



“THIS IS WONDERLAND” CHARITY CHALLENGE

THE CAST AND CREW OF
“THIS IS WONDERLAND”
CHALLENGES THE CANADIAN FILM & TV COMMUNITY
TO RAISE MONEY FOR THE ACTORS’ FUND
FROM OCTOBER 17 - 24

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 \$450,000 in relief payments last year alone. Over the last five years demand for the Fund’s assistance has DOUBLED!

Last year all film and television productions in Canada were challenged by the cast and crew of “The Eleventh Hour” to help raise money for the Fund. We at “This is Wonderland” won the challenge by raising just over \$5,100.

This year we want to raise even more money and we’re challenging all TV and film productions shooting in Canada during the campaign week to beat our total.

What we did last year:

We had a bake sale, ran a 50/50 draw and had a poker night dedicated to the cause. The most successful part was the auction. We called our friends and associates and had lots of prizes donated, everything from dog treats to show tickets to massage and fine art.

What you can do:

- Be a team leader. Decide to spearhead the events either on your own or with a small group. Tell people what it’s all about and watch the support flow in.
- Call your friends in the business, get them to donate some prizes, sell tickets during the campaign week and run a raffle or auction like ours. Or if getting prizes donated is not your thing, have a 50/50 draw on set that week, have a car wash, 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.

There are more than 30 shows in production during the campaign week.

If each show raised just half of what we did last year, we could raise over \$75,000 for this great cause.

Whether you are aware of it or not, everybody knows somebody who’s been helped by the Fund. The Actors’ Fund needs us now – **let’s get together and help our own!**

On behalf of the Cast and Crew of “This is Wonderland”