***Key Messages & Talking Points***

**Introduction**:

* Who you are, why you are fundraising for SCIO.
* Short background on SCIO and the work they do to help people with SCI and disabilities live independent, meaningful lives with dignity after sustaining life-changing injuries.

**Purpose for Fundraising:**

* Talk about the key challenges that people with SCI and disabilities face:
	+ The pandemic has exposed the barriers that people with SCI and disabilities continue to face.
	+ Disability issues are not being prioritized at the government level.
	+ People are suffering physically, mentally and emotionally from a lack of access to equipment, devices and basic healthcare needs.
		- Catheters cost up to $2500 a month and are not covered.
		- Many people can't afford to cover the cost of mobility devices as they are only partially funded through government programs.
		- People with SCI are often hospitalized for pressure injuries that can be alleviated with equipment that is not currently covered; the government ends up spending more money for health care in the long-run.
	+ A lack of accessibility in the community leads to exclusion and lack of participation in social activities that help people thrive.
	+ People with SCI and disabilities have their human rights violated, often without resolution.

**Solution:**

* SCIO specializes in helping people rebuild their lives after sustaining SCI and are equipped to address key disability issues with your help.
* SCIO needs to build greater capacity to engage the government and key decision makers.
* We need to generate an expansion of 500 new activists in every provincial electoral riding to have a strong presence during the next provincial election.
* The advocacy department needs to be expanded to tackle policy change and government relations strategies that are important to our community.

**Call to Action:**

* Steps to follow in order to make a donation.
* Request for fundraising link to be shared across social media to generate more awareness/knowledge about the campaign.