Canadian Red Cross
Seeing Red
HIV/AIDS Toolkit
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HIV/AIDS has already claimed the lives of more than 25 million people, will you stand up and speak out for the 33.2 million still living with it?

The Canadian Red Cross’s Seeing Red campaign is challenging YOU to take action in the fight against the HIV/AIDS global pandemic!

We want you to put on your own event to raise awareness and/or money to help alleviate the suffering caused by the HIV/AIDS pandemic. The toolkit here is loaded with goodies to help you put on a great event, including poster templates, fundraiser ideas, HIV/AIDS info and stats plus more!

But wait, you probably want to know what Seeing Red campaign does first. The Seeing Red campaign is committed to raising awareness in the community about the causes, consequences, and humanitarian injustices of HIV/AIDS. Seeing Red aims to raise the profile of the local and global HIV/AIDS pandemic through engaging events and visual arts. All funds raised through this campaign will go towards Red Cross HIV/AIDS-relief programs in Southern Africa, the hardest hit region in the world when it comes to HIV/AIDS.

We want you to take the knowledge and skills you already have and pair them up with the information in this toolkit to help you put on an amazing event!

Good luck and happy planning! If you have any questions about the Seeing Red campaign or need help with resources for your event, contact Michelle Hassen at: mhassen@redcross.ca
HIV/AIDS - International

This decade HIV/AIDS will kill more people than all wars and disasters in the past 50 years combined.

The Red Cross HIV/AIDS strategy focuses on promoting prevention among vulnerable groups, supporting greater access to care and treatment, and reducing stigma and discrimination. The Canadian Red Cross is currently supporting community-based HIV/AIDS programming in China, India and Southern Africa.

Trained Red Cross Red Crescent volunteers involved in home-based care programs have a unique role of visiting clients, supporting their adherence to treatment, motivating safe behaviour, giving advice on nutrition, health and hygiene, bringing psycho-social support to clients and to their families, and sending clients to clinics when their health deteriorates.

Given their population size, HIV infection rates occurring in China and India are of great concern. The Canadian Red Cross is supporting community-based programs in both countries to help educate and support groups particularly at risk of contracting HIV, such as commercial sex workers, intravenous drug users, and young people. These programs draw on local Red Cross volunteers to also help tackle the stigma that prevents many people from being tested and treated.

The Canadian Red Cross is also actively supporting the Federation’s appeal for $342 million to support a five-year program to increase existing community-based care programs in Southern Africa. This area represents the worst-affected region in the world with approximately 12.3 million people living with HIV, including 860,000 children less than 14 years old. Programming will reach 50 million people across ten countries with messages for prevention and against stigma and discrimination. It will also provide services for at least 250,000 people living with HIV and 460,000 children who have been orphaned or made vulnerable by HIV.

In the past year, Canadians have generously contributed over $100,000 in support of Red Cross HIV/AIDS programming. These donations have made a tremendous difference in the lives of thousands. However, the toll of this devastating disease on vulnerable populations is high and help is still needed.
HIV/AIDS – Global Statistics

The total number of people living with HIV/AIDS worldwide – 33.2 million – is more than the entire population of Canada. 2.5 million of these people are children.

More than 25 million people have died from the virus since 1981.

In 2007, over 2.5 million people worldwide have become infected with HIV.

There were 2.1 million deaths from AIDS between January and December 2007 – a high global total despite antiretroviral (ARV) therapy, which has reduced AIDS-related deaths in wealthier countries.

Out of all the regions in the world, the hardest hit is Sub-Saharan Africa, with 22.5 million people living with HIV/AIDS. That’s almost 70% of all HIV/AIDS cases worldwide.

There is no cure.
HIV/AIDS Fact Sheet 1: The Basics

What is HIV?

HIV stands for 'human immunodeficiency virus'. HIV attacks the body’s immune system, especially CD4 cells (a type of white blood cell) which help fight infections. HIV invades these cells and tricks them into reproducing copies of the HIV/AIDS virus.

The average healthy person has a CD4 count of 800-1500. A person who is HIV positive will have a much lower count, usually 500 or less.

What is AIDS?

AIDS stands for 'acquired immunodeficiency syndrome' and describes the collection of symptoms and infections associated with acquired deficiency of the immune system.

Infection with HIV is the underlying cause of AIDS. The level of HIV in the body and the appearance of certain infections are used as indicators that HIV infection has progressed to AIDS.

Immunodeficient people are much more vulnerable to a wide range of infections, most of which are very rare among people without immune deficiency; these infections are known as 'opportunistic infections,' (also called AIDS-defining illnesses) because they take advantage of a weakened immune system.
There are over 25 opportunistic infections, including pneumonia and tuberculosis. A key symptom of AIDS is the development of two or more of these opportunistic infections.

**How can HIV be transmitted?**

HIV is carried in some (but not all) bodily fluids, including: blood, semen, vaginal secretions, and breast milk.

Most people get HIV in one of three ways: having unprotected sex with an infected person; injecting drugs with needles that have been used by an infected person; or being born to a mother who is HIV positive. You can also contract HIV by receiving infected blood.

**Living with HIV/AIDS**

There is no cure for HIV/AIDS, but the right combination of antiretroviral (ARV) drugs can slow down the damage that HIV causes to the immune system and delay the onset of AIDS.

ARVs stop the virus from making copies of itself and allow CD4 cells to reproduce, thus rebuilding the immune system.

ARVs have numerous side effects however, and fulfilling a daily regimen can be complicated. ARVs are also expensive making them beyond the reach of some countries and their citizens to purchase.
HIV/AIDS Fact Sheet 2:
A Regional Perspective

High-Income Countries

While the total number of people living with HIV continues to rise in high-income countries, this is largely because of the widespread access to antiretroviral treatment, which greatly extends and improves the quality of the lives of those suffering with the illness.

The number of new infections in high income countries is not declining.

The rate of AIDS-related deaths is continuing to decline as ARV medicines are made increasingly available.

It is estimated that 1.3 million people are living with HIV in North America and 760,000 in Western and Central Europe.

North America, Western and Central Europe combined saw AIDS claim approximately 33,000 lives in 2007.

Sub-Saharan Africa

The region has just over 10% of the world's population, but is home to 63% of all people living with HIV.

- 68% of adults and nearly 90% of children infected with HIV live in Sub-Saharan Africa

Around 1.7 million people were newly infected with HIV in 2007 in this area.

22.5 million people in this region were living with HIV/AIDS at the end of the 2007.

HIV prevalence varies considerably across the continent - ranging from less than 1% in Somalia & Senegal to almost 33.4% in Swaziland.

Unlike women in other regions in the world, African women are considerably more likely to be infected with HIV than men - women account for 59% of those living with HIV.

Eastern Europe and Central Asia

As of 2007 the total number of people living with the virus is over 1.6 million in this region.

Only a small proportion of HIV positive people in these areas can hope to receive ARV medication, so the AIDS death rate is high.

In 2007 150,000 new people were infected with HIV
Asia

In 2007 the number of people living with HIV is an estimated **4.9 million**
Approximately 440,000 people in 2007 alone became infected in this region.
Around 300,000 people are believed to have died from AIDS related diseases in 2007
In China injection drug users are one of the most affected groups of people

North Africa and the Middle East

The total number of people living with HIV/AIDS in the Middle East and North Africa is estimated to be **380,000** – considerably less than other regions in the world.
Approximately 35,000 people were newly affected in 2007
Surveillance techniques in this area are limited so completely accurate statistics are difficult to compile

The Caribbean

Around **230,000** are living with HIV in the Caribbean as of the end of 2007.
The HIV prevalence rate is approximately 1%.
Approximately 11,000 died from AIDS-related diseases in 2007; it is one of the leading causes of dead among people 25-44 years old.
More than 31% of sex workers in Guyana are HIV positive

Latin America

As of the end of 2007 **1.6 million** people are infected with HIV/AIDS in this region
Approximately 100,000 new people were infected with HIV in 2007.
More than 58,000 people died from AIDS-related diseases in 2007.
1/3 of all people living with HIV/AIDS in Latin America live in Brazil
ADULTS AND CHILDREN ESTIMATED TO BE LIVING WITH HIV IN 2007

North America
1.3 million
[480 000–1.9 million]

Caribbean
230 000
[210 000–270 000]

Latin America
1.6 million
[1.4–1.9 million]

Western and Central Europe
760 000
[600 000–1.1 million]

Middle East and North Africa
380 000
[270 000–500 000]

Sub-Saharan Africa
22.5 million
[20.9–24.3 million]

Eastern Europe and Central Asia
1.6 million
[1.2–2.1 million]

East Asia
800 000
[620 000–960 000]

South and South-East Asia
4.0 million
[3.3–5.1 million]

Oceania
75 000
[53 000–120 000]

Total: 33.2 (30.6–36.1) million

UNAIDS
World Health Organization
SEENING
Youth TAP
HIV/AIDS Fact Sheet 3:
Underlying Issues

**HIV/AIDS and Impacts on Youth**

Approximately half of the people who acquire HIV become infected before they turn 25, and typically die of AIDS before their 35th birthday.

By the end of 2007, the epidemic had left behind 11.4 million AIDS orphans in the Sub Saharan region of Africa alone. AIDS orphans are defined as those having lost one or both parents to AIDS before reaching the age of 18.

Demographically, a generation gap is created as the disease mostly infects and kills 15-40 year-olds, leaving grandparents to care and provide for their orphaned grandchildren. (UNAIDS, 2002)

**HIV/AIDS and the Poverty Cycle**

Treatment costs of HIV/AIDS patients divert government funds from productive investments.

Household incomes fall due to loss of wage earners and a rise spending, particularly on medical care and funerals.

Under these circumstances, family members, particularly women, have to allocate their time between production, meeting household needs, child care and care of the sick.

**HIV/AIDS and Food Security**

Over half of the 22.5 million people living with HIV/AIDS in Sub-Saharan Africa live in rural areas where farming and food production takes place.

Illness and death can disrupt the farming cycle, and reduce the ability of households to produce and buy food.

Reduced food consumption further compromises immune systems, despite the fact that HIV-positive individuals require 50% more protein and 15% more energy than persons not infected with HIV. (UNAIDS, 2002)
Impacts on the Medical and Educational Sectors

To compensate for this loss of health care workers who have died from HIV/AIDS, an estimated 25-40% more doctors and nurses need to be trained in Southern Africa in 2001-2010.

A decline in school enrolment is also an effect of the pandemic due to children staying home to help with household chores, provide care, or work.

HIV/AIDS hampers the ability of the education system to fulfill their basic social mandates, as more teachers succumb to the disease. (UNAIDS, 2002)

HIV/AIDS and Impacts on Women

The number of women living with HIV—15.4 million—is now roughly equal with men, however depending where in the world you look this balance is skewed. In Sub Saharan Africa for example, women account for 61% of people living with AIDS, whereas in Asia women account for about 29%.

Women are more vulnerable to HIV/AIDS because they have less secure employment, lower incomes, less access to formal social security, less savings and have uncertain access to land, credit and education. Therefore even if a woman is not physically infected with the virus, but her partner is, she feels the same social stigma with less opportunity to earn money for her family.

Rape and forced sexual trafficking also increase women’s vulnerability to HIV/AIDS. (UNAIDS, 2002).

Linking Conflict and HIV/AIDS

The use of rape and sexual violence as an instrument of war and repression heightens the spread of HIV/AIDS in a conflict area.

Children and youth in conflict situations are especially vulnerable to HIV/AIDS due to higher risk of sexual abuse, forced military recruitment and prostitution.

War and displacement can block access to services such as medical health facilities. (UNAIDS, 2002).
HIV/AIDS Internet Resources

International Organizations

United Nation’s program on HIV/AIDS
www.unaids.org

International Federation of the Red Cross (IFRC) HIV/AIDS site (general)
www.ifrc.org/what/health/hivaid/index.asp

The World Health Organization (WHO)
www.who.int/hiv/en/

WHO 3 by 5 initiative (the target to provide 3 million people living with HIV/AIDS in poor countries with ARV treatment by 2005 – ongoing)
www.who.int/3by5/en/

Avert (International AIDS Charity)
www.avert.org

AIDS Educational and Global Information System (AEGIS)
www.aegis.com

Organizations in Our Community

AIDS Vancouver
www.aidsvancouver.org

HIV/AIDS Services (through Vancouver Coastal Health)
www.vch.ca/community/hiv.htm

British Columbia Persons Living with AIDS Society
www.bcplwa.org

Asian Society for the Intervention of AIDS (ASIA)
www.asia.bc.ca

A Loving Spoonful
www.alovingspoonful.org

YouthCo
www.youthco.org
Fundraising Tips

Depending on the situation, a few well planned fundraisers in a year may be more effective than continuous monthly fundraising.

Treat fundraisers like a business venture. Think about what the consumers want, and provide it.

Having a professional appearance at your fundraiser can increase your credibility and donations. Prepare all signage well in advance, and plan your presentation.

People like to support causes that they can understand and relate to. With every fundraiser, be sure to advertise for not only your fundraiser, but also why you are doing it. At the fundraiser itself, you may also wish to tell people about your cause by using displays, slideshows, or speakers.

Be sure to train your volunteers and coordinate the event. Have volunteer training meetings well in advance to ensure everyone knows and understands their tasks. Volunteers should also be aware of the cause that you are fundraising for, as they may be approached by media.

The timing of a fundraiser could determine its level of success. Be sure to schedule your fundraisers with sufficient time between each fundraiser, so as not to be repetitive, annoy your sponsors, and cause donor fatigue. Also, avoid having a fundraiser after fundraisers by other groups.

Keep the cost to a minimum. Try to get venues or supplies donated instead of paying for it.

Remember to always thank your sponsors; both verbally and in written form. Many stores like to display thank you cards given to them from community groups because it improves their public image.

If a fundraiser is not successful, don’t beat yourself up over it! Take the unsuccessful event as a learning experience and think about what you would have done differently so that you don’t repeat your mistakes in the future.

Check out the Red Cross’s Event Planning workshop!
For details, email michelle.hassen@redcross.ca
Event Ideas

1. Flaming Hair Coin Drive

<table>
<thead>
<tr>
<th>Profit Range:</th>
<th>$300 - $1000+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potential Problems:</td>
<td>Insufficient advertising, proximity to other fundraisers</td>
</tr>
<tr>
<td>Human Resources:</td>
<td>Advertising, donation collections, public relations, media contact, donation negotiators</td>
</tr>
</tbody>
</table>

Event Summary
Put on a coin drive at your school to raise funds for AIDS treatment. As your objective is to raise as much money as possible, make it a competition between departments or teams at your school, with prizes for the department/team that collected the most coins. Have teachers, principals, team captains, or individuals agree to dye their hair red or wear a red wig once a certain amount of money is raised. To incorporate awareness, you may wish to give red ribbons to those who donated.

Tips for Success

- Create a visual of the coins to attract attention
  e.g. challenge the school to collect enough coins to line up around the school track
- Set a school-wide goal and motivating the school to achieve it
  e.g. create a “thermometer” that tells the school how close they are to the goal
- Spread awareness with media
  e.g. follow up the fundraiser by writing an article for the local paper about HIV/AIDS and have the media take a picture of the displays at your school or the coins you’ve collected. If your school has a PA system, you could also use it to promote your fundraiser.
- Match funds
  e.g. convince local businesses to match the funds that you raise. In return, offer to thank them in the newspaper article that you write.
- Make sure this event is advertised well in advance. Effective advertising methods vary from school to school, but posters and announcements are good places to start.
- As this is a fundraiser that requires high participation from the entire school community, make sure you don’t schedule this fundraiser too close to a previous fundraiser, or other events that draw funds from the student body such as a band tour.
<table>
<thead>
<tr>
<th>2. Red Alert Candy Grams</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profit Range:</td>
</tr>
<tr>
<td>$100 - $600</td>
</tr>
<tr>
<td>Potential Problems:</td>
</tr>
<tr>
<td>Insufficient advertising, overstock</td>
</tr>
<tr>
<td>Human Resources:</td>
</tr>
<tr>
<td>Advertising, sales, delivery, supplies shopping, creation</td>
</tr>
</tbody>
</table>

Event Summary
Set up a candy grams delivery service for your school while raising money and awareness. Students can either buy packages of candy for themselves or send it to anyone in the school. Each candy gram contains a variety of candies and could also include a card with a fact about HIV and an action to take. You may also wish to include a card your customer to write their own message on. Having red candy would tie in again to the theme. This would work well around Valentine’s Day.

Tips for Success
- Pricing
  Make sure the price you set covers cost and allows you to make a profit, without driving away your customers. Ask your friends about whether the price is acceptable.
- Decoration
  Create an attractive package that will attract customers
- Display table
  At the vending table, set up some displays and posters with facts and case studies to increase awareness
- Beware of overstocking
  It is usually better to find out that your fundraiser is more successful than you expected and run out of stock rather than having overstock that you can’t sell. Not only do overstocks increase cost, they also affect the reputation of your group.

<table>
<thead>
<tr>
<th>3. Battle of the Bands</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profit Range:</td>
</tr>
<tr>
<td>$600 - $2000+</td>
</tr>
<tr>
<td>Potential Problems:</td>
</tr>
<tr>
<td>Insufficient advertising, crowded control, poor coordination, high cost/risk, lack of support from school admin.</td>
</tr>
<tr>
<td>Human Resources:</td>
</tr>
<tr>
<td>Advertising, event set-up, event planning, event running, ticket sales, thank-you committee, donations, media, band liaison, volunteer coordination, event MC, security, clean-up, supplies purchasing</td>
</tr>
</tbody>
</table>

Event Summary
Host a night of music with local performers at the school theatre or local venue and charge admission. This project requires extensive planning, but can generate impressive funds and awareness.

**Tips for Success**

Choose your date and time carefully to encourage a large audience

**Venue**
- A good venue should be accessible and appropriate for the event. Holding a battle of the bands at a senior’s center may not be the most appropriate, for instance.
- When booking a community venue, you must factor in the cost. Schools generally provide their theatres free of charge.
- After the venue is booked, confirm your booking regularly and 5 days before your event.

**Performers**
- Recruit local bands to perform at your event. There are always local bands looking for performance opportunities.
- If you would like to have a “star appearance,” be sure to write to the performer’s agent at least 2 months in advance.
- Confirm with all performers regularly and 5 days before the event.
- Be sure to provide the performers with their schedule and description of the event.

**Light and sound**
- Ask your school’s music and drama departments to help with light and sound.
- Light and sound is also available professionally. Look in your phone book for these companies. Be sure to negotiate a donation or at least a discount.

**Donations**
- Request an operational fund from schools and banks, as you will need to pay for expenses when planning this event. Note that anything you spend is a liability if you do not raise enough money at the event.
- Request door-prizes from local retailers.
- Be sure to offer them advertising opportunities in return.
  - e.g. a “thank-you” poster at the event, or include them on your advertisements

**Plan event agenda**

**Recruit Volunteers**
- e.g. security, ticket sales, back stage assistants… etc.

**Advertise**
- In your school:
  - Posters, announcements, school newsletters, school websites, fliers
- In the community:
  - Community events announcements are available at your local TV and
radio stations, as well as the community newspaper. Also, the “Speaker’s Corner” in malls are also great advertising.

Ticket Sales
Event and Clean-up
Thank your sponsors
Word of caution:
Do everything in your power to keep the cost low. Avoid investing money in anything, including venues, and sound. In order to ensure profit and avoid deficit, try to negotiate as many donations/discounts as possible.

4. Restaurant Night

<table>
<thead>
<tr>
<th>Profit Range:</th>
<th>Depends on restaurant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potential Problems:</td>
<td>Insufficient advertising</td>
</tr>
<tr>
<td>Human Resources:</td>
<td>Advertising, negotiate with restaurant</td>
</tr>
</tbody>
</table>

Event Summary
Negotiate with a local restaurant to host a fundraising night, where a portion of the profit made during a specified time will be donated to your club. Many restaurants offer this service. However, most of these restaurants will donate the proceeds only when the customer mentions the name of your group. Therefore, advertising is of utmost importance.

Tips for Success
Finding the sponsoring restaurant
- Look in your phonebook for some reputable restaurants
- Write personalized letters on school letterhead to each of these restaurants explaining what you are fundraising for, what you would like them to do for you, how you will thank them, and what your group is about.
- Go to the restaurant in person and present the manager with your request.
- Be sure to get a written deal from management in order to avoid confusion.

Advertise, Advertise, Advertise!
- See “Battle of the bands” section for advertising ideas
- You may wish to have club members distribute fliers to people’s mailboxes in your community to increase publicity.

5. Vow of Silence
Profit Range: $500 - $1500+
Potential Problems: Proximity to other fundraisers Human Resources:
Advertising, public relations, media, donation processing

**Event Summary**
This fundraiser gives participants a small glimpse of the social isolation faced by people living with HIV and AIDS. Participants wear a certain symbol for a set amount of time, during which they are not allowed to interact with other people. They cannot speak to others, hangout with friends, nor do any activity that is outside of regular classroom activities. Before the beginning of this vow, participants collect pledges from other people.

**Tips for Success**
- Setting the parameters
  - How long is the vow
  - What conditions must the participants follow
  - What symbol will they wear? e.g. red head band, mask
- Communicating with the public
  - Let the teachers know the parameters before the event starts
  - Let the school public know about the vow and what the participants will be doing
- Logistics of collecting the pledges
- Advertising
  - Similar to the Coin Drive, don’t hold this fundraiser too close to other fundraisers.

6. Film Screening

**Event Summary**
This is a great way to raise awareness in a meaningful way. Host a movie night at your school’s theatre and show a film on HIV/AIDS.

**Tips for Success**
- Example of film: A Closer Walk
- Look online for other great films. Be sure to watch the entire film to determine appropriateness before showing.
- Add a fundraiser
  - e.g. sell red ribbons after the movie
- Debriefing
  - e.g. have a MC who relates the film to current situations, and discuss what can be done
- Taking action
  - e.g. set up a table with more information available, with posters and case studies.

7. Posters
Event Summary
Putting up posters is an effective way to spread awareness or advertise for a fundraiser.

Tips for Success
- What to put on the poster
  - e.g. statistics, facts to stop stigma, ways to take action, upcoming fundraiser, etc.
- Attractive
  - Posters with pictures attract more attention
- Location
  - e.g. washrooms, vending machines, bulletin board, designated hallway…etc.
  - Be sure to check with your school regarding where you can put up posters.
- Colour
  - Posters on coloured paper stand out from the white walls

8. Quiz Time
Event Summary
Sometimes, a person’s interest in an issue can be sparked by the realization that they actually don’t know a lot about the issue. Spread awareness by handing out multiple-choice quizzes, which go into a draw for prizes.

Tips for Success
- Target stigma
  - You may wish to include questions that are common misnomers and are contributors to stigma.
  - E.g. True or False: If a person spends more than 6 hours with an HIV positive person in a room with poor circulation, there is significant risk of becoming infected with HIV.
- Make information available
  - If you are also doing a poster campaign, you may wish to refer people to the posters to find the answers to the quizzes.

9. Pick-up-Stats
Event Summary
Often times, people don’t respond well to large campaigns because they cannot relate to the issue. A good way to change that is to provide a way for people to relate to the statistics.

Tips for Success
- Remember to include an action for people to take, such as a website with more information, or a place where they can make a donation.
10. Unlucky Draw

Event Summary
Using statistics, this 5 minute presentation is a good way to use shock value to spread awareness in Social Studies classes.

Example:
Swaziland is the country hardest hit by AIDS. In a country with a total population just over a million, Swaziland has an adult HIV prevalence rate of 25.9%. This means that about 1 in 4 people are infected with HIV. This is only an estimate however, as many people who are HIV positive do not know they are infected and thus do not get counted in the statistics. Some people also do not want to get tested since they are worried of the stigma they may face from their neighbours and friends.

After getting the teachers’ permission, prepare red pieces of paper and tape them to the underside of 8 randomly selected desks. This represents 26% of a class of 30 people. (0.26 x 30= 7.8)
In the beginning of the class, ask students to check under their desks for the stickers, and have those people with stickers stand up.
Explain what they represent, and briefly speak about the type of discrimination that they may face.
Follow up by telling students about an upcoming fundraiser such as the coin drive.