



## **“THIS IS WONDERLAND” CHARITY CHALLENGE**

AUGUST 2005

THE CAST 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!

The Fund’s “**More Than Applause**” awareness and fundraising campaign is happening the week of October 17 - 24.

Last year the cast and crew of “This is Wonderland” raised just over \$5,100.

**This year we’re challenging all TV and film productions shooting in Canada during the campaign week to beat our total.**

### **What we did:**

We ran a simple raffle. We called a few people we knew to donate prizes (CDs, DVDs, etc.) that we raffled off to the crew on our show. The cast then matched whatever money was raised from selling raffle tickets.

### **What you can do:**

- Call your friends in the business, get them to donate some prizes, sell tickets during the campaign week and run a raffle like ours.
- Or if getting prizes donated is not your thing, have a 50/50 draw on set that week.
- Whatever you do, make it simple and fun.
- 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 about 25 shows in production during the campaign week.  
If each show raised just half of what we did last year,  
we could raise over \$50,000 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!**

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