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Section
3

Fundraising

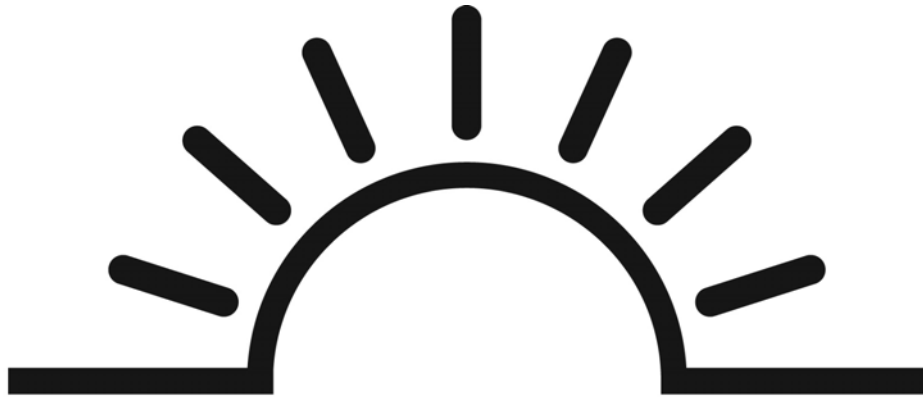


Section 3 Fundraising

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March 2005



School
Fundraising
Activities



Key Points

School Fundraising Activities

- It is important that fundraising activities are consistent with the healthy eating policies of schools.
- Fundraising suggestions have been grouped into 3 categories:
 1. *Fundraising with Healthy Food* (e.g. citrus fruit, fish, frozen meats, selling healthy snacks at school events, etc.)
 2. *Fundraising with Non-Food Items* (e.g. flower bulbs, cookbooks, giftware, etc.)
 3. *Fundraising with Community Events* (e.g. walk-a-thon, craft fairs, concerts, dinners, etc.)
- Some fundraising activities require more organization than others.
- Marketing an event is very important for the success of the campaign.

School Fundraising Activities

Fundraising to support school activities is very important. However, raising funds is also a way to educate children about healthy eating and to promote a healthy school image.

Fundraising in PEI schools has traditionally involved selling food items that are high in fat and low in nutrients, such as chocolate bars. This is contradictory to the nutrition messages taught in the classroom and in the school environment. So it makes sense that fundraising activities should reflect the School Healthy Eating Policy. This policy is not just for food available for sale at school but also for food sold outside of the school.

One of the biggest challenges in fundraising activities is to find new and innovative fundraising ideas that will create interest among consumers and result in an acceptable profit. This section explores new alternatives to existing fundraising activities. These ideas have been classified into three categories:

- 1. Fundraising with Healthy Food**
- 2. Fundraising with Non-Food Items**
- 3. Fundraising with Community Events**

For each category, the “Success Stories” are from PEI schools. There is a list of ideas and some tips to help carry out fundraising activities.

This section is by no means an exhaustive review of fundraising activities and we would be very pleased to hear about any successes and challenges, so we can add them to this section. For detailed advice on how to organize a fundraising event check out the book “Raising Funds For Your Child’s School” by Cynthia Gensheimer, available at the Teacher Resource Centre (Located at St. Jean Elementary School, Charlottetown).

There are also websites that have information about running a successful fundraising campaign and many have a free newsletter. Check out:

www.fundraising.com

www.fundsraiser.com

www.fundraising-ideas.org

www.wowfundraising.com

Also, check out the accompanying document in this section that provides a listing of potential fundraising companies.

General Tips

These tips have been proven successful by other fundraisers. Try some of these:

- ⇒ Form a fundraising committee which involves the whole school community in the activities: school staff, teachers, parents and students.
- ⇒ When attempting to sell items, marketing is half of the job: use eye catching ads and take pictures during the fundraising events and use them the following year to show what was done and that it was fun.
- ⇒ Let people know what the goal of the fundraising activity is: e.g. trips, school team uniforms. Also let people know what has already been done. People may give more easily when they know where their money is going and what kind of success the campaign has had in the past.
- ⇒ Helps parents and the community understand that the school supports healthy eating.
- ⇒ Whenever it is possible, try to work with local suppliers.

1 - Fundraising with Healthy Food

Success Story:

At **École Évangéline**, the “Leadership” class has sold ADL products (frozen products) for a fundraiser for the past seven years. They sell products such as chicken breasts, cheese sticks, frozen mixed fruit, etc.

The sales are organized by the students. They have to raise enough money to fund their activities for the year. A committee of 4 students contacted ADL to have the list of the products available and the prices. The students also take care of the marketing for the products and fundraiser.

The profit per item is between \$5.00 and \$6.00. Although the ADL products are high quality, some people may find that the prices don’t fit within their budget. However, the community does support this fundraising activity and will pay more to help the students. Schools should decide what suits them best.

Examples of Foods to Sell:

Healthy foods for fundraisers:

- Citrus fruit and other fresh fruit
- Spices
- Dried or roasted beans, lentils and peanuts
- Nuts and seeds
- Canned or dried fruit

- Cheese
- Soup-making kits (bag of various vegetables, such as cabbage, carrots, turnip, and potatoes. This is great, especially during the winter.)
- Pasta and sauce kits
- Frozen food items (e.g. skinless chicken breasts, vegetables)
- Coffee beans
- Different varieties of tea
- Low fat muffin mix
- Fruit-to-Go

Healthy foods that can be sold during an event (See Fundraising with Community Events on page 3-6):

- Fresh vegetables with low fat dips
- Air popped popcorn
- Cookies: oatmeal, low fat
- Cheese sticks
- Applesauce
- Baked items lower in fat and sugar
- 100% fruit juice boxes
- Milk (white or chocolate)
- Coffee
- Tea
- Hot chocolate

Note: If your school is a voluntary peanut aware school, make sure that the products sold are peanut safe. For more information, see the document called “Voluntary Peanut Aware Schools” on page 4-12 in Section 4 of this toolkit.

Tips for selling healthy foods:

- ☞ Promote healthy foods with attractive ads and pictures
- ☞ Offer samples of nutritious items
- ☞ When displaying food, put the nutritious food in the front
- ☞ Sell nutritious food at an affordable price (e.g. water, 100% fruit juice, milk for \$1 per serving versus soft drinks and fruit drinks at \$2)
- ☞ Try to keep the unit price low, especially when you sell packages of food, so everybody will be able to participate. You can also use offers such as “Buy 2 get the 3rd item free”
- ☞ Food used for fundraising should come from the *Serve Most Often* or *Serve Sometimes* categories (see Appendix of the Healthy Eating Regulations in Section 1 of this toolkit)

2 - Fundraising with Non-Food Items

Success Story:

West Kent Elementary School has raised money by selling tulip bulbs for about 5 years. The bulb sale campaign usually takes place during the Fall. It is done through Vesey's Seeds, and the bulbs are chosen from their catalogue. The school is supplied with catalogues and order forms. The students take the catalogues home for two weeks and return the order on a specified date. The orders are then compiled and placed with Vesey's. The bulbs are delivered to the school within 10 - 14 days. Organization of the larger campaigns does require between 8 and 10 volunteers to sort orders.

West Kent has had great success with this fundraiser, with profits of about 50% of sales and the community has been very responsive any time the school has done it.

However, one of the challenges that schools may face is that this is often a one time fundraising activity because of the long life of the bulbs. West Kent suggests that it is important for schools to always be on the look out for new fundraising ideas!

Ideas:

- Raffle tickets, raffle gift baskets with different themes (Italian, kitchen, bathroom baskets, etc.)
- Cookbooks (collect recipes from families and compile)
- Other compilation books (children's stories...)
- Garbage bags: blue bags for recyclable items and biodegradable bags for compost
- Bulbs, bedding plants, fresh flowers, flowers baskets, Christmas baskets, Easter baskets (try to approach local suppliers)
- Greeting cards designed by students (consider having them printed professionally)
- Singing telegrams, balloon-o-grams, flower grams
- Take pictures of students and sell the pictures to their families
- Clothing or other merchandise (cups, pens, etc.) with school logo
- Candles
- Gift wrap
- Temporary tattoos
- First aid kits (make your own or buy some)
- Bookmarks
- Collect cans/bottles, or empty printer cartridges
- Agendas on different themes or with pictures of school activities
- Items from a catalogue (e.g. Regal)

Tips:

- ⇒ Before deciding to sell a new item, do a short survey to see if people are interested in your idea
- ⇒ Try to ensure that prices are comparable to store prices, but high enough to earn a reasonable profit
- ⇒ Sell quality products (“your reputation is on the line!”)

3 - Fundraising with Community Events

Success Story:

St. Louis Elementary School has been organizing a Run-A-Thon for 18 years. The event takes place at the beginning of the school year in September.

Their gym teacher organizes most of the event but has some help from other members of the school community. The students get pledge sheets and the top individuals and classes are awarded prizes. During the event, students run or walk 5 km, and the whole community is invited to participate. After the run-a-thon, a BBQ is often held. Most of the students in grades 2 to 6 participate and raise a good sum of money (\$4 000 +), so that the school does not need to seek major community support for the remainder of the year.

The community supports the activity both financially and through participation. The run-a-thon is important for the school because many of their students are training for Cross Country at this time and are in the running/training frame of mind. The huge level of participation in running activities during September and October set the groundwork for the activity level of their students for the rest of the year. This event is part of their school community and people look forward to the run-a-thon.

Ideas:

- Community dinners (e.g. spaghetti, ham and scalloped potatoes, BBQ, etc.)
- Theme dinners (traditional Acadian food, Scottish, Italian, etc.)
- Dinner theatres (with school band performing)
- Athletic marathons: walkathons, jogathons, field days, etc.
- Academic marathons: readathons, spellingathons, etc.
- Book fairs
- Dances
- Auctions (or a silent auction combined with another event, such as craft fair, talent show)
- Rummage and garage sales

- Sport tournaments
- Talent shows and concerts (Christmas carols, theatre, etc) - can charge admission or ask for free will donation
- Bingo nights
- Children's fun fair, craft fair
- Car wash
- Odd jobs for the community: cut the grass, walk dogs, water plants, etc.
- Penny drives
- Bottle drives
- Challenge events
 - ▶ male teacher will wax legs if a certain amount of money is raised or
 - ▶ three high profile members of the community or school community commit to a stunt (e.g. one person will dye hair purple, one person will sing in public, and one person will wear a silly hat). People can vote for the stunt they would most like to see and the stunt that receives the most money will be done.

Tips:

- ⇒ Take care of your volunteers: make sure they have fun and that they have what they need (such as refreshments), and do not forget to thank them publicly at the event. It is a good way to keep your volunteers for the next time. If possible, also send your volunteers a personal thank you card to show how much they are appreciated.
- ⇒ Promote and serve healthy foods during the event (see Fundraising with Healthy Food on page 3-3)
- ⇒ Advertise in local paper, local radio, school newsletter, etc. Put posters up around your community at least one month ahead. Ask students to help put the posters up.
- ⇒ Involve the students in the organization
- ⇒ Ask for donations from the community (foods, advertisement, place, location space, etc.)

References and Acknowledgments

Source:

“Fundraising for Schools” from the Community Nutritionists Council of BC

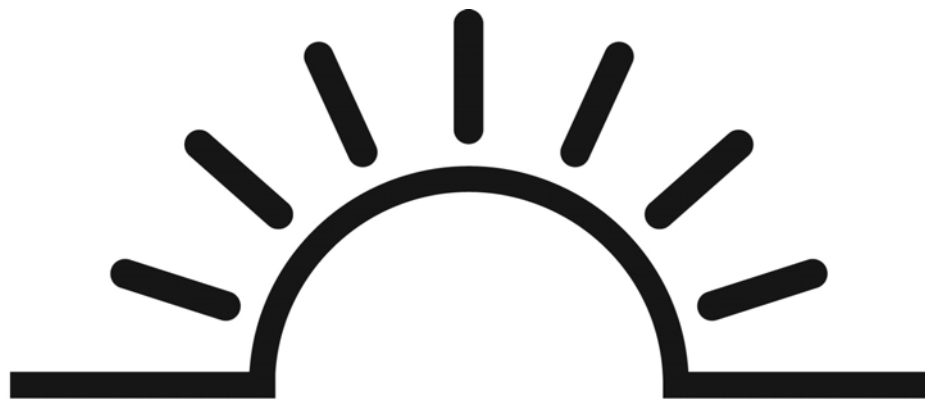
“School Nutrition Advisory Coalition. Feeding The Future: School Nutrition Handbook” from Calgary Health Region

Acknowledgments:

Jason Arsenault from École Évangéline

Principal Lois Adams from West Kent Elementary School

Principal Charles Murphy from St. Louis Elementary School



List of Fundraising Companies



List of Fundraising Companies

In the following document, you will find a list of some companies that you can contact for your fundraising activities. For each company, we have tried to identify what kind of products or services they sell that fit within the School Healthy Eating Policy. You will also find their contact information and other information about the fundraising procedure. It is important to note that many of the companies profiled here also sell products that do not meet the standards of the School Healthy Eating Policy. This is not an exhaustive list.

Fundraising Companies:

ADL Foods
Atlantic Fund Raising Services Limited
Direct Fundraising
Ecco Recycles
Ink A Dream
The Inkwell
Javaco Fundraising
La Montagne
Love a Tree Cotton Gift Bag
MacMillians
Murphy Investments
Peelers
Pure Energy Battery Inc
QPS
Regal
Scholastic Canada
Smitty's
Stuck on You
Sun Groves
Sun Harvest
Sunsweet Fundraising
Tasty Tidbits
Usborne Books
Veseys
Western Vending

March 2005



ADL Foods

Contact: Betty Waite Email: adlfoods@adl.ca	Contact Information: tel: 902-888-5000 toll free: 1-888-235-6455 fax: 902-888-2992	Address: 400 Read Dr Summerside, PE C1N 5A4 Website: www.adl.ca/fundraising.html
Healthy Products Sold: <ul style="list-style-type: none"> ▶ Various frozen products: chicken, seafood, pizza, etc ▶ Cheese ▶ Soup, chowder, chili ▶ Orange juice 	Product Description: Products come in large quantities, but most are frozen so they can be quite practical for families of all sizes.	
Price: Price varies frequently. Prices range from \$5 to \$50 (cost to school). They recommend a mark-up of ~25%.	Time of Year: any time	
	Minimum order: no minimum order	
Profit Margin: ~25% - school sets selling price.	Payment Options: School pays ADL. School decides if those purchasing the products will pay up front or COD.	
Procedure: <ul style="list-style-type: none"> ▶ School is supplied with fundraising product list; school can select what items it will promote and price. ▶ Students gather orders. ▶ Place order with ADL; allow 3-4 weeks for the delivery of the full order to a central location. ▶ Arrange for people to pick up their orders or devise delivery system. 		
Other: There is a large variety of products, but many of them are not healthy choices. Try to focus on the healthier choices - haddock fillets/loins, boneless skinless chicken breasts, centre cut pork chops, cheese, chowder, soup, etc.		



Atlantic Fund Raising Services Limited

Contact:

Loyola Griffin (PEI rep)

Email: info@atlanticfund.ca

Contact Information:

tel: 902-566-3138 (L. Griffin)

tel: 902-455-7225 (NS office)

fax: 902-454-5713

Address:

6080 Young St, Suite 309

Halifax, NS

B3K 5L2

Website:

www.atlanticfund.ca

Healthy Products and Non Food**Products Sold:**

- ▶ Muffin dough
- ▶ Coffee, tea, & hot chocolate
- ▶ Toothbrushes & dental floss
- ▶ Spices
- ▶ Candles
- ▶ Christmas & Spring catalogue

Product Description:

Each line of products have a variety of flavours and scents. They are sold in standard household sizes.

Price:

Muffin dough is sold at \$12 - school pays \$8.40.

Coffee sells for \$6 - school pays \$3.60.

Candles sell for \$2.

Toothbrushes sell for between \$3-\$5.

Time of Year:

any time for most items; with the exception of seasonal catalogues

Minimum order:

no minimum order for most items; with the exception of seasonal catalogues (\$700 min sales before tax)

Profit Margin:

~40-45%

Payment Options:

People have between 1-4 weeks to pay after receiving products.

Procedure:

- ▶ In most cases, schools collect orders and then provide people with their orders when the full order comes in.

Other:

They do have a good variety of products.

Their seasonal catalogue offers products similar to those found in Regal catalogue.



Direct Fundraising

Contact: N/A Email: info@directfundraising.ca	Contact Information: tel: 705-745-1232 toll free: 1-800-263-8946 fax: 705-743-5572	Address: Box 1234 Peterborough, ON K9J 7H5 Website: www.directfundraising.ca
Non Food Products Sold: ▶ Candle Program	Product Description: All kind of different types of candles	
Price: Start at \$5.00	Time of Year: Fall, no campaign will be started after Nov,4th Minimum order: no minimum order	
Profit Margin: 40%	Payment Options: People are encouraged to pay upfront.	
Procedure: ▶ School is supplied with catalogues and order forms ▶ Students gather orders ▶ School sends the orders to Direct fundraising		
Other: They have a new fundraising program selling coffee.		



Ecco Recycles

Contact:
N/A

Contact Information:
tel: N/A
toll free: 1 888 695-4449

Address:
N/A

Email:
info@eccorecycles.net

fax: N/A

Website:
www.eccorecycles.net

Product:
Collect empty printer cartridges

Price:
They pay between \$0.25 to \$15.00 per cartridge, see the cartridges list online.

Time of Year:
any time

Shipping:
Free, call FedEx for a pick-up

Profit Margin:
100%

Payment Options:
All cheques over \$15 are paid weekly.
Payments under \$15 are held until month end

- Procedure:**
- ▶ Register your school to receive all the information
 - ▶ Collect the empty cartridges
 - ▶ Check that they are on the Eligible Cartridges list
 - ▶ Follow the shipping instructions to send the cartridges

Other:
Check regularly the cartridges' list on their website

Provide marketing materials



Ink A Dream

Contact: N/A Email: info@inkadream.ca	Contact Information: tel: N/A toll free: 1 877 449-0446 fax: 1 877 449-0442	Address: 10, rue du Terminus Ouest Rouyn-Noranda, QC J9X 2P2 Website: www.inkadream.ca
Product: Collect empty printer cartridges		
Price: They pay between \$0.25 to \$14.00 per cartridge, see the cartridges list online.	Time of Year: any time Shipping: Free, call Purolator for a pick-up	
Profit Margin: 100%	Payment Options: You collect points when you send empty cartridges, and you can redeem them for cash when you want	
Procedure: <ul style="list-style-type: none"> ▶ Register your School to receive all the information ▶ Collect the empty cartridges ▶ Check that they are on the Eligible Cartridges list ▶ Follow the shipping instructions to send the cartridges 		
Other: Check regularly the cartridges' list and your account on their website to know how many points you have. Provide marketing materials		



The Inkwell

Contact:

Jim Mackey

Email:

ibuyempties@sympatico.ca

Contact Information:

tel:1 705 759-1096

toll free:1 866 230-6481

fax:1 705 971-0238

Address:

75 Dandy Road
Sault Ste. Marie, ON
P6B 5X4

Website:

www.ibuyempties.com

Product:

Collect empty printer cartridges

Price:

They pay \$1.00 to \$5.00 per eligible inkjet cartridge

They pay \$1.00 to \$15.00 per eligible laser cartridge

See the cartridges list online.

Time of Year:

any time

Shipping:

the costs are reimbursed for a minimum of \$50 worth of cartridges

Profit Margin:

100%

Payment Options:

You are paid upon receipt and inspection of the cartridges usually within two weeks.

Procedure:

- ▶ Register your school to have all the information
- ▶ Collect the empty cartridges
- ▶ Check that they are on the Eligible Cartridges list
- ▶ Follow the shipping instructions to send the cartridges

Other:

Check regularly the cartridges' list on their website



Javaco Fundraising

Contact: N/A Email: sales@javaco.com	Contact Information: tel: 1 705 770-4654 toll free: 1 888 822-5922 fax: 1 705 770-0254	Address: 62 Oakridge Drive Barrie, ON L4N 5N8 Website: www.javaco.com
Healthy Products Sold: ▶ Coffee	Product Description: 2 programs available with different varieties of coffee ½ lb package	
Price: <u>Direct sales:</u> School pays \$3.00. <u>Pre-ordered coffee :</u> School pays \$3.25. They recommend a sale price of \$5.00	Time of Year: any time Minimum order: <u>Direct sales:</u> 10 cases <u>Pre-ordered coffee:</u> no minimum but shipping is free if over \$300.00	
Profit Margin: <u>Direct sales:</u> 40% <u>Pre-ordered coffee:</u> 35%	Payment Options: Direct sales or pre-order	
Procedure: ▶ <u>Direct sales:</u> Supply with cases of 12 eight-ounce packages. 10 cases minimum order ▶ <u>Pre-ordered coffee:</u> Collect orders and payment and place order with Javaco		
Other: Marketing materials available on their website		



La Montagne Inc.

Contact: N/A Email: info@lamontagne.ca	Contact Information: tel: 1 819 564-1014 toll free: 1 800 567-3435 fax: 1 819 564-0252	Address: 4045 Garlock Sherbrooke, QC J1L 1W9 Website: www.lamontagne.ca
Non Food Products Sold: ▶ Antibacterial glycerin soap	Product Description: Assortment of fruit scent soap, 3 fruit scents	
Price: School pays \$2.50. They recommend a sale price of \$5.00.	Time of Year: any time	
	Minimum order:	
Profit Margin: 50%	Payment Options: within 30 days of receipt	
Procedure: ▶ School is supplied with flyers and order forms ▶ Students gather orders ▶ Place order with La Montagne		
Other: Variety of other less healthy products are available. Also have greeting cards available, but did not have the details at time of printing.		



Love a Tree Cotton Gift Bags

Contact: Christine Patenaude Email: lat@love-a-tree.com	Contact Information: tel: N/A toll free: 1 800 480-6706 fax: 705 549-4389	Address: PO Box 5053 Penetanguishene, ON L9M 2G3 Website: www.love-a-tree.com
Non Food Products Sold: ▶ Cotton gift bags	Product Description: Different type of 100% cotton bags Personalized tote bags are also available	
Price: Between \$3.00 and \$20.00	Time of Year: any time	
	Minimum order: Personalized bags: 24	
Profit Margin: 40%	Payment Options: Checks Shipping including	
Procedure: <ul style="list-style-type: none"> ▶ School is supplied with brochures and order forms ▶ Students gather orders ▶ School sends the orders and payments to Love a Tree Cotton Gift Bag ▶ Will be delivered to school within 2-3 weeks 		
Other: Love a tree Cotton Gift Bags will donate a portion of sales to Tree Canada; equivalent to 1 tree planted for every 10 bags sold.		



MacMillan's

Contact: N/A Website: www.macmillans.on.ca/fundrais.html	Contact Information: tel: 519-853-0311 toll free: 1-800-387-4039 fax: 519-853-0346	Address: RR1 Acton, ON L7J 2L7 Email: macacton@aztec-net.com
	tel: 905-686-2531 toll free: 1-800-926-2531 fax: 905-686-1441	Box 236 Whitby, ON L1N 5S1 Email: macajax@istar.ca
Healthy Products Sold: ▶ Frozen gourmet muffin batter	Product Description: Batter is prepared with fresh ingredients and then flash frozen. Healthier options include Blueberry Bran Lite, Lemon Cranberry Lite, and Carrot Lite.	
Price: \$12 for 2L of muffin batter	Time of Year: any time	
	Minimum order: N/A	
Profit Margin: ~29%	Payment Options: cash	
Procedure: ▶ order information package with selling materials ▶ take orders ▶ submit master order ▶ shipped to central location for distribution		
Other: Nutrient analysis of all products is available on website. There are a variety of other less healthy products available.		



Murphy Investments

Contact: Rachel Vidito Email: rachel.vidito@murphyrestaurants.ca	Contact Information: tel: 902-566-3090 fax: 902-368-3806	Address: 49 Water St Charlottetown, PE C1A 1A3 Website: www.dpminc.com
Non Food Products Sold: ▶ Coupon books	Product Description: Coupons for Murphy restaurants and other businesses	
Price: Schools pay \$10 for each coupon book (\$50 value in coupons) and sell for \$20	Time of Year: any time	
	Minimum order: none	
Profit Margin: 50%	Payment Options: Schools pay for the amount sold at the end of the campaign. Must return un-sold books	
Procedure: ▶ Schools must sign an informal contract to receive the coupon books ▶ Students take home coupon books to sell ▶ Establish date to connect regarding sales ▶ Return un-sold books and send money in		
Other:		



Peelers



Contact: Alan Cottreau Cheryl Cottreau Email: alan@peelers.ca cheryl@peelers.ca	Contact Information: tel: 902-436-0899 toll free: 1-888-757-7335 fax: 902-436-0899	Address: 104 Hallie Dr Summerside, PE C1N 5H3 Website: www.peelers.ca
Healthy Products Sold: <ul style="list-style-type: none"> ▶ Coffee 	Product Description: Zavida brand coffee (Creme Brulee, Hazelnut Vanilla, and possibly other flavours) sold in 2 pk	
Price: School pays \$2.50 and customer pays \$5.00	Time of Year: any time Minimum order: 3 master cases is typical -	
Profit Margin: 50%	Payment Options:	
Procedure: <ul style="list-style-type: none"> ▶ order at least 3 master cases (216 packs of 2) ▶ sell coffee - customers pay up front ▶ send money 		
Other: Currently introducing a recycling cell phone program. Group would be provided with a postage paid box to collect old cell phones. Need to collect a minimum of 50 (\$1/phone). There are a variety of other less healthy products available.		



Pure Energy Battery Inc.

Contact:
Pat Terrio

Email:
pterrio@peb.ca

Contact Information:
toll free: 1-800-868-8756

fax: 902-667-4684

Address:
41 Tantramar Cres
Amherst Industrial Park
Amherst, NS
B4H 4J6

Website:
www.powerplayteam.com

Healthy Products Sold:

- ▶ rechargeable alkaline batteries
- ▶ occasional specials (e.g. clip light)

Product Description:
various combinations of batteries and chargers

Price:
Selling price ranges from \$5 to \$15

Time of Year:
any time

Minimum order:
yes

Profit Margin:
50%

Payment Options:
visa, master card, cheque

Procedure:

- ▶ can download product order form from website
- ▶ recommended to pre-order the minimum amount to show potential customers
- ▶ customers pay up front
- ▶ place order for additional products needed

Other:



QSP

Contact: Email: info@qsp.ca	Contact Information: toll free: 1-866-342-3863 fax: 1-800-844-3568	Address: 442 Passmore Ave Scarborough, ON M1V 5M7 Website: www.qsp.ca
Non Food Products Sold: ▶ Magazines	Product Description: 650 magazines	
Price: Price varies. Up to 81% off the news stand price. Potential for residual profits if person renews subscription.	Time of Year: any time	
	Minimum order: no minimum order	
Profit Margin: 40%	Payment Options: People are encouraged to pay upfront.	
Procedure: ▶ QSP representative will visit school and explain activity to students. ▶ Students take home brochure that lists magazines; collects orders and payment. ▶ School sends orders to QSP for processing		
Other:		



Regal

Contact:
Craig McAllister

Email:
cmcallister@regalgreetings.com

Contact Information:
tel: 905-670-1126 Ext 241
toll free: 1-888-715-6771
fax: 905-670-8314

Address:
7035 Ordan Dr
Mississauga, ON
L5T 1T1
Website:
www.FundraisingwithRegal.com

Healthy Products and Non Food Products Sold:
▶ catalogue of goods

Product Description:
Good selection of gifts, household goods, office supplies, pet supplies, gift wrappings, seasonal good

Price:
varies

Time of Year:
any time

Minimum order:
no minimum order

Profit Margin:
Varies according to total sales (5 tier system) - min of 20% and max of 50%.

Payment Options:
Don't have to pay upfront. School will be billed 40 days after; option to pay with visa or master card.

Procedure:

- ▶ sign up as an official Regal fundraiser to receive starter kit
- ▶ set sales goals & determine how much per volunteer needs to be raised
- ▶ get catalogue and order form from Regal
- ▶ gather orders from people
- ▶ submit order to Regal
- ▶ if total is less than \$500 the full order is sent to central location and volunteers are needed to package individual orders; otherwise orders will be sorted by student/seller.

Other:
There are incentive prizes provided.

Well established and credible company and there fundraising services seem very professional. Money back guarantee, but individual customers can't return directly to Regal - must be done through the fundraising group.



Scholastic Canada

Contact: Lynn Biddington

Email:

sbfairs@scholastic.ca
lbiddington@scholastic.ca

Contact Information:

tel: 506-857-9305
toll free: 1-800-579-4744
fax: 506-859-9799
toll free: 1-800-579-4711

Address:

691 Malenfant Blvd.
Dieppe, NB
E1A 5T8

Website:

www.scholastic.ca/bookfairs/

Products Sold:

- ▶ books

Product Description:

Over 400 titles - new books, popular series, media titles, award winners

Price:

Varies with the products

Time of Year:

any time

Minimum order:

no minimum order

Profit Margin:

Sales under \$1000: 25% in books
Sales \$1000 to \$2000: 50% in books and 25% in cash
Sales over \$2000: 60% in books and 30% in cash

Payment Options:

People pay upfront for the books they buy

Procedure:

- ▶ Contact Scholastic to book a date for book fair
- ▶ The school is supplied with flyers, a guide to organize the fair and marketing materials
- ▶ The fair is staffed entirely by school volunteers

Other:

Lots of information on their website to learn how to organize a book fair.



Smitty's

Contact: Cindy MacDonald Melanie Parker Email:	Contact Information: tel: 902-892-5752 fax: 902-628-6427	Address: 449 University Ave Charlottetown, PE C1A 8K3
Products Sold: ▶ spaghetti dinner	Product Description: Buffet style spaghetti dinner with garlic bread and beverage	
Price: \$5 for ticket to dinner \$250 restaurant use fee - can be waived with the sale of fundraising gift certificates	Time of Year: October - April (Mondays and Tuesdays) Minimum order: no minimum order	
Profit Margin: up to 100% (depends on # of tickets and gift certificates sold) - maximum profit of \$1000	Payment Options: cash	
Procedure: ▶ set date for the dinner - Must be a Monday or Tuesday ▶ group provided with 200 tickets to be sold for \$5 each ▶ secure ~8 volunteers to help out during the dinner (taking tickets, serving beverages, cleaning tables)		
Other: Currently considering revisions to the meal. Limited number of times available, so it's important to book early.		



Stuck on You

Contact:

Stephanie Jordan or Elizabeth Southam

Email:

stuckonyou@telus.net

Contact Information:

tel: N/A

toll free: 1 866 904-9790

fax: 604 904-9791

Address:

PO Box 75 518
RPO Edgemont Village
North Vancouver, BC
V7R 4X1

Website:

www.stuckonyou.biz

Non Food Products Sold:

- ▶ Personalized labels and stickers

Product Description:**Price:**

Start at \$3.50, most of the prices are between \$15.00 and \$25.00 per unit and can go up to \$70.00 for packs.

Time of Year:

any time

Minimum order:

No minimum order but each order is subject to a shipping charge of \$3.95.

Profit Margin:

~10%

Payment Options:

At the same time that you place the order

Procedure:

- ▶ Register your school to receive the brochures
- ▶ Gather orders
- ▶ Submit the orders to Stuck on You
- ▶ The orders will be pack individually

Other:

It is possible for the parents to order online, if they do, make sure they nominate the name of the school in order to get the commission.



Sun Groves

Contact:

Kathy Foster

Email: N/A

Contact Information:

tel: 727 726-8484

toll free: 1 800 672-6438

fax: 727 726-7158

Address:

3393 S.R. 580
Safety Harbor, FL
34695 USA

Website:

www.sungroves.com

Healthy Products Sold:

- ▶ Citrus: oranges and red grapefruits

Product Description:

2 options:

Pallets: 40 pound 4/5 bushels or 20 pound 2/5 bushels

Catalogue: 5 pound to 40 pound

Price:

Pallets: \$US10.50 to \$US 14.50 per box

Catalogue: \$US 20 to \$US 40 per box

Time of Year:

November to May

Minimum order:

Pallets: 200 boxes

Catalogue: no minimum order

Profit Margin:

Pallets: ~ 50%

Catalogue: 15%

Payment Options:

cost + shipping

check and credit card

Procedure:

- ▶ School is supplied with sales materials (order forms, posters, postcard...)
- ▶ Pallets: the school buys the pallets and decides when and where they are delivered. Then the school sells the citrus like a retailer.
- ▶ Catalogue: people choose products from the catalogue, students gather orders and the school places the orders with Sun Groves. The packages would be shipped directly to the purchaser.

Other:



Sun Harvest

Contact: Jim Deans Email: jim@sunharvestcitrus.com	Contact Information: tel: 239 768-2686 toll free: 1 800 248-7870 fax: 239 768-9255	Address: 14810 Metro Parkway Fort Myers, Florida 33912 - 4307 USA Website: www.sunharvestcitrus.com
Healthy Products Sold: ▶ Citrus: oranges and grapefruits	Product Description: 1/8 bushel to full bushel	
Price: Between \$US 17 and \$US 130	Time of Year: November to May	
	Minimum order: No minimum order	
Profit Margin: 20% of the sales	Payment Options: cost + shipping check and credit card	
Procedure: ▶ School is supplied with fundraising catalogues and order forms ▶ Students gather orders ▶ School places orders with Sun Harvest Citrus ▶ The packages would be delivered where the customers want.		
Other:		



Sunsweet Fundraising

Contact:
Calvin Waye

Email:
bcwaye@pei.sympatico.ca

Contact Information:
tel: 902-675-4366
toll free: 1-800-268-1250
ext: 3355
cell: 902-394-4519
fax: 902-675-3155

Address:
78 Birds Eye Drive
Box 977
Rocky Point
Cornwall, PE
C0A 1H0
Website:
www.sunsweetfundraising.com

Healthy Products Sold:
▶ citrus fruit
▶ health line cookie batter

Product Description:
Oranges and Grapefruit
Cookies that are low in fat, sugar; as well as lactose-free, nut-free, and peanut-free

Price:
varies with product

Time of Year:
varies for citrus
anytime for cookie batter

Minimum order:
100 boxes of citrus
no minimum for cookie batter

Profit Margin:
depends on product

Payment Options:
varies

Procedure:
▶ please contact rep for details as there are many options available and many variables

Other:



Tasty Tidbits

Contact: N/A Email: sales@tastytidbits.ca	Contact Information: tel: 1 204 697-0432 fax: 1 204 697-0432	Address: 46 Huber Street Winnipeg, Manitoba R2R 0X4 Website: www.tastytidbits.ca
Healthy Products Sold: ▶ Seasoning spices	Product Description: Gourmet seasoning blends and bulk spices	
Price: Between \$1.40 to \$15 per package	Time of Year: any time	
	Minimum order: no minimum order, but free shipping for sales over \$2,500	
Profit Margin: 35% of sales up to \$2,500 40% of sales over \$2,500	Payment Options: Prior to shipping	
Procedure: <ul style="list-style-type: none"> ▶ Fill up the Fundraiser Start Sheet to receive the order forms ▶ Gather orders from people ▶ Send orders to Tasty Tidbits; allow 2-3 weeks for the delivery, orders will be packed according to seller 		
Other: The order forms can also be used as flyers		



Usborne Books

Contact:

Katherine Linkletter

Email:

katherine@bookquests.com

Contact Information:

tel: 902 436-3036

toll free: 1 877 875-1626

fax:**Address:**

N/A

Website:

www.theusbornebookstore.com
under book fairs

Non Food Products Sold:

- ▶ Books

Product Description:

2 programs: Book fair and Read-a-thon. Program described here is the read-a-thon program: Reach for the Stars

Profit Margin: 100%

30% cash to school

20% in Usborne Books to teachers/classrooms

50% in Usborne Books to participating students

Additional 8% in books plus pay no GST when sponsoring dollars total \$500 or more

Procedure:

- ▶ Children sign up sponsors who pledge money for each minute they read within a two week period
- ▶ At the end of the 2 weeks, students collect their sponsorship dollars and choose their books out of the Usborne books catalogue.
- ▶ Teachers can also order their books at the same time

Other:

All the supplies for the program are furnished.

They suggest a goal: 300 minutes or 5 hours of reading.



Veseys

Contact: Alma McGuire	Contact Information: tel: 902-368-7333 toll free: 1-800-363-7333	Address: PO Box 9000 Charlottetown, PE C1A 8K6
Email:	fax: 1-800-686-0329	Website: www.veseys.com
Healthy Products Sold: <ul style="list-style-type: none">▶ flower bulbs▶ vegetable, herb, and flower seeds (available for spring campaign)	Product Description: Various flower bulbs - dahlias, hosta, lilies, daylilies, etc - number of bulbs varies with type Vegetable seeds include tomatoes, radishes, onions, lettuce, and cucumbers Herb seeds include sweet basil, chives, dill, oregano, parsley, and thyme Flower seed collections include container plants, sunflower seeds, cutting garden, and perennials.	
Price: selling price varies between \$10 to \$80 (most products are \$10-15)	Time of Year: spring or fall	
	Minimum order: none	
Profit Margin: 50%	Payment Options: customers pay upfront in cash or cheque	
Procedure: <ul style="list-style-type: none">▶ organization must fill out a "getting started" form for sales tools and instructions▶ each seller has their own colour catalogue▶ orders are collected▶ master order placed with Veseys and send payment▶ bulbs sent to central location (free shipping) for organizer to distribute to individual sellers▶ planting instructions provided to all customers		
Other: For every \$300 raised Veseys will provide 10 Asiatic Lilies for free		



Western Vending

Contact: Ruth Rundle - Customer Service Representative	Contact Information: tel: 902-436-7765 toll free: 1-800-436-7765 fax: 902-436-8921	Address: 305 Harbour Drive Summerside, PE C1N 5P1 Website: www.WesternVending.pe.ca	
Healthy Products Sold: <ul style="list-style-type: none"> ▶ Coffee ▶ Hot Chocolate 	Product Description: Coffee comes in 227g (8oz) bag with school crest printed on it. Coffee available in regular and decaf.		Product Description: Hot Chocolate is available in a box of 10 individual packs.
Price: School pays \$2.50 for both coffee and hot chocolate. They recommend a sale price of \$5.00	Profit Margin: 50%	Time of Year: any time	Minimum order: 10 cases (120 bags) of the bags of coffee. No minimum order for hot chocolate.
Procedure: <ul style="list-style-type: none"> ▶ Supply Western Vending with school logo in black and white and choose colour for coffee bag. ▶ Design order form. ▶ Decide on selling time. ▶ Total orders and place final tally with Western Vending. ▶ Distribute coffee and hot chocolate to sellers and they deliver their orders ▶ They also recommend having an assembly to kick off the campaign and offer prizes as incentives for the top sellers. 			
Other: Western Vending is supplied by LaReserve Vittoria Inc. in Montreal. They recommend pre-ordering the product(s) so people can see the product(s) being sold.			