

Talking Points for The AFC – the lifeline for Canada’s entertainment industry

The following suggested points are at the core of the message we hope to deliver. Please feel free to adapt them to your own personal style, remove ones you feel are unimportant or add any personal notes that you feel would complement what we have outlined here.

- The AFC is the lifeline for Canada’s entertainment industry. Through compassionate support The AFC helps Canadian entertainment professionals maintain their health, dignity and ability to work.
- The AFC is there to help entertainment professionals working in all aspects of theatre, film and television, music or dance. Dancers, musicians, directors, technicians, playwrights and theatre staff (among others) can all benefit from, and contribute to, The AFC.
- Over 12,000 professional members of the industry from all over Canada have been helped by The AFC, which provides compassionate aid to assist entertainment professionals in recovering from an illness, injury or other circumstances causing severe economic and personal hardship.
- In the last 24 months, The AFC has distributed over one million dollars in emergency financial aid, providing rent cheques, utility payments and grocery money to hundreds of arts and entertainment professionals facing a financial crisis.
- The AFC receives no government funding and is wholly sustained by support from theatres, industry organizations and individuals. Demand on The AFC is growing constantly and has tripled in the past ten years.
- Canada is stronger with a healthy entertainment industry, but most entertainment professionals work in a world of temporary employment with little income stability. Even the most established members can find themselves in a precarious financial position when illness, injury or other personal or professional hardship threatens their ability to keep the lights on and food on the table.
- Without The AFC many of Canada’s most talented artists would be forced to leave the industry in search of more stability. The AFC aims to make sure that nobody’s career has to come to an end because of illness or injury.
- The health and welfare of our artists is directly related to their ability to produce work for Canadians to enjoy. The AFC helps members of Canada’s performing arts and entertainment industries maintain their health, dignity and ability to work.
- **Thank you so much for your donations here this evening! Every penny raised here tonight will go back to someone in the arts and entertainment community in need.**
- Visit **AFChelps.ca** to donate online. Thanks so much for your support!