

Photo Credit: Stepping Stones International, Botswana

**Your support can help
cut the AIDS pandemic
off at its roots.**

Give Now



the *Stephen Lewis*
FOUNDATION

GIVE A DAY 2022

Dear Friend,

In 2021, the AIDS pandemic took a life every minute. While in recent years extraordinary progress has been made to address the AIDS crisis, since the rise of COVID-19, that progress has slowed. This means that for millions in sub-Saharan Africa, the AIDS pandemic is still a reality. The solutions are interwoven with addressing many other global concerns, including poverty, food insecurity, and gender inequality.

For nearly 20 years, the Stephen Lewis Foundation (SLF) has partnered with grassroots organizations in sub-Saharan Africa, providing more than \$130 million in funding to help cut the AIDS pandemic off at its roots. We are dedicated to supporting community organizations on the frontlines of the pandemic who are ensuring those most affected — women, girls, and members of LGBTIQ communities — are protected.

I am writing to invite you to join them through Give a Day. Since 2004, this grassroots campaign has challenged Canadians to recognize World AIDS Day on December 1st by giving one day's pay to the SLF. As we gear up to celebrate the SLF's 20th anniversary, we aim to recruit 20 new businesses to be part of the Give a Day movement. We would like you to play a part.

With the click of a button, your organization can demonstrate to employees that you are committed to partnering with a charity with anti-colonial, anti-racist, and feminist values, and whose support of communities ensures long-term impact.

Our Give a Day communications and programming will include interactive and informative events and stories that demonstrate the effectiveness of our funding model, and the impact of your team's gift. The following package has everything you need to set your organization up for success for Give a Day, and our team at the SLF is always ready to help. We look forward to seeing you join us this year.

In solidarity,



Niambi Martin-John
Director of Development



How We Work

The Stephen Lewis Foundation challenges inequities by working in partnership with community-based organizations and directly supporting community-led solutions to the AIDS pandemic in sub-Saharan Africa. Visit our website for more information: www.stephenlewisfoundation.org.

"[Give a Day] is an innovative and transformative way of providing support, and I could never do that myself because I couldn't know which organizations to trust. But the Foundation has set up a model where they do the vetting, they do the monitoring, they do the impact reporting.... And I think it's a brilliant model for supporting people on the ground in local communities who are creating a better community."

— Michael Fekete, Partner at Osler, Hoskin & Harcourt LLP

The SLF partners in ways that:



Empower, not restrict



Support, not demand



Encourage, not dictate



Connect, not compete



Champion, not lead

As of 2021,
we have disbursed and committed

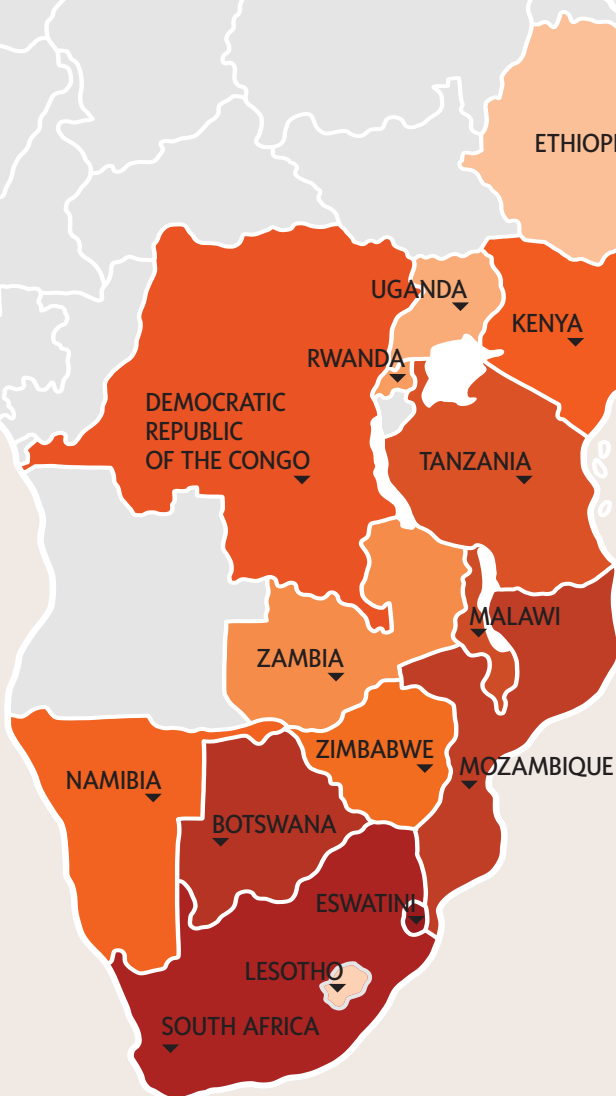
\$134 million

in program spending for
over 2100 projects by

335 organizations

working in

15 African countries.



The Power of One Day's Pay:

A mother's shop and a child's education

Your one day's pay supports women entrepreneurs like Joyce to provide for their families and give back to their communities.

Joyce begins her day opening up the successful cereal shop she runs in Kibera, Nairobi's largest informal urban settlement. Members of her community recognize her, as she is a well-known leader who is making important contributions to her community. As a change-maker and mobilizer, her expertise is valued by her community and respected by politicians. On any given day, you could spot her working as a home-based care provider, peer educator, and advocate.

She is one of many grandmothers supported by Young Women Campaign Against AIDS (YWCAA), a Stephen Lewis Foundation partner and community-based organization in Kenya that connects women with the resources and support they need to achieve their goals.

When Joyce first connected with YWCAA, she was running a small business from her one-room home. Recognizing her industrious nature, YWCAA introduced Joyce to their "BAWA" program that supports women working as bar waitresses who are at high risk of violence. Through this economic empowerment program, Joyce received a small loan to start a cereal shop.

The training Joyce received along with the initial investment in her new business venture was just what she needed. Daily, she applies everything that she has learned, including record keeping, customer service, and investing. She was able to use the funds given to her through the program to access more credit options for the business and to pay school fees for her son who is today attending law school. Thanks to our Stephen Lewis Foundation supporters and partnership with YWCAA, Joyce has been able to improve and grow her business so that she can now give a hand up to those in her community who may still be struggling.

“

"In my community, if I hear somebody doesn't have food, I have to share what I have. To be a grandmother you have to be a role model, a role model in the community."



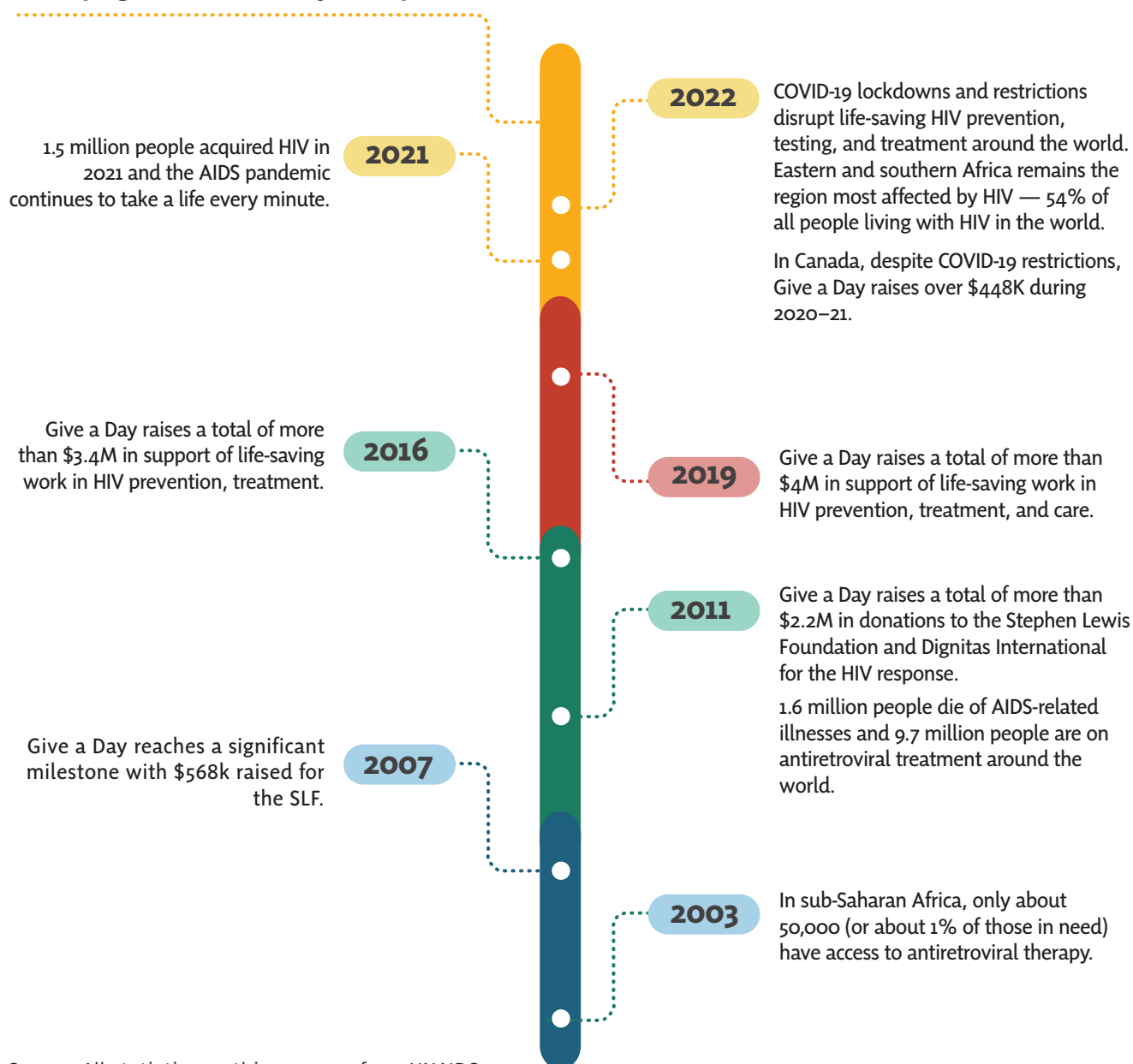
Photo Credit: Wambui Gathe, Kenya

Fundraising Milestones

Give a Day has raised more than \$5.3 million to support the HIV response.

As we prepare to celebrate the SLF's 20th anniversary next year, we invite you to help us reach a new milestone. By September 2023, we will recruit **20 new Canadian businesses to join the Give a Day campaign.**

You can help us reach a new milestone:
20 new Canadian businesses to join the campaign. Be a Give a Day Champion!



Source: All statistics on this page are from UNAIDS.

Your Quick Start Guide



Name your Champion

A Champion is your organization's link to the SLF for all things Give a Day, and will lead activities and events, with direct support from our SLF team.



Connect with us!

To enroll in Give a Day and introduce your Champion, email community@stephenlewisfoundation.org. You can also visit www.stephenlewisfoundation.org/give-a-day. We will answer any questions you may have, and ensure your team is set up for success.



Fill out this form

To support your team's fundraising activities, we can customize a unique donations page. Simply upload your organization's logo, set your fundraising goals, and share any special requests. Our team will take it from there.



[Click here to access the form](#)



Spread the word

To help you build momentum, grow your team, and show the impact of Give a Day, we can provide inspiring photos, links to online resources, and printed materials for your workplace. Tag @stephenlewisfdn and we'll engage with your team through social media.

Key Dates & Timeline

Fall 2022

Early October

- Campaign kick off! We will connect with new and returning Give a Day Champions, and provide everything you need to get started.
- Set this year's goals! Returning team Champions will receive a summary of previous achievements and highlights. New team Champions will meet with SLF staff to get set for a successful first year.

Late October

- Launch your team's online donations page. Upload your logo and share any special requests using our quick-start form by October 31. Your SLF contact will create your customized donations page and provide you with a link.
- Plan a visit from the SLF. We will help you plan a special Give a Day presentation at your organization in November.
- Galvanize your team! Share inspiring photos, videos, and stories and more that show how your team's activities translate to real-life change in our SLF partners' communities. Let us know what you need for your outreach.

November

- Fundraise and raise awareness about the Give a Day campaign!
- Host a special event for your team to build momentum, rally support, and grow your team.
- Tell us about your team's fundraising events and activities. Share your photos, video, and stories with us by email, or on social media with the tag @stephenlewisfdn.

December

- Join us on World AIDS Day (December 1st) for a special Give a Day hybrid event to celebrate your team's achievements. Hear directly from SLF community-based partners about the impact of your team's support.

Give a Night – Spring 2023

Give a Night is a dynamic fundraising campaign inspired by Give a Day. Created as a way for interns, staff, and articling students at participating businesses and firms to support the SLF, Give a Night fundraising is group-led with a focus on friendly competition and fun challenges. Give a Night's most popular events include Pie-a-Partner and the Give a Night Gala. Email community@stephen-lewisfoundation.org for details about participating in spring 2023.



give
a NIGHT

Frequently Asked Questions

Can my friends and family get involved?

Involving your community is as easy as directing them to your personal fundraising page. They will be able to learn more about the campaign, see your progress, and donate in support. We are also happy to provide resources to share at your office and with anyone interested in joining your team.

How do we get the funds to the SLF?

There are a few different ways to send the funds raised to the SLF. The easiest is through online donation pages, which we will help you to set up to collect individual gifts. Another option is to collect donations and make a one-time gift on behalf of those donors. In this case, to issue tax receipts to individuals, your Champion will need to provide the SLF with donor information for each gift in the cumulative total.

You can send a money order through wire transfer, or we accept a cheque. All donations must be accompanied by donor information.

To issue a tax receipt, we require the donor's full name and mailing address, including a postal code and the donation amount. According to CRA regulations, even emailed tax receipts require a full mailing address in Canada.

When is World AIDS Day?

Founded in 1988, World AIDS Day (December 1st) is the first-ever global health day. To learn more about World AIDS Day visit: www.unaids.org/en/World_AIDS_Day.

Where do Give a Day funds go?

The Give a Day campaign raises funds and awareness for the Stephen Lewis Foundation. The SLF challenges inequities by working in partnership with community-based organizations and directly supporting community-led solutions to the AIDS pandemic in sub-Saharan Africa. This means, your Give a Day fundraising efforts and donations translate to real-life change.

What is the difference between giving "one day's pay" and Give a Day fundraising?

Most Give a Day participants donate "one day's pay" on World AIDS Day (December 1st). Throughout November, many businesses and organizations also launch fundraising events and challenges to boost their total contribution. Which team will raise the most this year? Get in on the Give a Day fun and have an impact this World AIDS Day!

I'm not part of a business or fundraising group but I'd still like to give, is there a way I can donate?

Yes, absolutely! Make your donation at www.stephenlewisfoundation.org/give-a-day. Tax receipts are automatically issued for gifts of \$20 or more.



This World AIDS Day, donate one day's pay to help the Stephen Lewis Foundation cut the AIDS pandemic off at its roots.

Give Now



Photo Credit: Wambui Gathe, Kenya

GIVE A DAY 2022 | community@stephenlewisfoundation.org | 1-888-203-9990 ext. 0

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