



ABOUT BEARS TO SCHOOL – A LEGACY OF LEARNING

Bears to school is a not-for-profit community-focussed initiative in support of Australian veteran charities and the education of young Australians. It will continue through till the Centenary of Armistice in November 2018 and will benefit schools and young people for years to come. The initiative is supported by the Returned and Service League of Australia and The National Servicemen's Association of Australia.

Our aim is to get communities – individuals, businesses and organisations – to purchase an Australia in the Great War uniformed teddy bear on www.AnzacBears.com.au and donate it directly to a primary school of their choice.

We believe the 12 uniformed bear characters, representing the Royal Australian Navy; the Australian Imperial Force; the Australian Flying Corps; and the Australian Army Nursing Service will provide engaging age-appropriate learning props for teachers educating young students about Australia's involvement in the Great War and centenary events. Bears to School does not dictate how the bears are used in schools. We believe this is best left to our educators. We do have age-appropriate support resources, including audio of the information cards that can be used by schools and families. These cards detail the service or campaign represented by each bear's uniform. Everything is available at www.AnzacBears.com.au.

Proceeds from bears donated to schools will support veteran charity. Local charities, such as RSL Sub-Branches, Legacy Clubs and other veteran groups which promote Bears to School in their communities will provide donors with a unique numerical code that donors use when selecting the bear and school at www.AnzacBears.com.au. This will direct proceeds to that charity. Proceeds from donations which do not specify a local charity will be used by the RSL and Nashos to provide bears to schools that did not receive a bear in 2018.

Donors and their nominated charity have their names included on the bear information card that accompanies each bear into schools.

Each specially packaged Bears to School bear costs \$99.00 (which is the standard RRP for these limited edition collector bears) and includes the bear; the individually created information card; and special bear tote bag. Distribution to the nominated school/s and all correspondence with the school, charities and donors is included.

The use of "Anzac" in www.AnzacBears.com.au was authorised in support of Bears to School by the Australian Government in February 2018. The website allows donors to select schools and bears and complete the donation online.

Australia in the Great War, which created the bears as part of its 2014-2018 centenary commemorative offering, supports hundreds of military charities every year. Over the course of the Great War Centenary it has directly supported Soldier On and the charity's work with younger veterans living with the emotional and physical wounds of recent service. To date Australia in the Great War has donated more than \$400,000 to Soldier On. The AGW commemorative range is widely used by veterans' and military charities in annual fundraising, and has since 2014 generated more than \$2,000,000 for Australian charities. Australia in the Great War does not profit financially from Bears to School.

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