

FUNDRAISING
RESOURCE GUIDE



Overview:

Fundraising encompasses a broad range of activities. Often this is a generic word that is used to describe charitable donations, sponsorships, sales of products and services and even partnerships. The Simcoe County District School Board (SCDSB) defines fundraising as “any solicitation for the purpose of obtaining funds that is initiated and approved by the principal and endorsed by the school council and/or school fundraising organization operating in the name of the school and includes activities carried out by students both on and off school property” . Reference Policy 4320 and Administrative Procedures Memorandum (APM) A2600 for details.

The most traditional form of fundraising is a variety of products that offer a financial return to the school community in return for sales. Fundraising activities are successful when the product or service has real value to customers, is innovative and where the return on your investment of time and effort yields a good result.

Purpose of this Resource Guide:

The Purchasing Department has developed this guidebook to assist schools, schools councils, parents or students that might assist with school fundraising and to:

- provide school communities information and ideas regarding fundraising opportunities;
- provide details on policies that apply to school fundraising activities;
- promote ‘healthy fundraising’.

Policy and Legislation:

School Communities should be aware of the following provincial, federal, municipal and school board policies that relate to fundraising activities:

- Ministry of Education Healthy Food for Healthy Schools Act (2008) and its related regulations (trans fat) and standards (Nutrition) provides nutrition criteria for any food or beverage including foods sold for fundraising activities on school property. Visit <http://www.edu.gov.on.ca/extra/eng/ppm/150.html> for more details.
- SCDSB Healthy Food and Beverage Policy (4260) and School Food and Beverage APM A7675 outlines expectations for schools regarding fundraising including the requirement of one physical activity fundraising event, the use of non-food items and promoting healthy food related events for fundraisers. Reference each of these policies and APM’s for specific details.
- Lottery like fundraisers (raffles, bingos etc.) must be in compliance with board policies as well as municipal, provincial and federal laws and regulations. Refer to numbered Memorandum 2011-2012:170 for further direction.

FUNDRAISING EXAMPLES YOUR SCHOOL MAY BE INTERESTED IN....

Non Food Items to Consider

- Balloon Bouquets
- Books, Calendars, Giant Colouring Books
- Brick/Stone/Tile Memories
- Buttons, Pins
- Cups, Mugs
- Cookbooks
- Craft/Bake Sales
- Customized Stickers
- Emergency Kits for Vehicles
- First Aid Kits
- Gift Baskets
- Gift Wrap, Boxes, Bags
- Greeting Cards/ Stationary
- House Decorations/ Gift Items/ Candles
- Jewelry
- Magazine Subscriptions
- Pet Treats/Toys/Accessories
- Plants; Poinsettias, Christmas Trees, Wreaths
- Plastic Window Decals
- Scrap Metal/Recycling Drives
- Seasonal Ornaments
- Seed, Bulb, Garden Products
- Special Occasion Flowers (Valentine`s Day, Mother`s Day)
- Sports Equipment
- Stuffed Animals
- Thermal Lunch Bags
- Test Drive Events
- Water Bottles

Food Items to Consider:

- Boxes, Bags, Baskets of Fruit
- Cheeses
- Frozen Foods (Pizza, Cookie Dough, Muffin Batter, etc.)
- Frozen Meat and Seafood
- Pasta & Sauces


Things You Can Do:

- Car Wash (pre-sell tickets as gifts)
- Cash Register Receipt Programs
- Gift Wrapping
- Magic Show
- Read-A-Thon
- Science Fair
- Spelling Bee
- Talent Show

Activities to Consider:

- Activity-A-Thon (Dance, Bike, Jump Rope, Skate, Bowl)
- Amazing Race
- Baseball, Soccer, Volleyball, Basketball Events
- Fun Run/Walk e.g. Terry Fox Run
- Golf Tournament

FUNDRAISING OPPORTUNITIES AT A GLANCE

Vendor Name	Product	Contact	Email Address	Website Link
Active Essentials	Fun Run/Walk Even/ Epicure	Alanna Millington	amillington@rogers.com	www.activeessentials.net
Acorn Custom Cards	Student Artwork Reproductions	Roger Prouse	info@acorncustomcards.com	www.acorncustomcards.com
Ansell's Awards and Specialties	Custom Art and Promotional Products	Gillian Martin	info@ansellsawards.com	www.ansellsawards.com
BPS Enterprises	Frozen Unbaked Nut- Free Food Products	Janice Brock/Wes Petch	bpsenterprises@bellnet.ca	www.BPSEnterprises.ca
Bacon and Hughes	Educational Books	Jos Bacon	sales@baconandhughes.ca	www.baconandhughes.ca
Barrie Blizzard	Tickets to lacrosse games	Ben Lippert	ben.lippert@canadianlacrosse.com	www.canadianlacrosse.com
 Barrie Colts	Colt's Hockey Tickets	Brad Terry	bterry@barriecolts.com	www.barriecolts.com
Beavertails Near North	Beavertails	Ken Allen	events@bttn.ca	www.bttn.ca

Big Box Fundraising	Greeting Cards	Ashley Monyard	info@bigboxfundraising.com	www.bigboxfundraising.com
Bright Cheese & Butter Mfg.	Cheese	Leigh Ann Kunkel	leighannk@brightcheeseandbutter.com	www.brightcheeseandbutter.com
Caddy's Steakhouse/55 Special	Gift Certificate Fundraising	Lisa Stackhouse/Lesley Leclair	lisa@caddysteakhouse.com	www.caddysteakhouse.com
Creative Kidz Photography Inc.	Photography	Erica Wilcox/ Nathalie Sweeney	info@creativekidzphotography.ca	www.creativekidzphotography.ca
Criterion Picture-Visual Education Centre	Movies	Terry Brandwein	terry@criterionpic.com	www.criterionpic.com
Dieleman Fundraising	Gift Brochures	Ruth Plowright	srplow@sympatico.ca	www.dfscanada.com
Feet For Life Medical	Health & Wellness	Stephanie Tracy	stephaniet@feetforlifemedical.ca	www.feetforlifemedical.ca
Fitness FUNdraisers	Zumba ® Fitness "Party"	Louise Aspden	louise.aspden@gmail.com	www.fitness-fundraisers.com

Fresh From the Farm	Healthy Fundraising for Ontario Schools	Cathy O'Connor	contact@freshfromfarm.ca	www.freshfromfarm.ca
<i>new</i> FundScrip	Gift Card Fundraiser	Customer Service	info@fundscrip.com	www.fundscrip.com
<i>new</i> Halendas Fundraising	Pepperoni Stix	Bill Schwartz	bschwartz@halendasfundraising.ca	www.halendasfundraising.ca
Hamilton Bros.	Christmas Trees	Joe Hamilton	hamiltonbros@ultrafastwireless.com	www.hamiltonbros.ca
Heart & Stroke Foundation	"Give back" of Wintergreen gift cards	Tara Filteau	tfilteau@live.ca	www.jumpropeforheart.ca/giveback
Herff Jones Yearbooks	Yearbooks	Mary Sloan	ybook@rogers.com	www.yearbookplanet.com
Hewitt's Farm Market & Bakery	Desserts, Entrees and All Natural Meats	Curtis Hewitt	HewittsFarmMarkets@hotmail.com	www.HewittsFarmMarkets.com

Holly Cook Fundraising	Peanut and Nut Free Chocolate, Frozen Cookie Dough, Popcorn Jewelry, Gift Shop Brochures....	Holly Cook	hollycookfundraising@gmail.com	www.worldsfinest.ca www.norcard.ca www.prepforsuccess.ca
Hummin' & Strummin' Music Company Inc.	A variety of music clubs	Gayle (905-630-5301)/Sherry (705-309-4073)	info@orilliamusiccentre.com	www.orilliamusiccentre.com
Integress Industries Inc.	Healthy Living/Motivation	Tina Duquette	tduquette@integressindustries.com	www.integressindustries.com
JBL-Slip N Sip	Reusable Coffee/Drink Handles	Jeff Anderson	info@slipnsip.com	www.slipnsip.com
JD Sweid Foods Ltd – Elmira Poultry Fundraising	Top Quality Frozen Food Items	Tamara Cardillo	epfundraising@jdsweid.com	www.elmirapoultry.ca
K's Gadgets Inc.	"Clean" Garbage Containers	Kathy Varga	office@ksgadgets.com	www.ksbasket.com
 K & M Enterprises	Festive Votives	Ron Misurka	rmisurka@rogers.com	N/A

Kidney Clothes – Kidney Foundation	Clothing Drive	Connie Bailie or Chantale Gagnon	connie.bailie@kidneyclothes.ca chantale.gagnon@kidneyclothes.ca	www.kidneyclothes.ca
Lamontagne Fundraising	Brochures, Popcorn and Nut-Free Chocolates	Kellie Molnar	kmolnar@lamontagne.ca	www.lamontagne.ca
Lice Squad Canada Inc.	Pesticide Free Head Lice Products	Martha Lawrence	martha@licesquad.com	www.licesquad.com
Loveable Labels	Personalized Labels	Hayley Sweet	hayley@loveablelabels.ca	www.loveablelabels.ca
MacMillan’s Inc.	Frozen Foods	Kim Bowen	fundraising@macmillans.ca	www.macmillans.ca
The Madison County Food and Beverage Company	Coffees and Teas	Thomas Dunn	coffee7@bellnet.ca	www.madisoncounty.ca
Make IT Sow Inc.	Seed Spring/Fall	Don Gayford	info@makeitsow.com	www.makeitsow.com

Moonwalk Bouncers	Carnival Games, Machines, Face Painting, etc.	Karen Roy	moonwalkbouncers@gmail.com	www.moonwalkbouncers.com
Much Video Dance	Fundraising Dances	Rob Dice	rdice@muchvideodance.com	www.fundraisingwithmuch.com
Nando's (Barrie)	Nando's Popcorn Chicken	Phil Brown	barrie@nandoscanada.com	www.nandos.ca
Neighbourhood Farms Inc.	Frozen Meat and Local Produce	Heather MacInnis	goodness@neighbourhoodfarms.com	www.neighbourhoodfarms.com
Office Central Inc.	KidzPak School Supplies/Custom School Kits	Raphael Shuchat	info@kidzpak.com	www.kidzpak.com
Panera	Bakery-Café	Abby Fears	abby.fears@panerabread.com	www.panerabread.com/fundraiser

The Pampered Chef	Quality products for the kitchen	Lindsay Burke	lindsayeburke@hotmail.ca	www.pamperedchef.biz/linsdayburke
Post School Envelopes	Family box of envelopes for sending money to school	Roberta Allen	postschoolenvelopes@bellnet.ca	www.postschoolenvelopes.com
Presswood Entertainment	Professor Jamz Dance-A-Thon	Robert Presswood	Robert@presswood.com	www.professorjamz.com
QSP Canada-Mikia Foods	Gifts, Cookies, Dough, Chocolate, Specialty Foods and Magazines	Linda Hartnett	hartnett.qsp@rogers.com	www.QSP.ca
Regal Gifts Corporation	Gift Giving Catalogue	Wayne DesBarres	wdesbarres@regal.ca fundraising@regal.ca	www.regal.ca
Reynolds Farm	Pumpkin Patch	Nick & Erica Reynolds	e.c.reynolds@hotmail.com	Facebook: Reynolds Farm, Cookstown, ON

Savings Pack Fundraisers Inc.	Multi-vendor coupon booklets	Jeff Bellamy	jeff@savingspack.ca	www.savingspackfundraisers.com
Scentsy Fragrance	Fragrant "Wickless" Candles	Michelle Inch	Hunny1527@hotmail.com	www.minch.scentsy.ca
Shift Recycling Inc.	E-Waste Collection Event Fundraiser	Mark Kostiw	mark@shiftrecycling.com	www.shiftrecycling.com
Simcoe Audio Video	Electronica	Mandy Hastings	mandy.hastings@unitedav.ca	www.simcoeav.ca
Snow Valley Ski Resorts	Coupon Booklets	Trudy Soyló Ellis	Trudy_ellis@skisnowvalley.com	www.skisnowvalley.com
South Paw Canada	Promotional Products	Steve Meesters	steve@southpawcanada.com	www.southpaw.com
Steeped Tea Inc.	Fine Loose Tea & Accessories	Nadia Fitzgerald	LifesEventures@gmail.com	www.mysteepedtea.com/LifesEventures

Steeped Tea Inc.	Loose Leaf Tea & Infusers	Victoria Goodman	theteafanatic@bell.net	www.theteafanatic.ca
Steeped Tea Inc.	Premium Quality Loose Leaf Tea and Accessories	Nancy Tomkinson	Nancy.j.tomkinson@gmail.com	www.mysteepedtea.com/nancyt
 Student Price Card Ltd.	Loyalty Cards for Students	Pasang Sherpa	pasang@spccard.ca	www.spccard.ca
Sunset Gourmet	Condiments, Dips, Sauces, Desserts	Kim Gadsby	Gadsby40@gmail.com	www.mysunsetgourmet.ca/kimga
Ukulele Kids	Ukulele, Books and Lessons	Ken Jones	ken@ukulelekids.ca	www.ukulelekids.ca
Ultimate Fundraising Inc.	First Aid Kits	Scott Ashley	scott@fundraisingwithfirstaidkits.com	www.fundraisingwithfirstaidkits.com

United On-Site Printers	On Site Custom T-Shirt Printing	David Herd	onsite.printers@gmail.com	705-969-2111 (no website available) 705-698-6430 (alternate #)
<i>new</i> Vista Innovative Promotions Inc.	Gift Card Provider	Marueen & Albert Vandermey	vistavip@rogers.com	www.vistavipfundraising.ca
Vesey's Seeds Ltd.	Fall/Spring Planting Bulbs and Seeds	Alma McGuire	alma@veseys.com	www.veseys.com
Vision Experiential Marketing	School Years Memory Album	Scott McPherson	scottm@visionem.ca	www.schoolyearsmemoryalbum.ca (website may be under construction)
Wendy's Restaurants of Canada	Dinner Night with Family/Friends	Niki Grant	niki_wendys@bellnet.ca	www.wendys.ca

Contact:

Lori McColman,
Assistant Manager of Accounting and Purchasing
lmccolman@scdsb.on.ca 705-734-6363 Ext. 11226

APPLICATION FOR FUNDRAISING OPPORTUNITIES

To be completed by vendors interested in being part of Simcoe County District School Board's School Fundraising Programs

Name of Organization	
Product Description:	
Contact Name:	
Address:	
Phone Number:	
Email Address:	
Website Link:	
Canada Revenue Agency Business Number:	
List two (2) school board references with contact name and email address:	
Date:	

Complete this form and email back to Karen Charlton at kcharlton@scdsb.on.ca along with a copy of current insurance certificate.

Once approved, your information will be made available to schools within Simcoe County District School Board through its online Fundraising Guide. A link will be provided for schools to select to view product and program details (including benefit/profit to school and/or community).