

IS YOUR ESTABLISHMENT LOOKING FOR AN ORIGINAL WAY TO FUND PROJECTS?

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 eco-friendly food: **selling baskets of organic vegetables grown by farmers from the Family Farmers Network!** Each basket is sold for \$32 and has a value of \$25. Online payment is offered to all institutions to facilitate their campaign management. This service is offered for a fixed, minimum fee*. For each basket sold, farmers receive \$23, institutions receive either \$7 or \$5.77 (depending on their use of the online payment service), and Équiterre receives \$2 for program administration. 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 funds for your institution;
- Support local and organic agriculture;
- Contribute children's health as well as the planet's!



STEPS

1. Read the **Step-by-Step Guide** and the **Quick Guide**
2. Get the support of your establishment's administrators and choose a contact person to coordinate the campaign in your establishment;
3. Sign up your school for Schools Take Root fundraising campaign before the end of the school year (June 2021);
4. Promote the fundraising campaign to the students and their family at your establishment thanks to the tools provided by Équiterre (September 2021);
5. Use our online platform to track your baskets' sale (September or October);
6. Coordinate basket delivery to your establishment on the agreed upon date (usually in October or November);
7. Help us evaluate the project via an online satisfaction survey, sent to families and the campaign manager (November or December)

*This fixed fee is established by the banking system (2.9% + C\$0.30 per transaction, or \$1.22 per basket).

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

Information

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