



# Telling Tales Out of School

SPONSORSHIP PACKAGE

Celebrating 20 Years | Honouring a Legacy  
Fuelling the Future



Public education. Public good.



**Telling Tales  
Out of School**




20th Annual Fundraiser Gala

# ABOUT THE EVENT

Telling Tales Out of School is a night of live performances and artful storytelling that celebrate the promise of public education and supports the vital work of People for Education.

Past performers include Jully Black, Jim Cuddy, Gordon Pinsent, Margaret Atwood, Sarah Polley, Wali Shah, Atom Egoyan, Steven Page, Eric Petersen, Mary Walsh, and many more!

The 20<sup>th</sup> annual Telling Tells event will feature:

-  Farewell tribute to Annie Kidder, People for Education's Co-Founder, Executive Director, and lifelong champion for public education, who will be retiring this year.
-  Launch of the Kidder-Pascal Award for Education Innovation and Systems Change to recognize leaders in education and across sectors while honouring the legacy of the late Charles Pascal and Annie Kidder.
-  Announcement of the Margaret Norrie McCain Legacy in Education Fund.



Thursday, October 30  
OISE Auditorium  
252 Bloor St. West



Education, policy, legal, and labour leaders; corporate executives, philanthropists, and pillars of the Toronto community

# Your sponsorship will:

- ★ Launch a permanent fund to advance the promise of public education - The Margaret Norrie McCain Education Legacy Fund
- ★ Celebrate and preserve the legacy of Annie Kidder
- ★ Support future recognition of innovation in public education through the Kidder-Pascal Award
- ★ Ensure the continued presence of People for Education as a non-partisan, independent voice for public education across Canada

# WHY SPONSOR?

# SPONSOR PACKAGE

Custom sponsorship options available upon request.

\$20,000

## Kidder-Pascal Award Launch Partner

6 available

Ongoing recognition as Kidder-Pascal Award launch partner throughout the first year of the award, acknowledgement by celebrity host at Telling Tales, recognition across social media channels, feature in newsletter (15K subscribers), logo on all event materials, 8 event tickets

\$10,000

## Legacy Sponsor

4 available

Special recognition during Annie Kidder tribute, acknowledgement by celebrity host at Telling Tales, recognition across social media channels, feature in newsletter (15K subscribers), logo on all event materials, 8 event tickets

\$5,000

## Champion of Education

5 available

Recognition on all event materials, acknowledgement by celebrity host at Telling Tales, recognition across social media channels, 5 event tickets

\$2,500

## Friend of Education

6 available


Acknowledgement by celebrity host at Telling Tales, recognition across social media channels, 3 event tickets

\$1,000

## Advocate of Education

unlimited

Acknowledgement by celebrity host at Telling Tales, 2 event tickets



# About the Kidder-Pascal Award for Education Innovation and System Change

At Telling Tales, we will launch the Kidder-Pascal Award for Education Innovation and System Change that will celebrate visionary leadership, bold ideas, and transformative action that advances the promise of public education in Canada.

Named in honour of Annie Kidder and the late Charles Pascal—two of Canada's most influential champions for public education—this new award will recognize those who are reshaping education systems to ensure all young people have the opportunity to thrive.

Telling Tales marks the start of the process for the first award which will be given out at a special event in Spring/ Summer 2026.

As a Kidder-Pascal Award Launch Partner, you will be recognized at the first award event and throughout the first year of the award both online and in printed materials.

# KIDDER-PASCAL AWARD LAUNCH PARTNER





# About the Margaret Norrie McCain Legacy in Education Fund

The Honourable Margaret McCain has bequeathed People for Education \$1 million. At Telling Tales, we will launch a fundraising campaign to match her commitment with the establishment of the Margaret Norrie McCain Legacy in Education Fund.

The Fund will honour Margaret McCain's lifelong commitment to equity, early childhood development, and education as a public good. Funds raised through this campaign will fuel People for Education's work to advance evidence-based, inclusive education policy and practice across Canada.

# ABOUT US

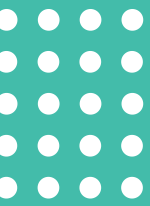
People for Education was founded in 1996 by community members, neighbours, and parents who wanted to defend and strengthen public education in Ontario.

Decades later, People for Education has grown into a unique organization in Canada: independent, non-partisan, and fuelled by a belief in the power and promise of public education. We create evidence, instigate dialogue, and build links so that people can see—and act on—the connection between public education and a fair and prosperous society.

Throughout our nearly three decades, led by Executive Director Annie Kidder, People for Education has helped to shape the public discourse about education through research, evidence-based policy advocacy, and public engagement.

As Annie gets ready to retire this fall, People for Education is building on her legacy and taking on our biggest project yet: The Education Promise, a bold 5-year initiative based on our belief that public education is one of Canada's greatest, but under-recognized, assets for long-term resilience and prosperity.

With your support, we can continue to build confidence in Canada's universal public education systems by informing, amplifying, and building linkages between evidence and policy inside and outside of education, enabled by the development of a network of advocates across Canada.



# THANK YOU!

## Contact Kate Hagerman

Phone 705-241-9573

Email [kate@peopleforeducation.ca](mailto:kate@peopleforeducation.ca)

[www.peopleforeducation.ca](http://www.peopleforeducation.ca)

