



**Your support will champion health
and human rights to end AIDS.**



Photo Credit: Sofi Lundin/IBU/Uganda

GIVE A DAY 2024



**Stephen Lewis
Foundation**

Dear Friend,

We invite you to join us for the Give a Day Campaign. Together we will champion health and human rights to end AIDS! Your support is crucial in our global effort against the HIV epidemic.

Globally, the HIV epidemic remains a profound challenge, claiming 630,000 lives in 2023 — more than one life every minute. Despite progress, 1.3 million people acquired HIV last year. Almost 40 million people are living with the virus, predominantly in countries in sub-Saharan Africa where it is still a significant public health threat.

For over two decades, the Stephen Lewis Foundation has raised over \$200 million to support our grassroots partners across sub-Saharan Africa. These community organizations are on the frontlines, protecting those who suffer the greatest impact of HIV — children, especially girls, women and LGBTIQ communities.

An annual initiative since 2004, Canadians mark World AIDS Day on December 1st by donating one day's pay to the SLF. Your contribution will directly empower our partners to create a transformative impact in the lives of those affected by HIV.

By participating, you become a champion of health and human rights, aligning with a foundation that embodies anti-colonial, anti-racist and feminist values, ensuring sustainable change within communities.

Included in this toolkit are resources to support your participation in Give a Day. Our SLF team is here to assist you every step of the way.

We look forward to your involvement this year as we unite in global solidarity to end AIDS.

In solidarity,



Niambi Martin-John,
Director of Development
Stephen Lewis Foundation



Photo Credit: Ernest Ziro/HAPA/Kenya

How We Work

For more than 20 years, the Stephen Lewis Foundation (SLF) has challenged traditional power structures in international development and philanthropy by shifting resources into the hands of local communities.

The HIV epidemic remains a public health emergency in sub-Saharan Africa. Committed to community-led solutions, we provide funding and allyship to local organizations who restore hope, reclaim human rights, fight injustice, and save lives. Learn more about the SLF at stephenlewisfoundation.org.

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[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

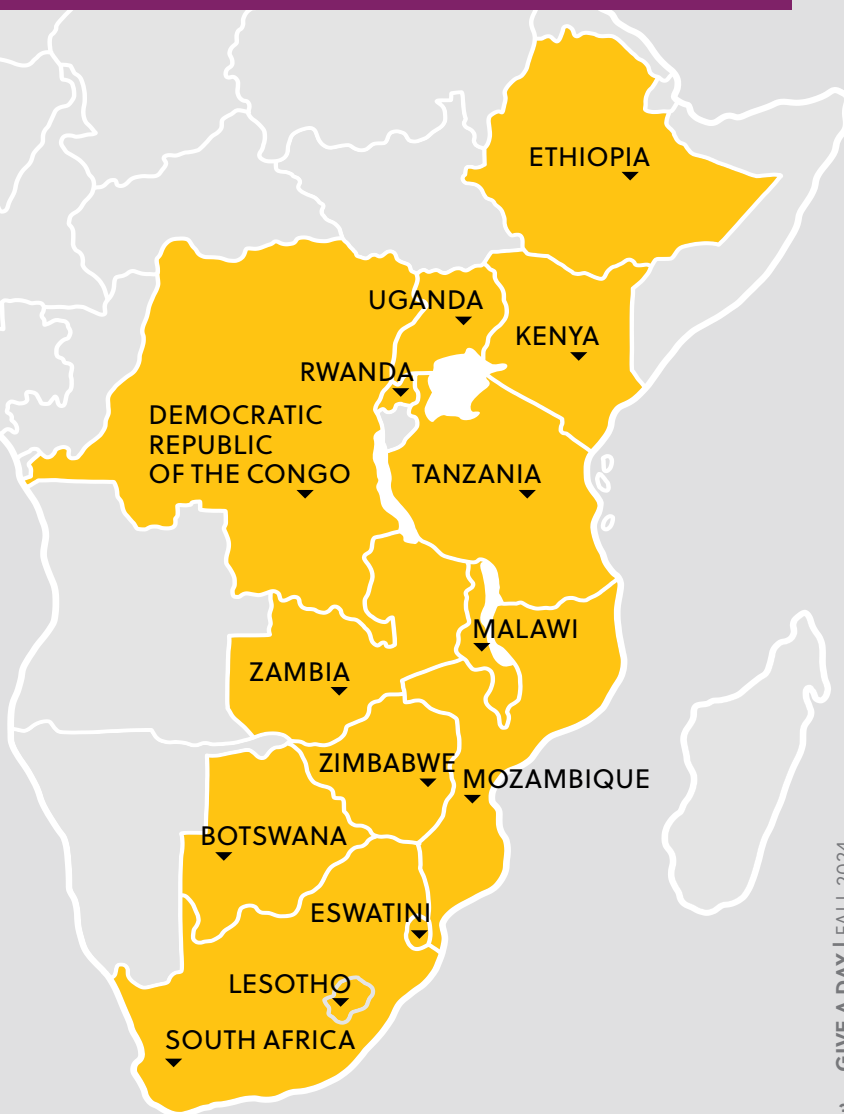
Since 2003,
the SLF has raised more than

\$193 million

in support of grassroots
organizations to end AIDS.

In 2023, we worked with

98 community partners,
with impact in **14 countries**
across **sub-Saharan Africa.**



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.

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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 Gatheci/Kenya

A Quick Start Guide for Teams

Get your organization on board this Give a Day!



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 theslf.org/giveaday. We'll answer any questions you may have, and ensure your team is set up for success.



Create your very own fundraising page

You're a click away from creating your very own fundraising page for your teams, groups, friends and family. If you'd like assistance, we are more than happy to help. Simply email us at community@stephenlewisfoundation.org.



Spread the word!

Build momentum, grow your team, and show the impressive impact of Give a Day! We'll provide you with inspiring high-resolution photos, links to online resources, and printed materials to support your fundraising online and in person. Tag @stephenlewisfdn in social media posts, and we'll cheer your team on!

Building a home and a legacy: Esther Gopito

At 71 years of age, Esther Gopito is parenting three grandchildren who are 8, 12, and 15. Like many African grandmothers who are raising the next generation, Esther courageously and compassionately embraces the responsibility and the challenge. Her grandchildren are her pride and joy.

After she lost her husband, Esther had to shoulder the responsibility of caring for her grandchildren by herself and struggled to make ends meet for her family. In 2014, Esther joined a grandmothers support group with Farm Orphan Support Trust (FOST). An SLF partner since 2008, FOST was created to respond to increasing numbers of children who had lost their parents to AIDS-related illnesses in Zimbabwe. Today this community-led organization continues to provide vital care and support to those who need it most.

Thanks to FOST's support, Esther now runs a small farm. Initially, FOST equipped Esther with the tools she needed as well as a few chickens to launch an income-generating poultry project. She saved her earnings, and

through FOST's savings and loans group, she borrowed the money she needed to invest in more livestock and increase her household income. She's hoping to build fences for her livestock and purchase fertilizer to improve her crops. Esther is able to provide for her grandchildren and support their education. Her life is transformed and she is planning for her family's future.

Thanks to SLF supporters like you who stand in solidarity with our community partners, grandmothers like Esther are accessing the resources they need to create safe and healthy environments for their grandchildren to grow, learn, and build hopeful futures.

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We are so grateful because they are giving us so much. Now we are living better.

— Esther Gopito



Give a Night

Give a Night is a dynamic fundraising campaign inspired by Give a Day. Created as a way for interns, articling students and staff 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 Lawyer and the Give a Night Gala.

For more details about participating this spring, contact our team any time at community@stephenlewisfoundation.org!



Frequently Asked Questions

Can my friends, family, colleagues, and other networks get involved?

Yes! If you have a customized fundraising page, you can share the link with them. On your page, they will be able to learn more about the campaign, see your progress, and donate in support. Or, you can simply direct them to theslf.org/giveaday.

And, whether you are donating as an individual or as part of a team, you can nominate 3 people to take the Give a Day Challenge and donate one day's pay. See details on the challenge on page 5 of this toolkit. We can also provide you with resources to share at your workplace, and with anyone interested in joining the Give a Day Campaign.

How do we get the funds we raise to the SLF?

There are a few different ways to send funds raised to the SLF. The easiest way is through an online donations page, which we can help you to set up for individuals' contributions in support of you or your team. 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 Give a Day Champion will need to provide the SLF with donor information for each gift in the cumulative total. You can also send money orders by wire transfer and we accept cheques. 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 1) is the first-ever global health day. Learn more about World AIDS Day at www.unaids.org/World_AIDS_Day.

Where do Give a Day funds go?

The Give a Day Campaign raises funds and awareness for the Stephen Lewis Foundation (SLF). For more than 20 years, the SLF has championed health and human rights to end AIDS.

The HIV epidemic remains a public health emergency in sub-Saharan Africa. Committed to community-led solutions, we provide funding and allyship to community-led organizations who are restoring hope, reclaiming human rights, fighting injustice, and saving lives. Learn more about the SLF at stephenlewisfoundation.org.

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 in honour of World AIDS Day (December 1st). Throughout November, many businesses and organizations also hold Give a Day fundraising events and challenges to boost their total contribution as a team. Which team will raise the most this year? Get in on the Give a Day fun and make 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 theslf.org/giveaday. Tax receipts are automatically issued for gifts of \$20 or more.



**Your support will champion health
and human rights to end AIDS.**

Give Now

Photo Credit: Blessings Phodogoma/
Red Dot Films Malawi/RISE

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Charitable Registration # 89635 4008 RR0001

Publication Mail Agreement # 41002516

Return undeliverable Canadian addresses to:
260 Spadina Ave · Suite 100
Toronto ON Canada M5T 2E4



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