

IS YOUR ESTABLISHMENT LOOKING FOR AN ORIGINAL WAY TO RAISE FUNDS?

Équiterre invites you to take part in an innovative fundraising campaign that offers a unique opportunity to teach kids and their families about the benefits of eating healthy, local and organic food: **selling baskets of organic vegetables produced by our very own local family farmers!** Each basket costs \$30. Baskets are delivered to your establishment on the date you determine with the farmer.



Example of local and organic basket: beets, carrots, garlic, leeks, potatoes, onions, cabbage, celeriac and zucchinis.
* The quantity and variety differ depending on the farmer's harvest.

SIGN UP

> To sign up: equiterre.org/schoolstakeroot/registration

ADVANTAGES

- Raise awareness among children about the benefits of healthy, local and sustainable food, as advocated in the new Canada's Food Guide.
- Raise funds for your establishment (\$6 from each basket sold)
- Enjoy delicious vegetables that are free of synthetic pesticides and GMOs
- Reduce the distance travelled by the vegetables and the amount of packaging required (zero waste)
- Support the local economy and our local farmers



STEPS

1. Read the **Step-by-Step Guide** and the **Quick Guide**
2. Get the support of your establishment's administrators and identify a contact person to coordinate the fundraising campaign in your establishment
3. Sign your school up for the Schools Take Root fundraising campaign before the end of the school year (June 2019)
4. Promote the fundraising campaign to your establishment's children and parents (posters and distribution of order forms) at the start of the 2019 school year (September)
5. Collect the completed order forms and send the number of baskets sold to Équiterre (September or October)
6. Coordinate the delivery of the baskets to your establishment on the agreed date (usually in October or November)
7. Help evaluate the project via an online satisfaction survey sent to parents and the campaign manager (November or December)

We encourage you to present the Schools Take Root campaign to your establishment's principal or governing board.

INFORMATION

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