



**February 9, 2010  
is time for your  
school to Soar!**

**McKinnon Public  
School** challenges all  
Peel District School  
Board Schools to  
S.O.A.R. in 2010

*“The focus of Students S.O.A.R. is on orphans. The awareness you raise and the money you raise will help to make life bearable for many orphaned boys and girls in Africa. I have visited many elementary schools in Africa: they can hardly believe that school students in Canada are concerned about them. It brings them joy; it brings them hope.”*

Stephen Lewis,  
Chair Stephen Lewis Foundation

Proceeds donated to:



the *Stephen Lewis*  
FOUNDATION

[www.stephenlewisfoundation.org](http://www.stephenlewisfoundation.org)



# Take the challenge Participate on February 9, 2010

S.O.A.R. stands for Students helping Orphans in Africa with Relief. This student initiative challenges schools, parents and communities to help children orphaned by HIV/AIDS. All proceeds raised through S.O.A.R. fundraising activities are directed to the Stephen Lewis Foundation.

Proceeds donated to:



The Stephen Lewis Foundation (SLF) supports community-based organizations that are turning the tide of HIV/AIDS in Africa.

Last year, a number of schools in the Peel District School Board participated in fundraising activities, raising several thousand dollars for the Stephen Lewis Foundation. This year, our goal is to increase the number of schools participating in the S.O.A.R. 2010 challenge. Please register your school today and have your students make a difference.

Benefits of participating in S.O.A.R.



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## *educate*

students about HIV/AIDS in Africa and the challenges facing orphans and other vulnerable children

## *inspire*

students to get involved with their schools and communities and learn how to make a difference through volunteerism and fundraising

## *motivate*

students to raise funds to help children affected by HIV/AIDS in Africa by donating their proceeds to the Stephen Lewis Foundation



# Be the school that makes a difference!

## Toonie Tuesday, February 9th

Mark the date and participate by asking students to donate a Toonie as part of the fundraising initiative at your school. Choose from the options below and we will provide you with a S.O.A.R. Marketing Tool Kit.

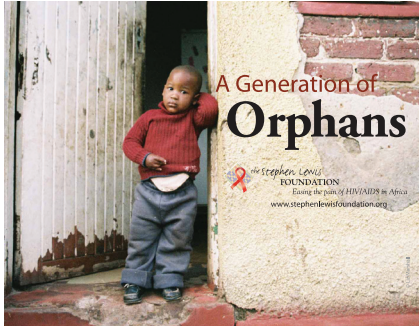
**Kit Includes:** posters from the Stephen Lewis Foundation, S.O.A.R. Toonie Tuesday posters and a CD with printable files to promote your event.

### Option One

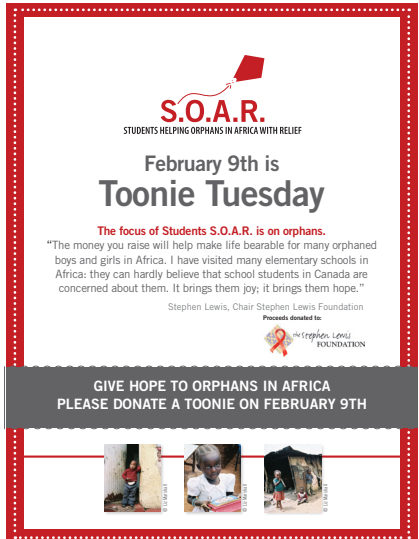
Participate in Toonie Tuesday by asking students to donate a Toonie in support of the Stephen Lewis Foundation. Printed postcards, for students to sign, are available upon request. Postcards can be displayed on bulletin boards, in classrooms and through out the school. Please see registration form for more details.

### Option Two

Create a fundraising event of your choice, using the S.O.A.R. Marketing Tool Kit. This could be a bake sale, pizza lunch, dance-a-thon or sale of candy-grams. The choice is yours!



Stephen Lewis Foundation Poster



S.O.A.R. Toonie Tuesday Poster



S.O.A.R. Postcard

## Please Register Today

Register for this event by filling in the fax-back form located on the back page of this brochure. If you are receiving this electronically, please fill in the editable PDF registration form. Printed materials will be shipped in January, 2010.



## S.O.A.R. Registration Form

Name of School \_\_\_\_\_

Number of Students \_\_\_\_\_

Address of School \_\_\_\_\_

Principal's Name \_\_\_\_\_

Email \_\_\_\_\_

S.O.A.R. Coordinator Name \_\_\_\_\_

Phone Number/Email \_\_\_\_\_

### Participation in the S.O.A.R. 2010 Challenge

- We will participate in Toonie Tuesday fundraiser on Tuesday, February 9th
- We will not participate in the Toonie Tuesday fundraiser, but will include fundraising event(s) at our school between February and June 2010. Please provide proposed date and description (if known at this time)

\_\_\_\_\_  
\_\_\_\_\_

### Marketing Materials

- We are interested in receiving the S.O.A.R. Marketing Tool Kit: Stephen Lewis Foundation posters, S.O.A.R. Toonie Tuesday posters, S.O.A.R. Template CD with customizable messages
- We are interested in receiving the paper S.O.A.R. Postcards. Each kit contains 100 postcards. Additional postcards can be printed using the template found on the CD included in the S.O.A.R. Marketing Tool Kit

**Fax registration form to:**

**Norm Black, Principal, McKinnon Public School**

**phone 905-361-2544 fax 905-361-2545 email [norman.black@peelsb.com](mailto:norman.black@peelsb.com)**