

We, the cast and crew of



**CHALLENGE YOU and your show to beat us
in raising money for The Actors' Fund of Canada
in the 2008 TV Charity Challenge**

WHO IS IT FOR?

The Actors' Fund of Canada is our national charity that provides financial aid to help our friends and colleagues in the entertainment industry maintain their health, housing and ability to work after an illness, injury or sudden unemployment. Anyone working as a professional in our business, whether as an actor, director, technician, writer or other creative or production team member can apply for help from the Fund. We all know that the industry has seen some tough times lately, and the Fund has responded by delivering over \$500,000 in relief payments last year alone. Over the last seven years demand for the Fund's assistance has DOUBLED!

WHAT WE'RE DOING

On November 14 we are running a 50/50 draw on our set. Half of the proceeds of our draw will go to the Actors' Fund.

THE CHALLENGE

Plan a fundraiser for the Actors' Fund on your set and try to match, or better yet, beat what we raise.

WHAT YOU CAN DO

Your Charity Challenge fundraiser can start and end anytime and take any shape you want, all depending on what fits your schedule and the dynamic on your set.

- An easy way to participate in the Challenge is to run a 50/50 draw like we're doing. Many productions do this now on a weekly basis, so naming the Actors' Fund as the charity that will receive half the proceeds needs no extra organization. You could also just take up a collection of cash or cheques on set or at your wrap party.
- If your cast and crew is feeling energetic, you could call your friends in the business, get them to donate some prizes, sell tickets and run a raffle or auction. Or you could organize a pool tournament, karaoke night, offer services from the various departments (make over, tune up, alterations, etc...)
- Ask the cast or producers if they will match your fundraising efforts.

When you've decided what kind of fundraiser you're going to do, call the Actors' Fund office and let them know – that way our competition can generate some added publicity for the Fund and maybe even attract more support from the industry.

The cast and crew of CBC-TV's **Heartland** raised over \$11,000 recently with a fundraising barbecue.

LET'S SHOW THE INDUSTRY WHAT WE CAN DO in support of this great cause that helps industry members everywhere in Canada. The Actors' Fund needs us now – let's get together and help our own!

Yours truly,

Christine Willes and *Tyler Labine*, on behalf of the cast and crew of **Reaper**.