



CANADIAN HERO FUND®

Keeping their dreams alive.

11 FOR 11 CAMPAIGN

OUR ORGANIZATION

The Canadian Hero Fund is a charitable organization dedicated to supporting Canadian military personnel and their families.

As a national civilian charity, the Canadian Hero Fund raises money through community, grassroots efforts and acts as a conduit for all Canadians to show their support and care for military families and their sacrifice.

The initial project of the Canadian Hero Fund is to provide post-secondary scholarships to the children and spouses of fallen Canadian soldiers. Scholarships awarded by the Fund help finance post-secondary education at government-accredited universities, colleges and technical schools.

Our fundraising goal for the Scholarship Program is \$2,000,000 over four years. The Canadian Hero Fund allocated \$10,000 in scholarships this Fall.



SIDNEY CROSBY

11 FOR 11 CAMPAIGN

“11 for 11” is a campaign for Canadians to go above and beyond this November. Over 150 soldiers have given their lives in Afghanistan, many leaving families and very young children behind. This November Canadians will remember the fallen, but they also have an opportunity do something for the families who have made the ultimate sacrifice.



From November 1st to 11th we are asking the public to donate \$11 to the Canadian Hero Fund scholarship program. The “11 for 11” corporate campaign has been designed to engage businesses in the common goal of ensuring that the children of the fallen have access to a post-secondary education. We are asking Canadian corporations to donate a portion of their sales over a discretionary period leading up to, and including November 11th.

In the spirit of the campaign, we are asking you to incorporate the number “11” into your donation.

- 11¢ of every transaction
- \$11 of every sale
- 11% of income over the week
- Or working towards a goal of \$1,100, or \$11,000

Our campaign is flexible. We are looking to practically, and fairly integrate our goals into your business activities.

The “11 for 11” initiative is in your hands.

We hope to turn 11 into a much larger number!

WORKING WITH US

As a relatively young charity with ambitious goals, we offer your business the opportunity to make a big impact. Our grassroots focus means that we strive to give your company and your people the recognition they deserve.

For participating businesses, we provide a variety of promotional materials and support, including signs for use inside and outside of your place of work, a template press release, and a feature page about your fundraiser on our website.

For businesses able to make contributions in amounts greater than \$2500, electronic banners will be provided for your website, identifying your company as a strong supporter of the Canadian Hero Fund.

For businesses able to make contributions in amounts greater than \$5000, our media team will come to your place of work to film personalized video interviews with your employees and feature your company's contribution in a special sponsor zone on our website.

As a registered charity, the Canadian Hero Fund can also issue charitable receipts for tax purposes. Should your company wish to receive a tax receipt please contact us directly.

In short, you provide Canadian Hero Fund with a unique “11 for 11” pledge, and we provide you with the platform to advertise your support for the men, women and families of the Canadian Forces during Remembrance Week.

Together, by providing them with financial support for post-secondary education we encourage the children and spouses of fallen soldiers to follow their dreams.

THE CANADIAN FORCES



WHAT WE HAVE DONE

We might be a young organization, but we are active. From our humble beginnings in 2009, we have partnered with some great people to raise money for the children and spouses of fallen soldiers.

In May 2010, Canadian rockers The Trews released a song co-written with Gordie Johnson of Big Sugar entitled 'Highway of Heroes' – a tribute to fallen Canadian soldiers and their families. Having a strong desire to benefit Canadian Forces members and their families, the band decided to donate the net proceeds from sales to the Canadian Hero Fund.



HIGHWAY OF HEROES

On June 28th, 2010, Hockey Canada joined forces with Canada's military in Edmonton to pay tribute to heroes in two types of uniforms. The Canadian men's and women's Olympic hockey teams assembled to celebrate their gold medal victories and to recognize the service of our armed forces. A total of \$10,000 was raised for our scholarship program.



HOCKEY CANADA FUNDRAISER

11 FOR 11 CORPORATE PLEDGE

COMPANY NAME _____

CONTACT PERSON _____

CONTACT NUMBER _____

CONTACT E-MAIL _____

INSTRUCTIONS

Please email a copy of this form to info@herofund.ca, or send to:

Canadian Hero Fund
55 Bloor St. West
P.O. Box 19532
Toronto, ON
M4W 3T9

You can also call 1-888-602-3071 and we will have someone come and pick it up!

You can also fill out this form online! It's fast, easy, and convenient. [Just click here.](#)

YOUR PLEDGE

To raise: \$1,100
 \$11,000
 Other: \$ _____

or

To donate: 11%
 \$11
 11¢
 Other: \$ _____

Of all:

sales transactions profits Other: _____

From _____ (start date) until _____ (end date)

PRESS

Canadian Hero Fund has been featured in:



CONTACT

Canadian Hero Fund
55 Bloor St. W
P.O. Box 19532
Toronto, Ontario
M4W 3T9

www.herofund.ca

info@herofund.ca

(888)602-3071