



## HLF Month is here!

April is HLF Month, an initiative by the Halton Learning Foundation (HLF) to rally schools, businesses, community members, and local leaders in Halton to raise funds for HDSB students facing financial barriers.

From school supplies and activity fees to food and emergency support, HLF helps ensure that students can focus on learning, not financial stress.

We are calling on media, influencers, and community leaders to help spread the word and encourage participation in fundraising activities, community events, and our grand finale:

### How You Can Help:

- **Encourage your audience to participate** in fun fundraising activities like walkathons, bake sales, trivia nights, and more.
- **Amplify our message** across your social channels, website, and newsletters.
- **Attend & promote our grand finale event: Students in the Spotlight** on April 30.
- **Inspire businesses, school staff, students, and community members** to start their own fundraisers and rally their networks.
- **Encourage participation by sharing that donations will be matched** by **CN, up to \$25,000**, doubling the impact.

**Learn more & get involved:** [www.haltonlearningfoundation.ca/hlfmonth](http://www.haltonlearningfoundation.ca/hlfmonth)

## Students in the Spotlight: A Fundraiser for HDSB Students

**Date:** April 30, 2025

**Location:** Burlington Central High School

Students in the Spotlight is a fundraiser and celebration of student talent featuring music, dance, spoken word, and more.

This event is more than a showcase, it's an opportunity for our community to come together, support students, and celebrate the impact of HLF Month.

### Ways to Participate:

- **Attend the event** – Grab your ticket and enjoy an inspiring evening of student performances while supporting a great cause.
- **Start a fundraiser** – Organize a walkathon, bake sale, or community challenge to raise funds leading up to the event.
- **Sponsor a student** – Can't make it? Donate to support a student in need.
- **Spread the word** – Help us fill the seats and maximize fundraising impact by encouraging friends, colleagues, and networks to get involved.

**Every fundraiser and donation makes a difference, let's rally together to support HDSB students.**

### Key Messages & Media Talking Points

#### Why HLF Month Matters

- Many HDSB students struggle with financial barriers that limit their access to education.
- 1 in 10 students at the Halton District School Board come from low-income households or communities and are at risk of being left behind in learning.
- In 2023-2024, HLF responded to more than 3,000 requests from school staff to support students in need – a 45% increase over the previous year.
- HLF provides immediate support for school supplies, food, activity fees, and emergency assistance.

- HLF Month is a call to action for the community to rally behind students.

### **Impact of Donations**

- Just \$250 can change a student's school experience, providing the essentials they need to succeed.
- CN is matching donations up to \$25,000, doubling the impact of every contribution.

### **How the Community Can Participate**

- **Schools and teachers:** Organize classroom fundraisers and school-wide activities.
- **Businesses:** Engage employees through workplace challenges and donation campaigns, donate a percentage of sales to HLF, and engage your customers in your fundraisers.
- **Community members:** Host independent fundraisers and attend Students in the Spotlight.
- **Media and influencers:** Share stories, interview HLF representatives, or join fundraising activities.

### **Social Media & Digital Resources**

We've created ready-to-share content to make it easy to **amplify HLF Month across social media** and online platforms.

- [HLF Month Logos & Graphics](#)
- **Pre-written social media posts** (customizable for your audience)

### **Social Media Handles**

- **Facebook:** [@Halton Learning Foundation](#)
- **Instagram:** [@haltonlearningfoundation](#)
- **Twitter:** [@HaltonLearnFDN](#)
- **LinkedIn:** [@Halton Learning Foundation](#)

## Suggested Social Media Captions

### Before HLF Month Begins (March - Early April):

- *April is HLF Month and we're joining in on the fun! We're kicking off our **[insert fundraiser type e.g. bake sale, walkathon, trivia night, etc.]** to support HDSB students. Donate to our team by visiting this link, or start your own fundraiser today! Every donation is matched by CN up to \$25K. Learn more: [www.haltonlearningfoundation.ca/hlfmonth](http://www.haltonlearningfoundation.ca/hlfmonth)*
- *We're proud to be part of #HLFMonth this April! Our team is launching a **[insert fundraiser]** to help break financial barriers for students. Donate to our team by visiting this **link** or start yours! And remember, every donation is matched by CN up to \$25K.*
- *Exciting news! April is HLF Month! We're teaming up with @haltonlearningfoundation by hosting our very own **[insert fundraiser]**. Donate to our team by visiting this link or start your own fundraiser to support HDSB students. CN will match donations up to \$25K!*

### During HLF Month (April):

- *HLF Month is here, and we're on board! We've started our **[insert fundraiser]** to support HDSB students. Donate to our team by visiting this link or start yours today! Every contribution is doubled with CNs matching up to \$25K.*
- *Our **[insert fundraiser]** is in full swing for #HLFMonth! Help us support HDSB students by donating to our team via this link or by launching your fundraiser. CN is matching donations up to \$25K, so every dollar makes double the difference!*
- *We're proud to participate in HLF Month by hosting **our [insert fundraiser]**! Donate to our team by visiting this link or start your fundraiser and support local students. Plus, CN will match every donation up to \$25K!*

### Leading Up to Students in the Spotlight (Mid to Late April):

- *As we count down to Students in the Spotlight, our team is backing HLF Month with our **[insert fundraiser]**. Donate to our team by visiting this link or start your own campaign. Every donation counts and is matched by CN up to \$25K!*

## Final Push (End of April):

- *The final days of #HLFMonth are here! Our **[insert fundraiser]** is wrapping up, but there's still time to make a difference. Donate to our team by visiting this link or start your own fundraiser. Remember: Every donation is matched by CN up to \$25K!*
- *Last chance to be part of the HLF Month movement! We're closing out our **[insert fundraiser]**! Donate to our team by visiting this link or launch your own campaign. CN is matching every donation up to \$25K, so join us now!*
- *HLF Month may be ending, but our support for HDSB students lives on. We're proud to have hosted our **[insert fundraiser]** and invite you to donate to our team by visiting this link or starting your own fundraiser today. Every donation is matched by CN up to \$25K!*

Don't forget to tag us on social media and use the hashtag **#HLFMonth!** You can find us here:

- Facebook: [@Halton Learning Foundation](#)
- Instagram: [@haltonlearningfoundation](#)
- Twitter: [@HaltonLearnFDN](#)
- LinkedIn: [@Halton Learning Foundation](#)

Let's spread the word and make an even bigger impact together! Use hashtags like **#HLFMonth** and **#YourCommunityYourImpact** while posting.

## How You Can Support

**Feature HLF Month in Your Media** – Write an article, blog post, or interview HLF representatives.

**Promote Fundraising Activities** – Encourage schools, businesses, and community members to host events.

**Attend & Share** – Promote **Students in the Spotlight** as a must-attend community fundraiser.

**For media inquiries or partnership opportunities, contact:**

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