



WHAT IS THE SCHOOLS TAKE ROOT CAMPAIGN?

The **Schools Take Root** project is an original way for establishments (schools, childcare centres, community organizations) to raise funds by selling baskets of organic, local vegetables grown by a local farmer from the Family Farmers Network.

In addition to helping your establishment raise money, this activity is a chance for you to encourage local farmers by purchasing produce grown right here at home. By choosing a fundraising campaign that's consistent with your establishment's values, you'll have a unique opportunity to teach young people and their families about the benefits of eating healthy, local and organic food! This year, more than 100 establishments across Quebec are planning to participate in the Schools Take Root fundraising campaign.

PRACTICAL INFORMATION

- ☒ 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 fee¹. For each basket sold, farmers receive \$23, institutions receive either \$7 or \$5.77 (if they use the online payment service), and Équiterre receives \$2 for program administration.
- ☒ Unlike seasonal vegetable basket subscriptions from Family Farmers Network, only one delivery is made.
- ☒ **A minimum of 50 baskets must be sold** in each establishment to ensure the activity is feasible for the farmer. Below this threshold, the campaign will have to be cancelled and you will need to refund the people who ordered baskets. We encourage you to set a realistic target when estimating the number of baskets to be sold, as an overly optimistic estimate can result in losses for the farmer.
- ☒ The quantity and variety of vegetables may differ depending on the farm and the harvest. Because it's important for us to make sure that the Schools Take Root project is a win-win partnership for both the farmer and the establishment, we allow farmers some flexibility in terms of what the baskets contain. You can expect to receive between 7 and 9 varieties of vegetables, including beets, onions, carrots, garlic, celeriac, potatoes, Jerusalem artichokes, squash, cabbage, Chinese cabbage, kohlrabi, parsnips, rutabagas, rabioles, winter radishes, kale, leeks, sweet potatoes, radicchio, spinach, broccoli, cauliflower. This also gives people an opportunity to discover the season's harvests and maybe even some less known vegetables. Consult our recipe cards for information on each vegetable and for great ideas on how to prepare them.

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



You can refer to this document throughout the campaign and Équiterre is always available if you have any questions. Please do not contact your farmer directly to avoid adding to his or her workload. You will be put in contact with him or her a few days before delivery to coordinate the final details.

Information
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STEP 1 – REGISTRATION, ORGANIZATION AND LOGISTICS



Drum up support

The many schools, childcare centres and community organizations that have already conducted successful campaigns all had several things in common: an inspiring project they wanted to fund, administrators support, a coordinator, several committed parent volunteers and children's involvement in activities related to the campaign. It is essential to obtain the support of the establishment's administrators at the very start, before signing up for the campaign.



Identify a contact person

This person plays a key role, with four main responsibilities:

1. Oversee the campaign logistics in your establishment via the management platform
2. Ensure communication between Équiterre, the establishment and families
3. Mobilize the establishment's community around the project
4. Participate in the campaign evaluation



Sign up

Once you have the administrators' support and a campaign coordinator, you can sign up for Schools Take Root campaign on Équiterre's website before the end of the school year in June! Once registration has been completed, a member of Équiterre's team will contact you to confirm your participation. You will also need to determine a delivery date, according to the availability of the farmer. Once the date has been agreed upon, you will be able to determine the delivery location.

Sign up!

<http://equiterre.org/en/project/schools-take-root/schools-take-root-fundraising-campaign>

STEP 2 - CAMPAIGN PROMOTION (SALE OF BASKETS)



For the order forms, you can either print out a paper copy or share the link to the online form available on the management platform with families. In either case, the person ordering a basket must provide their email address so they can receive the delivery reminder message as well as their telephone number so they can be reached on delivery day in case they forget to pick up their basket. Be sure that all paper orders received are entered into the online management platform by the deadline, if applicable. If you only use the online form, all commands are automatically compiled. Farmers will be able to track your sales and receive the final order via the management platform. Please note that you are responsible for ensuring the accuracy of your orders and for ensuring that you have received payment for all orders. No changes to the order will be accepted after the deadline.



Payments (in the amount of \$32), must be made directly to your institution. The invoice for your farm is available on the management platform. Your institution should then write a cheque to the farm for \$25 per basket sold. This cheque must be given to the farm at the time of delivery. Of the amount paid to the producer (\$25), Équiterre receives \$2 for program administration.

We will provide you with a promotional kit with various tools that can be used to distribute information to families (online order form, promotional fact sheet including an order form, poster and email templates). You will need to customize the information by adding the name of your establishment, the delivery date and location, orders deadline and where to bring them. This deadline will be determined in advance with Équiterre (the farmer needs at least 14 days to prepare the order and adjust quantities). You must therefore allow a delay in order to compile purchase orders.

Once the delivery date has been set, we recommend that you promote the fundraising campaign and organize the sale of baskets to parents and family members for a period of at least one month.



SUCCESSFUL IDEAS TO HELP YOU SELL YOUR BASKETS



We suggest that you set up an information booth one or two weeks into the campaign as a reminder for families. You can also present a demo basket of the farmer's vegetables. Here is how you can obtain one:

- Visit the Family Farmer Network's website www.fermierdefamille.com/en
- Use the search engine to find your farm
- Choose a delivery point
- Contact your contact person at Équiterre to reserve your basket

TIPS:

- Encourage children to run the information booth and offer snacks prepared with items from the basket!
- Take this opportunity to remind families about what the project you want to fund with this campaign.



STEP 3 – BASKET DELIVERY

Baskets delivery must be carried out in accordance with public health rules in force. As a result, it may not be possible to adapt some of the suggested activities.



Baskets will be delivered by your farmer in October or November, on the date you will have determined with Équiterre based on the farmers availability. Deliveries will generally take place between 3 and 6 pm, preferably in either the school gymnasium, an assembly hall or outside the school. If your delivery date is in October, the delivery could take place outdoors. In November, evenings are usually too cold and dark. In any event, please arrange for an indoor space to be available in case of rain. Ideally, the delivery point should be easily accessible (to limit the distance that the crates of vegetables will need to be carried) and large enough to allow families to move around freely.



Schools Take Root is working to become a zero waste project. Vegetables are distributed using a mini-market format, meaning that people who have ordered a basket bring their own bags and choose their vegetables from among the different bins offered by the farmer, based on a predetermined formula. It is therefore important to remind families to bring their bags. We suggest that you arrange to have a few reusable bags on hand for those who have forgotten theirs.



The farmer will require the assistance of several volunteers to unload vegetables from the truck and to make sure that everything goes smoothly. You can also get children to help out. In fact, that's the best way to ensure a successful delivery! We suggest that you form your team of volunteers in advance to avoid being caught short-handed.

Number of baskets sold	Number of volunteers required*	Presence of the farmer
50 - 75	3	1.5 hr
76-125	4	2 hrs
Over 125	5	3 hrs

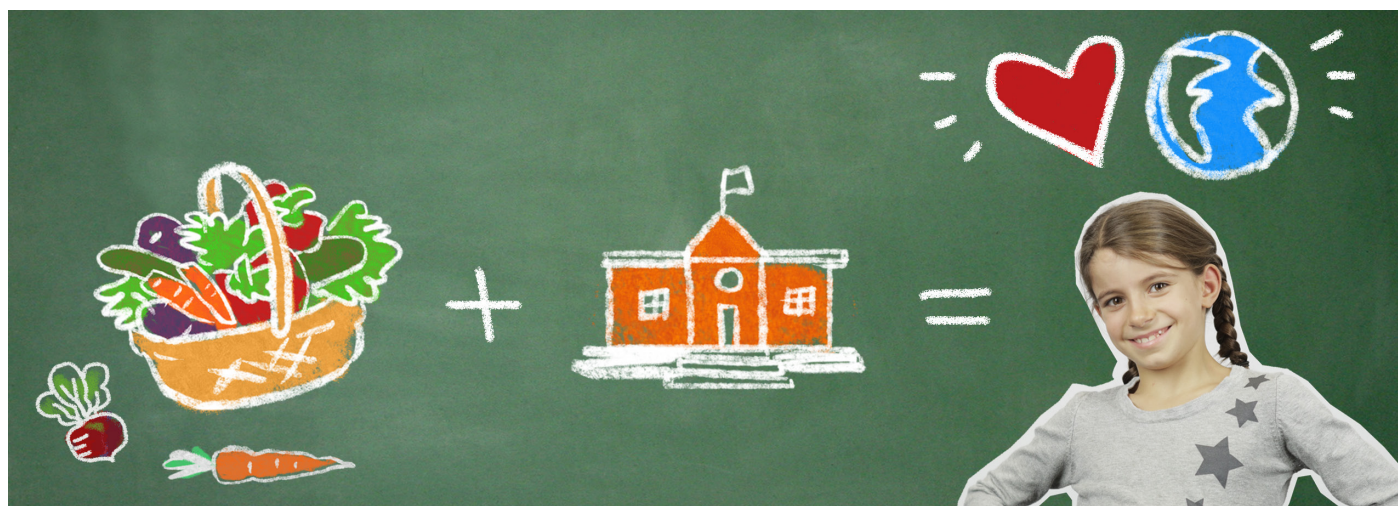
*It is important to have additional adult volunteers for about 20 minutes when the producer first arrives to help unload the truck and carry the crates of vegetables.

A FESTIVE, EDUCATIONAL EVENT!

Your delivery day is a **unique opportunity to educate children, their families and the members of your establishment about the benefits of healthy, local and eco-friendly food.** That's why we ask your farmer to be present during delivery and to be available to answer any questions participants may have about the contents of their baskets. We encourage you to organize fun activities and to take advantage of the high level of interest in organic produce during the delivery!

- Create a lively atmosphere: music, vegetable costumes, photo booth, etc.
- Organize activities related to the theme of sustainable food: educational activities, fun games, role playing, storytelling, etc.
- Prepare a healthy snack to welcome participants.
- Make decorations with the children: posters, drawings, arts and crafts related to fruits and vegetables, etc.





GET THE KIDS INVOLVED



Experience shows that kids love to help out, especially when their gym, school yard or assembly hall is transformed into a real farmer's market! Find ways to get them to participate, to help them learn and take responsibility! Here are just a few of the tasks you can delegate to them:

- Welcoming families and following up on orders (use the document provided by Équiterre to avoid counting errors)
- Putting baskets together (children love to help the parents with this task)
- Preparing a healthy snack to welcome families
- Decorating the delivery space with drawings, posters and arts and crafts
- Organizing and leading small activities, such as a quiz or a short play: we've prepared some resources for you!

Sign up!

<http://equiterre.org/en/project/schools-take-root/schools-take-root-fundraising-campaign>

STEP 4 – REVIEW AND ASSESSMENT

By organizing a Schools Take Root campaign in your establishment, you agree to participate in the project evaluation. As such, you will be required to complete the satisfaction survey for participating establishments and invite families to complete the satisfaction survey intended for them.