

## Notes to PDF File

### Slide 1

**History - Life member of Kin Canada, Dave Sopha** of Cambridge (Preston) Kinsmen was personally touched in December 2009 when he read an article in the Waterloo newspaper about a landmark event having just occurred. The latest casualty in the Afghanistan mission had just become the 100<sup>th</sup> fallen hero. Covering the entire page was a picture of all 100 who had made the ultimate sacrifice for Canada and the world. He was deeply moved and as an artist was compelled to lend his talents to pay a lasting tribute to their tremendous sacrifices. Having never worked in oils before did not deter his passion and commitment to this project, and the results are astounding.

Soon with the help of his friends and Kin, Dave was given permission to begin building a 50' by 10' high canvas in the basement of Kin Canada National Headquarters located in his hometown of Cambridge, Ontario.

Once he began painting the faces of these heroes, many of his personal friends, casual acquaintances and even business associates came to witness this undertaking and lend a hand. Everyone who has witnessed this work of art is as deeply moved while they watch Dave painstakingly bring each hero to life through his brush onto the canvas. No matter where you view the painting from, the eyes of each hero seem to follow you giving you both a sense of peace and sorrow.

Dave's only request is that the funds received go to help the families of the fallen and that Kin helps to promote, educate and remember the fallen by making this project a reality. Ultimately, he would like to see the portrait housed in a memorial center, but not until Canada has had a chance to share in the pride and remembrance of the fallen. This memorial site is a separate piece from this proposal.

### Slide 2

This project has the capability of being enormous in magnitude and charitable purpose. So to achieve it's full potential and Request for Proposal has been distributed to Kin and non-kin across Canada. Submissions are being accepted up to April 15<sup>th</sup>, 2010 and will be reviewed by a committee tasked with this purpose by the artist.

It is the intention of this project to embark on a cross Canada tour in 2011 visiting communities of the fallen, Canadian Forces bases and Kin communities in order to view the painting and to encourage funding for the families of the fallen.

### Slide 3

A project of this magnitude has the capability of garnering significant donation and sponsorship support. The key will be in the execution of the promotion and tour logistics. In order to award the contract for a management company to take this across Canada there will be some upfront costs. As much as possible we will encourage club participation, local gifts in kind and sponsorship dollars to cover these costs to maximize the dollars raised for the families of the fallen. Kin Canada will be front and center as the event owner along with the artist Dave Sopha.

The committee is asking clubs and/or Districts if they could donate project funding to cover up front fees and costs to get this project off the ground. In the proposals received there are provisions for sponsorship recognition which we would ensure were put in place for the sponsoring clubs. Without this funding we have a dilemma in that contracts are difficult to enter into without the funds in place.

Initially these costs are ear marked to cover initial project fees, marketing and website development. The complete project budget will eventually include tour costs, advertising and artist honorarium. Dedicated project staff and office support will be part of this project as well as online donation capacity.

As stated before, as Kin we have the opportunity to be part of a project that can be a defining moment in our history. Please be part of this by supporting this project.