

# 2009 Give a Day Campaign



[www.giveaday.ca](http://www.giveaday.ca)

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**“The AIDS pandemic will be halted when we assert that the current situation is intolerable and the solutions are within our grasp. Be part of the answer. Please, give a day.”**

Dr. Jane Philpott, Founder, Give a Day

**Give a Day to World AIDS** ([www.giveaday.ca](http://www.giveaday.ca)) is a simple and powerful way to make a difference in the fight against AIDS.

Give a Day to World AIDS challenges Canadians to respond to the HIV/AIDS pandemic by giving one day's pay on World AIDS Day – December 1<sup>st</sup> each year – to an organization that will effectively use the funds at the community level in the fight against HIV. Through campaigns organized in workplaces, faith-based groups or schools, or by making individual donations, participants become part of a coast-to-coast campaign making a difference. After spending 10 years working in Africa, Dr. Jane Philpott, a doctor from Markham, Ontario, started Give a Day. Dr. Philpott challenged her colleagues to give a day's income on World AIDS Day to help fight AIDS in Africa.

Since 2004, people across Canada – from health care workers to lawyers, flight attendants, unions, teachers, corporations and many individuals – have raised close to \$2,000,000.

## 2009 Give a Day Campaign

The 2009 campaign is currently underway. This year at least 15 law firms, healthcare professionals from at least 14 hospitals and several small businesses are running a Give a Day campaign. It will be the biggest Give a Day effort ever. Give a Day Harambees - “parties with a purpose” are being hosted in communities across the country to raise funds and awareness about HIV/AIDS.

## Why Get Involved?

The devastation in Africa caused by the HIV/AIDS pandemic is a humanitarian crisis of epic proportions. There are 33 million people in the world living with HIV – 22 million of them in sub-Saharan Africa alone. An entire generation of children is growing up without parents and their basic societal structures are collapsing.

## How it works

Give a Day recommends people donate to the **Stephen Lewis Foundation** ([www.stephenlewisfoundation.org](http://www.stephenlewisfoundation.org)) which provides funding to grassroots organizations helping those most affected by this disease, and/or **Dignitas International** ([www.dignitasinternational.org](http://www.dignitasinternational.org)), a medical humanitarian

organization working to increase access to life-saving treatment. The money raised helps keep children in school where both nutrition and education are provided; helps provide basic community support for those attempting to deal with the tremendous losses they've suffered; and provides treatment, care and support to children and adults

**For further information:**

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