-based initiatives – supporting women, children orphaned by AIDS and the grandmothers who care for them, and networks of community activists and people living with HIV and AIDS.

### **What kinds of dares are people doing? Can you do dares as part of a group?**

Hundreds of Canadians have already signed on to do dares ranging from giving up coffee for a week, to walking to work every day, to taking driving lessons, to bungee jumping. You can participate on your own, like Hannah Lunn of Banff, AB, who is daring to go vegan for a week — or as part of a group, like the students at McGill University who will turn themselves into a human piece of art on the campus lawn.

### **When is Dare Week? Do people have to do their dares during Dare Week?**

Dare Week takes place from October 17-25<sup>th</sup>. Across Canada, people are doing dares, signing up for dares, and challenging everyone they know to take part. You don't have to do your dare during Dare Week – just choose a dare idea, start collecting pledges and then do your dare by **World AIDS Day** (December 1<sup>st</sup>).

### **How can people get involved in A Dare to Remember?**

Choose a dare, set a deadline and then ask everyone you know to sponsor you. Then, set up your own personal fundraising page and collect donations online. Spread the word through Facebook, Twitter, e-mail and word of mouth – tell everyone you know about A Dare to Remember. Need a dare idea? Check out [www.adaretoremember.com](http://www.adaretoremember.com) to get inspired and see what others are doing. We've got lots of fundraising tools to help you get started!

### **Why should we participate in A Dare to Remember?**

Across Africa, every single day, ordinary people – grandmothers, women, children – have been pushed to the limit by the AIDS pandemic, but still find the strength to bring hope and real change to their communities. This is a chance to be part of something big: if we take the challenge, we can help transform lives.

### **What are celebrities doing to support the campaign?**

Here are just a few examples of the inventive dares that celebrities are doing:

- K-OS is daring do go back to his first job – working in The Bay’s toy department!
- George Stroumboulopoulos will announce his dare on an episode of *The Hour*
- Jeff Kassel (‘Testees’) dared to become a zookeeper for a day by working with elephants at the Toronto Zoo
- Amy Lalonde (‘Wild Roses’) and Natalie Brown (‘Sophie’) dared to overcome their fear of bees by harvesting honey on the Royal York Hotel’s rooftop apiary! They’ll be selling their delicious baked creations at Union Station during Dare Week
- Olympian Duff Gibson and his friends will be hauling a 20-litre jug of water on their heads for 12 km, to show solidarity with the struggles that people face each day in sub-Saharan Africa in the context of the AIDS pandemic

### **What is ‘Dare to Dine’?**

Dare to Dine is just one of many dare ideas people can undertake, and the proceeds go specifically to support grandmothers in Africa. The idea is simple: host a dinner party and ask your guests to give a donation. The type of food and number of guests is up to you – what matters is that everyone is coming together to support a great cause! We’ve got recipes, menu ideas and other tools to help with your dinner party at [www.adaretoremember.com](http://www.adaretoremember.com).

### **Where does the money go?**

Funds from A Dare to Remember will support community-based organizations that are working to turn the tide of HIV/AIDS in Africa. These grassroots groups are a lifeline for their communities:

- they provide counselling and education about HIV prevention, care and treatment;
- distribute food, medication and other necessities;
- reach the sick and vulnerable through home-based health care;
- help orphans and vulnerable children to access education and work through grief;
- support grandmothers caring for their orphaned grandchildren through support groups, food parcels and economic empowerment programmes;
- assist women who have been subjected to sexual violence by providing emergency reconstructive surgery, HIV testing and counselling, and vital psychological support

### **Where can people go to get more information?**

Visit [www.adaretoremember.com](http://www.adaretoremember.com) to get dare ideas, set up your personal fundraising page and see what others are doing. You’ll find loads of online tools to help you get started, including posters, sponsorship forms, media advisories, and more! Once you’ve signed up, spread the word through Facebook, Twitter, e-mail and word of mouth.

### **What can people do to support the cause if they’re not doing a dare?**

If you can’t do a dare, you can still take part: dare a friend, donate to someone else’s dare and spread the word about A Dare to Remember to everyone you know.