

## **LOBLAWS/REAL CANADIAN SUPERSTORE FUNDRAISER**

To All Band and Choir Students, and Parents,

Welcome to our most successful fundraiser!! The following information is provided to you in order to make it quite possible to fully raise the entire cost of the trip with minimal effort. Here's how it works:

**STEP 1:** Park at Loblaws or Real Canadian Superstore as you normally would.

**STEP2:** If you are shopping at Loblaws, walk down the street to the flower store BESIDE Carlson Wagonlit Travel Agency, and for those who are shopping at Real Canadian Superstore in the Beach, go into the I.D.A. drug store across the street.

**STEP 3:** Go to the cashier and let them know you are there to get grocery store gift cards for CCI. Gift cards come two denominations (\$50.00 and \$100.00). Give the cashier the money and they will give you **exactly** the same value back in gift cards.

**STEP 5:** Tell the cashier the name of your son or daughter. They have a list there with everyone's name and will put the dollar value next to their name.

**STEP 6:** Go do your grocery shopping! When you get to the cashier, give them the gift card. The cashier will scan this card and take off the value of the groceries you purchased. The card will keep the remaining value on it (for example: if you had a \$100.00 card and your bill came to \$87.00, the card will have \$13.00 remaining on it for the next time you go grocery shopping.

Pretty simple so far!! So how does this work as a fundraiser?? Loblaws/Real Canadian Superstore will donate 5% of all gift cards purchased. 4% will be applied directly against the cost of your son or daughter's trip. 1% goes towards helping raise funds for the music department.

**THE MATH:** Let's assume that your family's typical grocery bill was \$100.00/week (yes, this is low for many families, but it makes for easy math.) If you purchased \$100.00 of gift cards each week, this means that \$4.00 would be raised for your son or daughter's trip purposes. Now that doesn't sound like a lot...BUT!!

**What we ask everyone involved to do is to find a total of 5 families to be involved.** These other families could be your friends, neighbours, relatives, co-workers...anyone. And count your own family as one of the 5 families! Basically, anyone who goes shopping at either Loblaws or Real Canadian Superstore can do this. The nicest thing...it costs them absolutely nothing...other than walking across the street to get the gift cards. And don't forget, they get the exact same value of gift cards back for the money they hand in. There is absolutely no dollar cost to participants!!

**Getting back to the math!!** If a total of 5 families are involved (based on a \$100.00 grocery bill each), this means that your son or daughter will be getting \$20.00 per week towards their trip. \$20.00 week x 4 weeks in a month is \$80.00/month

\$80.00/month x 7 months = \$560.00

At \$560.00 a significant portion of the trip cost is taken care of. And remember, this math is only based on a family having a \$100.00 grocery bill. You may think \$200.00 is more typical. If so, double your fundraising as well, i.e., through this program you would raise \$1,120.00 for your son or daughter!!

**Here's some frequently asked questions: Please read them carefully!!**

**1) When does this start?**

Immediately!!

**2) When I go into the store, can I use a cheque or debit card to get the gift card?**

**No. The stores can only handle cash. You'll have to get the money ahead of time from somewhere else.**

**3) Is it just the Loblaws here in town and the Real Canadian Superstore in the Beach?**

No. Actually, the gift cards are good at any Loblaw Great Food, Real Canadian Superstore, No Frills, Independent Grocer, Loblaws, Maxi, Provigo, Atlantic Superstore, Atlantic SaveEasy, Atlantic SuperValu, Extra Foods, Fortinos, Valu-Mart, or Zehrs across the country. Many people buy gift cards on behalf of people (for example, sons or daughters in university) and then send them to them.

**4) Do the coupons have an expiry date?**

NO!!! Due to Federal Government Legislation, gift cards sold in North America no longer have expiry dates.

**5) Are these gift cards basically like cash then? What happens if I lose them?**

Yes, they are like cash. You don't want to lose them.

**6) Can anyone go into the store and by the coupons so that my son or daughter can get the credit?**

Yes. Anyone can. All they have to remember to do is to say your son or daughter's name.

**7) Can I buy larger quantities of coupons and then distribute them to my co-workers and just get them to pay me back? (That way I'll know my son or daughter will get the credit, and it will save them the effort of having to walk to the store.)**

Yes, you can. No problem at all here.

**8) This sounds like a great fundraiser. Can more than 5 families be involved?**

Yes. There is no limit here at all. We just used the number 5 to help you understand the math. Many families have more than 5 people helping out. Just make sure these helpful persons say your son or daughter's name!

**9) My place of business usually gives out a Christmas bonus, and might consider these gift cards as a possible gift. If I set this up, would my son or daughter get the credit?**

Yes. We have a number of businesses who think these cards are a great idea for their employees as a Christmas bonus. We work closely with the owner of the company to make the necessary arrangements, but your son or daughter will get the credit. For this effort, other denominations are also available. This program is also open to other company organization such as unions who may also do the same thing for their membership.

**10) What if I raise more than the cost of the trip?**

The trip does have other costs naturally associated with it such as spending money and food costs. (We don't include food costs in the cost of the trip due to the enormous difference in eating habits of many teenagers. Some eat everything in sight. Others are rather "petite" eaters. If we were to put the cost of meals in the trip, then some people would unfairly be paying for the eating habits of others.)

Funds raised over and above the cost of the trip by your son/daughter go directly back to them. Those funds will be given back to your son/daughter either the week before or day of the trip departure.

**11) Can I fundraise the initial deposit back?**

No. This deposit is a "stand-alone" item. However you can in essence fundraise this amount (and more) through the dollars you raise over the cost of the trip (as noted above in item #10).

**12) Wow! This sounds like a great fundraiser. I'm part of another group in town that has fundraising needs. Is there a way we can tap into this program?**

Yes there is. Contact us and see if your group/organization qualifies. If so, we will add the name of your group to the stat sheet that is at flower shop and IDA. Members of your organization will get gift cards in the same manner, but will say the name of your organization in order to get credited. We will keep track of the stats and cut a cheque to your organization on a quarterly basis, representing the same 4% of total proceeds. Again, 1% will go towards the music department.

**13) Wow, the flower shop and IDA are very kind for helping here. Anything we can do?**

Absolutely. A kind smile and a "thank you" for their very generous support goes a long way.

**VERY IMPORTANT:** Try as we might to keep on top of the flow of gift cards through these two businesses, some factors are beyond ours and their control. For example, if someone walks in and purchases a large quantity, we may suddenly find ourselves short. You may be the next person to walk in the store looking for gift cards, and are told that they don't have any.

**DO NOT** give these fine businesses any grief whatsoever! It's really a "luck of the draw" situation, and we'll hopefully have gift cards back there within 24 hours.

Questions? Please call Mr. Bell at the high school 705-445-3161, or his cell phone 705-309-5057.

**Happy Fundraising!! ☺**