



CANADIAN HERO FUND®

Keeping their dreams alive.

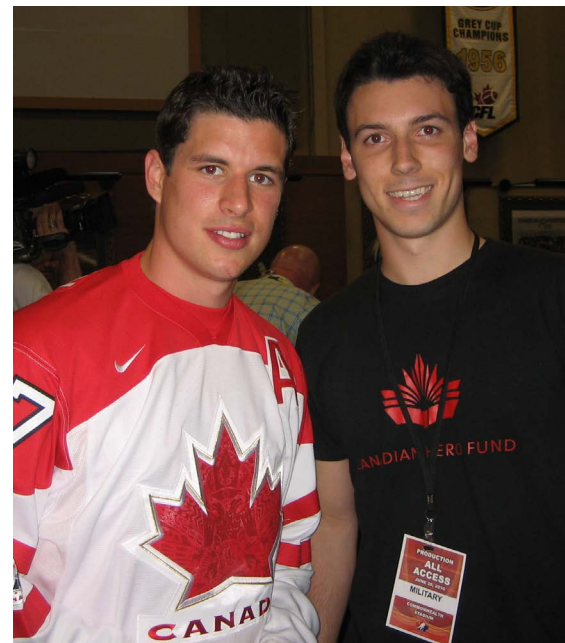
11 FOR 11 VOLUNTEER KIT

OUR ORGANIZATION

The Canadian Hero Fund is a registered 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 its first scholarship in the Fall of 2010.



SIDNEY CROSBY

11 FOR 11 CAMPAIGN



 CANADIAN HERO FUND®

“11 for 11” is a campaign for Canadians to go above and beyond this November. Over 150 soldiers have given their lives over the last 8 years, many leaving families and very young children behind. This November Canadians will remember the fallen, but they can also remember the children who lost their heroes. From November 1st to 11th we are asking the public to donate \$11 to the Canadian Hero Fund scholarship program. These scholarships ensure that the children of our fallen heroes are able to follow their dreams, and that the dreams of those soldiers who wanted more for future generations are not forgotten.

HOW YOU CAN HELP

The Canadian Hero Fund is recruiting volunteers in every province across the country to participate in the 11 for 11 campaign. There are many ways you can help, from as little as sharing this initiative with your family and friends, to organizing your own 11 for 11 event. Here is what you can do:

11 for 11 Corporate Fundraising

The 11 for 11 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 companies, big and small, to donate a portion of their sales over a discretionary period leading up to, and including November 11th. Companies are donating \$11, or 11% per sale, or pledging totals of \$1,100, or \$11,000. You can ask your local businesses to participate and provide them with the 11 for 11 Corporate Fundraising package. If you have not received the corporate package please email 11for11@herofund.ca for more details.

Highway of Heroes Remembrance Campaign

“Highway of Heroes” is a tribute song by Canadian band The Trews and is dedicated to fallen soldiers and their families. Proceeds from the song go to the Canadian Hero Fund scholarship program. Schools from coast to coast are participating in the *Highway of Heroes Remembrance Campaign*



CLICK HERE TO WATCH

by playing or singing the “Highway of Heroes” song at their Remembrance Day ceremonies. It was a grade 5 class in Ontario and their music teacher who arranged the sheet music for school choirs. You can share the *Highway of Heroes Remembrance Campaign* with schools in your area. If you have not received the school package which includes music scores for elementary and secondary schools, please email 11for11@herofund.ca.

Organize an event in your community

You can organize your own event or fundraiser during 11 for 11. Canadians have already held fundraising events at university campuses, schools, offices, churches and community centers across the country in support of the Canadian Hero Fund. Register your own event from the 1st to the 11th of November at 11for11.ca.

Spread 11 acts of remembrance in your community

In addition to raising money through donations, the 11 for 11 campaign incorporates an awareness aspect, asking Canadians to do 11 acts of kindness for Canadian military personnel and their families during the first 11 days of November. You can write a letter to troops, thank a soldier when they see one, do a small act of kindness for a military family in their neighbourhood, wear red on Red Fridays, or a host of other things as a way of showing you care. Visit 11for11.ca for a full list of ideas.

CONTACT

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