



## New look for P4L

Founded in 2006, Patrick 4 Life has created a number of programs and initiatives over the past 8 years. The evolution of the organization required a consolidation of all Patrick 4 Life endeavors under a single organizational identity and logo.

The new P4L Brand provides a professional and contemporary look and provides an umbrella under which all Patrick 4 Life initiatives will fall. One brand, for an organization with one goal, "Providing HIV/AIDS awareness and education".

**P4L.ca**

## P4L Mission

Patrick 4 Life is a not-for-profit organization dedicated to educating youth about the prevention of HIV/AIDS. It supports the development and the implementation of educational programs and activities designed to equip youth with the skills and knowledge which they need to make healthy life-style choices.

## P4L Vision

Every child in every classroom in the Province of Ontario will experience an HIV/AIDS education program.

### CREATING HIV AWARENESS THROUGH EDUCATION, LEADERSHIP, FUNDRAISING AND PARTNERSHIPS.



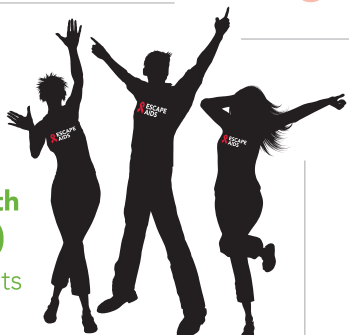
16,000 students, 700 teachers and classrooms, and 50 schools have been part of **P4L Partici-Patrick** program over the last **8 years**



Over **400** people volunteer their time for **P4L**



**5,800** Patrick's Wish books have been distributed locally and nationally



Funding for **P4L's HIV/AIDS education programs** come from donations, sponsorship, grants and the P4L Family Run Walk event



**P4L Youth 4 Youth** have over **100** student participants

### TOP ACHIEVEMENTS OF P4L INCLUDE:

- ⌘ The development and implementation of a Partici-Patrick program whose outcomes include:
  - Increased sense of self-worth among all participating students
  - Providing students with the tools to make healthy lifestyle choices
  - Increased knowledge capacity about HIV and AIDS
- ⌘ Curriculum development for grades 3 to 6 students, easily integrated into the Ontario approved curriculum
- ⌘ Providing teachers with training programs in order to implement the P4L Partici-Patrick program effectively
- ⌘ Leadership development for secondary school students
- ⌘ Three research studies that demonstrate evidenced-based success of the positive impact of P4L programs on youth

Over the last 8 years, **6,000** runners and walkers have participated in the **P4L Family Run Walk**

