

Toronto
District
School
Board

2013 - 2014 Fundraising Resource Guide

*Sponsorships
Donations
Raffles and Lotteries
Sale of Products
Policies and Procedures
Fundraising Opportunities*

Emergency Fund



Toronto Foundation for Student Success

On a daily basis, the TDSB opens its doors to 240,000 students. Many of these students face the daily challenges that poverty presents and for them it is often a struggle to succeed at school. Many do not have warm coats, hats or boots and others do not have food or other essentials.

The Emergency Fund, developed by the Board's arms-length charitable foundation, the Toronto Foundation for Student Success (TFSS), seeks to address poverty issues by providing funds to students with urgent needs. Any principal, social worker or teacher can apply for funds on behalf of their students, but grants are only made possible by local fundraising or with the help of generous donors.

We'd like to share with you three of the challenges brought forward by school principals:

Winter is here and the days are getting colder and darker but many of my students are coming to school without hats, mitts or even winter boots.

Many of my students were forced to leave their homes when a fire destroyed or damaged their apartments and the building structure was put under review. Wearing only pajamas, they watched from the street as fire and smoke flooded their "families" apartments. As these students could not go back to their homes, they had to live in crowded shelters. These children needed warm clothes, school supplies and even food.

One of my students has been "kicked" out of his home with less than a dollar in his pocket and it will take weeks until he can get some assistance. He is sleeping on couches in different houses and doesn't even have clean clothes or bus fare to get to school. The school social worker is asking for help.

Through the Emergency Fund, we were able to provide direct help to these students, and others, in need.

When planning your fundraising activities, please consider supporting the TDSB Emergency Fund. For more information on the Fund, or to donate, please visit the TFSS website at www.torontofoundationforstudentsuccess.ca, or call 416.397.3510.



Toronto
District
School
Board

Contents

Introduction	1
Resource Development	2
Fundraising	3
Sponsorships	4
Donations	4
Raffles and Lotteries	4
Sale of Products	5
Policies and Procedures	6
Mission, Value, Direction Statement	7
Fundraising Policy	8
Fundraising Procedures	11
Naming Schools Policy	17
Naming Schools Procedures	19
Advertising Policy	21
Advertising Procedures	24
Partnership Policy	27
School Food and Beverage Policy	28
Fundraising Opportunities	30
Fundraising at a Glance	32
Fundraising Opportunities	35
FAQ's	58



Toronto
District
School
Board

Produced by

Resource Development

2 Trethewey Drive, 4th Floor

Toronto, ON M6M 4A8

416-397-3510

businessdevelopment@tdsb.on.ca

Visit our website at www.tdsbfundraising.ca

Introduction

The Toronto District School Board recognizes that school-based fundraising is a local activity, and believes that the goals of fundraising go beyond money to reflect the creative and collaborative efforts of parents, students, teachers and the school community. Underlying these efforts is the belief that it is not the responsibility of parents or school communities to raise funds for basic educational requirements but rather that school communities may raise funds to enhance programs and support school initiatives.



This guide, prepared by the Resource Development Department in response to requests from school communities, is designed to help you as you plan and launch fundraising activities. It is designed to be an interactive tool that will be continually updated as we receive feedback from school communities and as we source new ideas. We know that schools have been successfully raising funds for many years and have ideas and programs that work well and could be shared with others. It is our hope that this guide will serve as a mechanism for sharing innovative ideas so that school communities may maximize fundraising efforts.

“The goals of fundraising go beyond money to reflect the creative and collaborative efforts of parents, students, teachers and the school community.”

Visit our website at www.tdsbfundraising.ca

Resource Development

Resource Development supports fundraising activities and sponsorships both inside and outside the Board and acts as a resource for school councils, schools, staff and trustees. Resource Development also acts as the first point of contact for those wanting to enter into entrepreneurial partnerships, to make donations, or to seek business opportunities with the Board. As well, Resource Development facilitates system-wide partnerships.

The department answers questions about the Board's fundraising and advertising policies and procedures and will help facilitate the necessary approvals.

The Resource Development Department is in a unique position to provide valuable assistance to schools by:

- leveraging the significant purchasing power of our schools to negotiate the highest profit margins
- identifying and screening fundraising opportunities to ensure that we deal with reputable companies
- identifying, researching and consolidating alternate funding sources from granting councils, non-profit agencies and councils, foundations, professional associations and corporate sponsors
- brokering arrangements with corporate sponsors for schools

“The Resource Development team is here to assist you with your fundraising efforts. Call our Fundraising Hotline at 416.397.3510”

The Resource Development team can answer questions about:

- fundraising
- advertising
- donations
- partnerships
- sponsorships
- events
- donor recognition

Call 416.397.3510



Visit our website at www.tdsbfundraising.ca

Fundraising

Fundraising encompasses a broad range of activities. Often this is a generic word that is used to describe charitable donations, sponsorships, sale of products and services and even partnerships. In essence, the term fundraising is a “catch-all” phrase for all local school activities that generate revenue, and

in-kind resources. It is important to recognize the different kinds of activities that fall under the fundraising umbrella and to understand the differences amongst them.

While partnerships often involve aspects of fundraising activities, they imply a higher level of commitment between the TDSB and external organizations.



“The value of any tool is defined by its usefulness.

This guide will be shaped by the feedback we get from you. Let us know what you need and how we can help.”

Visit our website at www.tdsbfundraising.ca

“All recognition given to a sponsor or donor must adhere to the Advertising Policy and Procedures.”

Sponsorships

Sponsorships are very different than traditional fundraising. They often involve pre-determined benefits for the sponsor, including use of corporate logo and/or materials, media opportunities and other forms of recognition. It must be noted that all recognition given to a sponsor must adhere to the Advertising Policy and Procedures. Schools may consider naming special purpose areas (ie. gyms, lounges, pools, libraries, etc.) in honour of donors, business partners and private citizens. Please refer to the *Board Policy P047: Naming Schools and Special Purpose Areas*. It is recommended that mutual obligations be outlined in writing. Resource Development will be pleased to assist with the preparation of sponsorship agreements.

Donations

Donations are gifts of human or physical resources or funds to support a specific activity. The TDSB will issue charitable receipts, or letters of acknowledgement, for donations in excess of \$25. Cash or cheque donations of \$10 or more towards a school playground are eligible for a charitable donation receipt.

Donations are not tied to specific recognition, endorsement or other publicity. Having said this, it is good practice to thank donors, both privately and publicly for their support. Resource Development will be pleased to assist with donor recognition activities.

Raffles and Lotteries

Schools interested in holding raffles, bingos or other gaming events require a license from the City of Toronto. Licence applications are available on the City’s website: <http://www.toronto.ca/registry-services/lottery.htm>. Schools may contact Resource Development or the City of Toronto to determine if their event requires a license. Schools require funds (held in trust) to cover the value of the prizes for an event. To hold a gaming event with prizes valued over \$50,000, please contact Resource Development for details. Please note that legislation mandates that tickets for raffles, bingos and other gaming events may only be purchased by people 18 years and over.

Visit our website at www.tdsbfundraising.ca

Sale of Products

The most traditional form of fundraising is a raft 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.

This guide includes a list of fundraising opportunities with the best dollar returned for effort.

If you have an idea and need help sourcing a company, or if you want help evaluating a fundraising opportunity, contact the Fundraising Hotline, 416.397.3510. We will also be happy to share your innovative ideas and successes with other school communities.



Our Fundraising Hotline

416.397.3510

is available to you.

**We do our best to return
all calls within 24 hours.**

WE'RE HERE TO HELP.

Visit our website at www.tdsbfundraising.ca

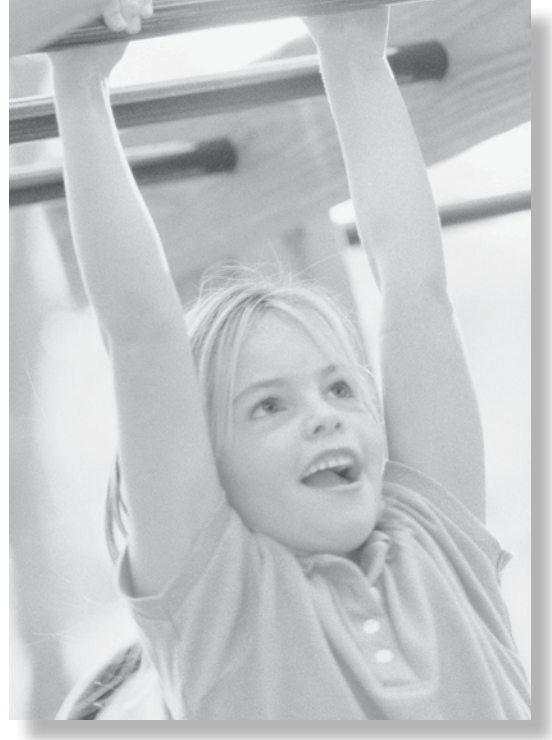
“The Business Development team will work with you every step of the way and answer any questions that you may have.”

Policies and Procedures

Policies approved by the Board of Trustees guide all the activities of the Toronto District School Board. Procedures are developed to implement the vision and intent of the policies – the how to.

In the following section you will find Board policies that directly pertain to school-based fundraising. However, it must be noted that school activities are subject to all Board policies and procedures, as well as the Board’s *Mission Value and Direction Statement*.

When considering any school-based fundraising activity, these policies are a good place to start.



Visit our website at www.tdsbfundraising.ca

Our Mission

is to enable all students to reach high levels of achievement and to acquire the knowledge, skills, and values they need to become responsible members of a democratic society.

We Value

- Each and every student
- A strong public education system
- A partnership of students, schools, family, and community
- The uniqueness and diversity of our students and our community
- The commitment and skills of our staff
- Equity, innovation, accountability, and accessibility
- Learning environments that are safe, nurturing, positive, and respectful



Strategic Directions

- Make every school an effective school
- Build leadership within a culture of adaptability, openness and resilience
- Form strong and effective relationships and partnerships
- Build environmentally sustainable schools that inspire teaching and learning
- Identify disadvantage and intervene effectively

Fundraising Policy

This policy was developed after extensive system-wide consultation that invited the input of every parent council, student council and ward council within the Toronto District School Board. In addition, a number of focus groups provided policy insights. The school-based *Fundraising Policy* was adopted March 28, 2001.

Early in the consultation process it became apparent that a separate policy specifically addressing advertising was required. Similarly, this necessitated extensive consultation. The *Advertising Policy* was adopted June 12, 2002 (see page 21).

Sometimes navigating through policies and procedures is a daunting task. The Resource Development team will work with you every step of the way and answer any questions that you may have. Please call our Fundraising Hotline at 416.397.3510. ***We're here to help.***



“The Toronto District School Board recognizes that school-based fundraising is a local activity.”

Visit our website at www.tdsbfundraising.ca

Fundraising Policy

Toronto District School Board

Policy P021 BUS

Title:	Fundraising
Adopted:	March 28, 2001
Revised:	October 24, 2001, June 12, 2003, June 26, 2003 (Replaces E.011: Fundraising)
Review:	

1.0 OBJECTIVE

To provide guidelines to direct schools when planning fundraising activities

2.0 DEFINITION

Fundraising A local school activity that is a collaborative effort among parents, students, school staff and the school community to raise funds to enhance the school program and support school initiatives. Fundraising activities may include sponsorships and donations.

3.0 POLICY

- 3.1 To ensure equity, a central equity fund shall be maintained that will hold funds voluntarily donated through a system-wide, curriculum-based fundraising criteria.
- 3.2 Local charitable foundations affiliated with schools shall conform to Board policy.
- 3.3 Parent and student participation in any fundraising activity shall be voluntary.
- 3.4 Door-to-door canvassing by junior elementary school students shall not be permitted without written parental/guardian consent and when accompanied.
- 3.5 No products to be sold for fundraising purposes shall be sent home with students without written parental consent.
- 3.6 Products used for school fundraising shall be of good quality and provided by reputable companies as defined by the Board's purchasing guidelines, appropriate for student consumption or use; in keeping with the school community's standard of propriety; and reflective of the Board's values.
- 3.7 Secondary school students shall be encouraged to work in a group of at least three students and during daylight hours when fundraising in the community.

Visit our website at www.tdsbfundraising.ca

- 3.8 Where incentives are warranted, class or group awards are acceptable.
- 3.9 Money raised through fundraising is not to be used to provide resources necessary for the delivery of curriculum or a safe learning environment, i.e. structural repair; sanitation, emergency repair, textbooks required to deliver curriculum, school administration, staff positions covered under collective agreements.
Exception: Funds raised or donations received for special purpose areas of a school (see Policy P047, Naming Schools and Special Purpose Areas, section 4.7) *See page 17 of the Guide.*
- 3.10 Resources generated through fundraising activities will be used within a two-year period unless designated for a specific project.
- 3.11 School councils shall be informed about how fundraising proceeds are used by the school as required by O. Reg. 612/00, School Councils.

4.0 SPECIFIC DIRECTIVES

- 4.1 The Director is authorized to issue operational procedures to implement this policy.

5.0 REFERENCE DOCUMENTS

Operational Procedure PR508: Fundraising
Board Policy P002: Mission and Values
Board Policy P047: Naming Schools and Special Purpose Areas
O. Reg. 612/00, School Councils
R.R.O. 1990, Reg. 298, Operation of Schools – General

Fundraising Procedures

Toronto District School Board

Operational Procedure PR508

Title:	Fundraising
Adopted:	June 12, 2002
Revised:	December 16, 2003 (Replaces H.019), September 25, 2006, November 19, 2007, May 14, 2008
Authorization:	Executive Planning and Priority Committee

1.0 OBJECTIVE

To provide guidelines for fundraising activities and administering the funds in accordance with Board Policy P021: Fundraising

2.0 DEFINITION

Fundraising A local school activity that is a collaborative effort among parents, students, school staff and the school community to raise funds to enhance the school program and support school initiatives. Fundraising activities may include sponsorships and donations.

3.0 RESPONSIBILITY

Executive Superintendent, Business Services

4.0 PROCEDURES

4.1 Fundraising Events and Products

- (a) All activities involving student canvassing must be approved by the principal of the school involved, who will consider student safety, the appropriateness of the activity in relation to the Board's mission and values as well as community standards of good taste. This includes any fundraising event conducted in a public forum and/or on school property involving students and/or staff. Examples include:
 - door-to-door canvassing
 - fundraising booths
 - pledge solicitations (e.g. hop-a-thon, read-a-thon)
 - raffles, bake sales, drives (e.g. clothing, food).
- (b) In order to limit liability and ensure consistent business practices, schools may not enter into written contractual arrangements regarding fundraising, sponsorships, etc. without a central review of the contractual documents. This review will be facilitated through the Resource Development Department. In no case may parents, students or community members act as agents of the Board due to legal implications.

Visit our website at www.tdsbfundraising.ca

- (c) The principal will ensure that written permission is received from parents/guardians before any fundraising products are sent home with students.
- (d) The principal will ensure that all products used for fundraising purposes are:
 - of good quality and provided by reputable companies and appropriate for student consumption or use
 - discussed with the parent council to ensure that they are in keeping with the school community's standard of propriety and reflective of the values held by the Board.
- (e) Should schools have concerns and/or difficulties with fundraising products or companies, they may call the Resource Development Department who will log the information as part of their fundraising pre-cut and service screening function, and initiate appropriate action. Information from the log will be available through the Fundraising Hotline. Updated information regarding issues and suppliers will be made available to principals via in-house communication systems.
- (f) External vendors may not sell merchandise or services on school property unless the vendors have been screened through the Resource Development Department.

4.2 Consent Forms and Protection of Privacy (Student's Personal Information)

- (a) Written consent forms for elementary students participating in a fundraising event, must be completed and signed by a parent or guardian and returned to the school one week prior to the event.
- (b) Consent forms will be developed by the principal and should follow the guidelines set by the excursion permission form (511C: Parent/Guardian Permission for Excursion).
Consent forms will include:
 - the date, time and purpose of the activity
 - the degree of student involvement
 - any other pertinent and relevant information

The consent form must clearly indicate that a parent/guardian will accompany the student(s).

The consent form must clearly identify any personal information of the student and/or parent or guardian which will be disclosed to a third party (such as a fundraising organization or charity) and the purpose of the disclosure (for example, to facilitate the fundraising activity). Personal information may not be disclosed to a third party without consent and must be necessary for the purposes of the activity.

- (c) Consent forms are not required for secondary students unless the school intends to release students' personal information to a third party (such as a fundraising organization or charity) in which case they should be used to identify the information to be disclosed and the purpose of the disclosure (for example, to facilitate the fundraising activity). However, the principal must ensure that secondary students, when fundraising in a public forum, work:
 - in groups of not less than three students
 - during daylight hours.

Visit our website at www.tdsbfundraising.ca

4.3 Incentives

- (a) Where incentives are warranted, rewards should be given to a group rather than to individual students.
- (b) Every student should receive acknowledgement of his or her contribution to the overall success of the fundraising activity.
- (c) It is understood that there will be exceptions and that individual incentives will be awarded from time to time, especially at the secondary level.
- (d) All rewards and acknowledgements are at the discretion of the principal.

4.4 Calendar

- (a) To avoid duplication of efforts, the principal will consult with the school/student council and other stakeholders to set fundraising priorities.
- (b) The principal will develop a fundraising calendar, in consultation with the school/student council that will address the needs of the school and the wishes of the community.

4.5 Marketing Materials

- (a) The principal will approve all marketing materials, such as letters, flyers, posters, etc. for any fundraising event.
- (b) All marketing materials must comply with the Board's Policy P006: Advertising.

4.6 Sponsorships

- (a) Parents, teachers, departments, student or other organizations may bring sponsorship opportunities to the attention of the principal.
- (b) The Board's Policy P006: Advertising must be applied to all advertising or recognition issues related to sponsorships and donations at the school level.
- (c) The principal will evaluate all sponsorship opportunities for consistency with the Board's mission and values. Assistance may be obtained from the Resource Development Department.
- (d) Any sponsorships involving written contractual arrangements, advertising, logos or any other instances, which will affect another school, departments or the Board system-wide, will be referred to the Resource Development Department prior to acceptance.
- (e) The Resource Development Department will assess the sponsorship opportunity with regards to system impact and strategic direction and may refer it to the Executive Superintendent, Business Services for appropriate action.
- (f) The Resource Development Department will advise the principal regarding the outcome of the assessment process. The Executive Superintendent, Business Services, must sign all contracts.

Visit our website at www.tdsbfundraising.ca

4.7 Donations

(a) General - Cash/Cheque

- (i) The Board is a registered charity and as such is pleased to issue receipts, hold funds in trust and satisfy the legislative and audit requirements issued. The principal must advise donors that cash or cheque donations of \$25 or more to a school or program of the Board are eligible for a charitable donation receipt.
- (ii) A charitable receipt will not be issued if the donor receives goods or services in return for their donation.
- (iii) To obtain a tax receipt for donors, schools must submit a completed Fundraising and Donations Request for Tax Receipts Form (AC-219) (located on the Business Services website) to the Accounting Department.
- (iv) This form must be forwarded with the cash or cheque to the Trust Fund Analyst for processing.

(b) General - Gifts in Kind

- (i) With reference to the Business Services website, the principal must advise donors that gifts in kind (non-monetary items) are gift donations of properties.
- (ii) Donors will be issued a letter of acknowledgement as to what was received, quoting the Board's registered charity number; however, NO VALUE WILL BE ASSIGNED.
- (iii) The principal must contact the Trust Fund Analyst, Accounting Department to have the letter issued.
- (iv) Gifts in kind are not eligible for a charitable donation receipt.
- (v) For significant gifts, donor recognition may be arranged through the Resource Development Department – Special Projects.

(c) Playgrounds/Greening - Cash/Cheque

- (i) The principal must advise donors that cash or cheque donations of \$10 or more towards a school playground are eligible for a charitable donation receipt.
- (ii) A charitable receipt will not be issued if the donor receives goods or services in return for their donation.
- (iii) To obtain a tax receipt for donors, schools must submit a completed Fundraising and Donations Request for Tax Receipts Form (AC-219) (located on the Business Services website) to the Resource Development Department.
- (iv) This form must be forwarded with the cash or cheque to the Facilitator, Business Opportunities, Resource Development Department for processing.

Visit our website at www.tdsbfundraising.ca

(d) Playgrounds/Greening: Gifts in Kind

- (i) With reference to the Business Services website, the principal must advise donors that gifts in kind (non-monetary items) are gift donations of properties.
- (ii) Donors will be issued a letter of acknowledgement as to what was received, quoting the Board's registered charity number; however, NO VALUE WILL BE ASSIGNED.
- (iii) The principal must contact the Trust Fund Analyst, Accounting Department to have the letter issued.
- (iv) Gifts in kind are not eligible for a charitable donation receipt.

4.8 Recognition

- (a) Significant donations to schools will be recognized at the system level. Such recognition may include:
 - a letter from the Chair, Director or Senior Managers
 - a dedication ceremony, media coverage, etc.

The Resource Development Department will facilitate and coordinate acknowledgements at this level.

- (b) Most donations to schools will be recognized at the school level. Recognition may take the form of:
 - a thank you letter from the principal, teachers or parents
 - an article in the school newsletter or any other school-based forum, which the principal deems appropriate
 - Semi-permanent or permanent recognition as per the Board's Policy P006: Advertising
- (c) Where clarification is needed to differentiate between recognition and advertising, the principal will consult with the Resource Development Department.

4.9 Central Equity Fund

- (a) Schools wishing to make a donation to the Central Equity Fund may contact the Resource Development Department.
- (b) Central initiatives to support the Central Equity Fund will be coordinated through the Resource Development Department.
- (c) Funds from the Central Equity fund will be distributed via formula to the 40% of schools highest on the Learning Opportunities Index. A weighted formula will be used.

Visit our website at www.tdsbfundraising.ca

4.10 Local Charitable Foundations

- (a) For liability reasons, local charitable foundations may not use the Board's name or logo in advertisements, promotions, etc.
- (b) A representative of the Board shall not sit on a charitable foundation's Board of Directors without prior central approval of the incorporation papers, bylaws and objectives of that charity.
- (c) The Resource Development Department will facilitate the central approval process.
- (d) Existing charities registered through legacy Boards or local charities affiliated with the Board, must submit yearly to the Resource Development Department:
 - copies of relevant documents concerning Board of Directors, amendments to bylaws.
 - copies of their audited financial statements.

The Resource Development Department will forward relevant documentation to appropriate Board departments.

4.11 Expenditure of Proceeds

- (a) The principal will ensure that resources generated through fundraising activities are used within a two-year period, from the date of receipt, unless designated for a specific project.
- (b) Funds generated for a specific project must be applied to that project.
- (c) In addition to the reporting requirements outlined in O. Reg. 612: School Councils, the principal and the school council will mutually disclose how funds raised by the school are expended.
- (d) The budget and direction for the expenditure of these funds will be negotiated between the principal and the school/student council.

5.0 REFERENCE DOCUMENTS

Board Policy P006: Advertising

Board Policy P021: Fundraising

Board Policy P047: Naming Schools and Special Purpose Areas

O. Reg. 612/00, School Councils

R.R.O. 1990, Reg. 298, Operation of Schools - General

Visit our website at www.tdsbfundraising.ca

Naming Schools and Special Purpose Areas Policy

Toronto District School Board

Policy P047

Title:	Naming Schools and Special Purposes Areas
Adopted:	August 29, 2009
Revised:	December 14, 2005, February 11, 2009
Review:	April 2010

1.0 OBJECTIVE

To establish guidelines for the naming and renaming of schools

2.0 DEFINITION

Special Purpose Area A room or area of a school other than a classroom that is unique or has special significance to the school and the local community such as an auditorium, courtyard or garden.

Local Community The geographic area defined by the local school's attendance area, families of students attending the school, and alumni association members, if any.

3.0 RESPONSIBILITY

Executive Officer, Facility Services

4.0 POLICY

Schools

- 4.1. The naming or renaming of a school may be necessitated as a result of site consolidations, academic redesignation, school closures, school reopenings and, on the rare occasion, a request from the school or local community.
- 4.2. Approval of the Board is required before a process may be implemented to determine and propose a new name (except when the school is already part of a Board approved reorganization).
- 4.3. Consultation with the school (including students) and local community shall be an integral part of any renaming process.
- 4.4. Names of schools shall be based on one of the following criteria:
 - (a) The name of the street on which the school faces
 - (b) The historical or current name of the district or local community in which the school is located

Visit our website at www.tdsbfundraising.ca

- (c) A name symbolic of the unique program focus of the school in the case of specialized or alternative schools
- (d) The name of a renowned Canadian of historical significance to the Toronto community, or whose contribution to Canadian society or to the world is recognized and valued across Canada
- (e) The name of an internationally renowned person whose contribution to humanity is widely recognized within the Toronto community or across Canada

4.5. The Board shall approve school names and name changes.

Special Purpose Area

- 4.6. The school principal and Resource Development staff, in consultation with school representatives and the local trustee, shall determine the names of special purpose areas of a school.
- 4.7. When a donor's contribution constitutes a significant percentage of the total cost of a project, the donor's name may be considered as a possibility for the name of the special purpose area.
- 4.8. Signage and plaques recognizing donors shall not constitute commercial advertising.
- 4.9. Signage and plaques recognizing donors shall be modest, in good taste, and complement the style and design of the facility and project.
- 4.10. Any sponsorships involving written contractual arrangements, advertising, logos or any other instances, which will affect another school, departments or the Board system-wide, will be referred to the Resource Development department prior to acceptance.

5.0 SPECIFIC DIRECTIVES

The Director is authorized to issue operational procedures to implement this policy.

6.0 REFERENCE DOCUMENTS

Operational Procedure PR592, Naming Schools and Special Purpose Areas
Policy P021, Fundraising and Donor Recognition
Operational Procedure PR508, Fundraising

Naming Schools and Special Purpose Areas Procedures

Toronto District School Board

Operational Procedure PR592

Title: **Naming Schools and Special Purpose Areas**

Adopted: February 11, 2009

Revised:

Authorization:

1.0 OBJECTIVE

To provide guidelines to be followed when considering the naming and renaming of a school or special purpose area of a school

2.0 DEFINITION

Special Purpose Area A room or area of a school other than a classroom that is unique or has special significance to the school and the local community such as an auditorium, courtyard or garden.

Local Community The geographic area defined by the local school's attendance area, families of students attending the school, and alumni association members, if any.

3.0 RESPONSIBILITY

Executive Officer, Facility Services

4.0 PROCEDURES

4.1 Naming a New School

- (a) A school naming committee of trustees and staff will be formed to consider possible names for the school.
- (b) The committee will invite submissions from the school's students, staff and parents, and the local community.
- (c) The committee will determine a list of no more than three names in order of reference and consistent with the criteria established by Board policy.
- (d) The senior staff member will present a recommendation to the Board on behalf of the committee.

4.2 Renaming an Existing School

- (a) Approval of the Board is required prior to initiating the following process to rename an existing school.

Visit our website at www.tdsbfundraising.ca

- (b) A school renaming committee comprised of the local trustee, superintendent, principal, school staff representatives, student council representative (secondary), school council representatives, and a representative of a local ratepayer or recognized umbrella community group, will be formed to consider possible names. If a school is named after a local Torontonians, an attempt will be made to include a family member.
- (c) Notice of possible school renaming is to be sent to the residents living within a 500 metre radius from the school building and members of the local school community.
- (d) The committee will consult with members of the local community, the local city councilor, and other identified stakeholders regarding the selection of the new name.
- (e) The selection of a new name will be endorsed at a public meeting held at the school to which the school's students, staff and members of the local community are invited.
- (f) The senior staff member will present a recommendation to the Board on behalf of the committee.
- (g) Subsequent to Board approval, an official public renaming ceremony will be held at the school.

4.3 Naming or Renaming a Special Purpose Areas in Schools

- (a) When a special purpose room or area of a school is to be given a name, the school principal, in consultation with the appropriate superintendent of education and local trustee, will establish a committee consisting of school staff representatives, student council representative (secondary), school council representatives and the local trustee to develop a process and decide on a name.
- (b) Part of the committee's deliberations will include surveying the school's students, staff and parents for suggestions.
- (c) The school principal will inform the school's students, staff and parents, and the superintendent of education of the committee's decision when consensus is reached.
- (d) The superintendent of education will inform the executive officer of Facility Services for record-keeping purposes.

5.0 REFERENCE DOCUMENTS

Policy P047, Naming Schools and Special Purpose Areas
 Policy P021, Fundraising and Donor Recognition
 Operational Procedure PR508, Fundraising

Advertising Policy

Advertising, although revenue generating, is not fundraising. Rather, it is a commercial transaction. Advertising currently occurs throughout the school system in a myriad of forms such as yearbook advertisements, special event programs, fun fair sponsorships, donor recognition, athletic uniforms and T-shirts. The *Advertising Policy* covers these and other system practices.

The Board, recognizing differing community standards and values, passed a policy that established a framework within which local communities could choose their own acceptable practices. This is in recognition of local, school-community autonomy.

All activities involving corporate advertising or recognition require principal approval. Resource Development will review any initiative that may: involve more than one school; have system-wide impact; imply Board endorsement; involve contractual obligation.

“Resource Development will review any initiative that may: involve more than one school; have system-wide impact; imply Board endorsement; involve contractual obligation.”

Our Fundraising Hotline

416.397.3510

is available to you.

**We do our best to return
all calls within 24 hours.**

WE’RE HERE TO HELP.

Visit our website at www.tdsbfundraising.ca

Advertising Policy

Toronto District School Board

Policy P006 BUS

Title:	Advertising
Adopted:	June 12, 2002
Revised:	March 6, 2003 (Replaces E012: Advertising)
Review:	February 2005

1.0 OBJECTIVE

To identify parameters and acceptable best practices for advertising in schools.

2.0 DEFINITION

Advertising — Advertising in schools may involve items such as yearbook advertisements, special event programs, fun fair sponsorships, partnerships, donor recognition, athletic uniforms and T-shirts.

3.0 POLICY

- 3.1 All forms of advertising will comply with Board Policies: P002: Mission and Values and P041: Distribution and Display of Materials for Students and Parents From External Groups.
- 3.2 Advertising initiatives with system-wide implication or that involve more than one school will be reviewed centrally, including contracts.
- 3.3 Without central approval, the use of the Board logo is prohibited in conjunction with commercial logos.
- 3.4 Acknowledgements of a permanent nature are acceptable as long as commercial logos are not employed.
- 3.5 External company logos may be used if they are of a temporary nature for a time specific event.
- 3.6 Sponsorship logo recognition for athletic and extra-curricular group items and clothing shall be permitted.

Visit our website at www.tdsbfundraising.ca

- 3.7 The size and placement of logos on extra-curricular uniforms shall be in accordance with the Ontario Federation of School Athletic Associations' School Uniform Policy, and in circumstances not covered by OFSAA's policy, the school principal shall decide.
- 3.8 The Board may advertise its own centrally approved products and services throughout the system.

4.0 SPECIFIC DIRECTIVE

- 4.1 The Director is authorized to issue operational procedures to implement this policy.
- 4.2 The Director will develop a protocol and appeal process for staff to use to review and select commercial material from advertisers that is suggested for use as curriculum enhancement purposes or for use in the classroom for implementation in October 2002 and no new materials of this nature will be distributed in the meanwhile.
- 4.3 School councils, in consultation with the school principals, may further narrow the policy for application to the individual school.

5.0 REFERENCE DOCUMENTS

Operational Procedure PR507: Advertising
Board Policy P002: Mission and Values
Board Policy P041: Distribution and Display of Materials for Students and Parents From External Groups

Advertising Procedures

Toronto District School Board

Operational Procedure PR507

Title:	Advertising
Adopted:	June 12, 2002
Revised:	May 13, 2003 (replaces H.018: Advertising) August 25, 2003 November 19, 2007
Authorization:	Executive Council

1.0 OBJECTIVE

To establish guidelines for the implementation of Board Policy P006: Advertising.

2.0 DEFINITION

Advertising — Advertising in schools may involve items such as yearbook advertisements, special event programs, fun fair sponsorships, partnerships, donor recognition, athletic uniforms and T-shirts.

3.0 RESPONSIBILITY

Executive Superintendent, Business Services

4.0 PROCEDURES

4.1 Advertising Initiatives

- (a) Policy P006 sets the boundaries for acceptable practices. Principals in conjunction with school councils may choose options within these boundaries to create acceptable local school practices reflective of local community values and norms.
- (b) All activities involving advertising or recognition must be approved by the principal and must be within the boundaries of Policy P006.
- (c) The principal will ensure compliance with the Board's mission and values and Policy P041: Distribution and Display of Materials for Students and Parents from External Groups Policy. Clarification may be obtained from the Resource Development department.
- (d) The principal will bring all local school-based advertising initiatives to the attention of the school and/or student council. The school and/or student council must endorse all initiatives before implementation.

Visit our website at www.tdsbfundraising.ca

- (e) All initiatives must be forwarded to Resource Development department that may:
 - involve more than one school;
 - have system-wide impact;
 - imply Board endorsement;
 - involve contractual obligations.
- (f) The Resource Development department will facilitate the system-wide impact evaluation process and advise the school regarding appropriate action.
- (g) Contracts relating to sponsorship, partnership, donor recognition or other forms of advertising may bind the Board. For this reason, all contracts must be reviewed centrally and signed by the Executive Superintendent, Business Services or designate. Principals may not sign contracts at the school level.
- (h) The Board may advertise its own centrally approved products and services throughout the system.
- (i) All magazines or periodicals that include advertising, produced by external organizations, must be approved centrally through the Resource Development department.

4.2 LOGO RECOGNITION OF EXTERNAL GROUPS

- (a) Commercial logos may not be used in conjunction with the TDSB logo without approval.
- (b) Commercial logos may be displayed in schools for a temporary time or event-specific period. This may include promoting events like drama festivals, acknowledgement of partnerships, direct marketing and other fundraising activities such as school fun fairs and confectionary sales.
- (c) The size and placement of logos on extra-curricular uniforms shall be in accordance with the Ontario Federation of School Athletic Associations' School Uniform Policy (see Reference Document), and in circumstances not covered by OFSAA's policy, the school principal shall decide.

4.3 Business Opportunities

- (a) From time to time schools may be presented with opportunities to distribute product samples or information in return for a financial or an in-kind donation. Such arrangements, whether couched as a donation or a business opportunity, must be forwarded to the Resource Development department for central approval.
- (b) The Resource Development department will assess the appropriateness and feasibility of the opportunity and respond promptly to the principal.
- (c) Sale of services, resources, employee purchase plans and other business opportunities may be negotiated and administered by the Resource Development department.
- (d) Initiatives that do not involve the expenditure of Board funds for the purchase of service or merchandise are not subject to the Board's purchasing policy.
- (e) The Executive Superintendent, Business Services, or designate, must approve all business opportunities.
- (f) The Resource Development Department will process all approved initiatives.

5.0 REFERENCE DOCUMENTS

Board Policy P006: Advertising

Board Policy P041: Distribution and Display of Materials for Students and Parents

From External Groups

Board Policy P047: Naming Schools and Special Purpose Areas

Ontario Federation of School Athletic Associations, The Federation's School Uniform Policy, <http://www.ofsaa.on.ca/>, Constitution, By-Laws, section 2 – Department, subsection (h)

Visit our website at www.tdsbfundraising.ca

Partnership Policy

Toronto District School Board

Policy P.024 BUS

Title: **External Partnerships**

Adopted: October 27, 1999

Revised:

Authorization:

It is the policy of the Toronto District School Board that partnerships with community, labour and business agencies be encouraged in all schools when the following conditions are met:

1. The activities must be consistent with the Mission and Values and policies and procedures of the Toronto District School Board.
2. All activities related to the partnership will be commercially or otherwise non-exploitive of the students, staff, or the school.
3. Any school entering into a partnership must do so with community organizations, unions, businesses and institutions that demonstrate good citizenship and a commitment to a publicly governed and funded education system. Schools should not partner with businesses that are engaged in activities, provide services or manufacture products that are deemed inappropriate for student consumption or use.
4. The primary objectives of partnerships are designed to support curriculum and school-to-work opportunities, and enhance the quality and relevance of learning.
5. Recognition of partners must be circumscribed by community standards of propriety and good taste.
6. Schools must evaluate their partnerships on a regular basis to ensure ongoing benefit and value to learners and the Toronto District School Board.
7. School councils and student councils at secondary schools, junior high schools and middle schools as appropriate, will be involved in approving new partnerships at the school level.
8. Large partnerships that involve several schools, and/or multiple partners, should be endorsed by an advisory committee consisting of representatives from administration, schools, community, federations, unions, trustees, parents and students. The committee will reevaluate the partnerships on an ongoing basis to ensure beneficial outcomes for learners.

Visit our website at www.tdsbfundraising.ca

School Food and Beverage Policy (PPM 150)

In Toronto District School Board Schools

Schools in the Toronto District School Board (TDSB), and other schools across Ontario, took a healthier approach to selling lunch, snacks and drinks with the introduction of the Ministry of Education's School Food and Beverage policy (PPM 150).

In January 2010, the *School Food and Beverage* policy (PPM 150) was introduced by the Ministry of Education.

The policy applies to food and beverages sold:

- in all venues on school property, such as cafeterias, vending machines and tuck shops,
- through all programs, including catered lunch programs, and
- at all events on school property, including bake sales and sports events.

Schools were in full compliance beginning September 1, 2011.

Exemptions to the Standards

The standards do not apply to food and beverages that are:

- brought from home or purchased off of school premises and are not for resale in schools;
- offered in schools to students at no cost;
- available for purchase during field trips off school premises;
- sold in schools for non-school purposes, e.g., food sold by an outside organization that is using the gymnasium after school hours for a non-school related event;
- sold in staff rooms;
- sold for fundraising activities that occur off school premises.

In the area of fundraising, the TDSB has made a conscious decision to take a healthy direction by incorporating the policy into its approved fundraising initiatives in all areas; with the exception of the sale of coffee. It was felt that coffee sales would not have a negative impact on our young students, as they are not consumers of this product.

To assist you in your fundraising planning, we have included a list of the most popular **Foods Not Permitted for Sale:**

Chocolate in any form

Nuts coated with Candy, Sugar or Yogurt

Candy

Potato Chips (if fried)

Freezies and Popsicles unless made with 100% juice

Fudge

Ice Cream Bars

Ice Cream Cakes

Ice Cream Sandwiches

Candy Coated Popcorn

White Breads (that are high in fat or sodium)

Doughnuts

Regular Hot Dogs (Weiners)

100% juice, pulp or puree – if sugar is added –

Elementary: Juice container must not be over 250ml

Products that contain caffeine

Visit our website at www.tdsbfundraising.ca

Special-Event Days

The school principal, in consultation with the school council, may designate up to ten *special-event* days throughout the year, which are exempt from the standards. Although *special-event* days allow greater flexibility with food and beverages, schools are encouraged to consider selling food and beverages that meet the nutrition standards.

We recommend that you schedule your ten *special-event* days early in the year to ensure you allow for important events, such as the Spring Fair, Fun Fair, Play Day or other. Early scheduling will also give you more lead-time to publicize each event, thus ensuring maximum attendance by students and their parents.

A Healthier Learning Environment

Introducing nutrition standards is one part of the government's plan to develop healthy learning environments and improve student achievement in Ontario schools. Research has shown that children who eat a healthy diet are more attentive, more ready to learn and more likely to be successful in school.

The TDSB whole-heartedly supports this, and other healthy food initiatives, that benefit our students now and in the future.

Learn More:

The School Food and Beverage policy and other information on how Ontario is making schools healthier can be found at www.ontario.ca/healthyschools.

More Resources

- Visit Canada's Food Guide for information on healthy eating, nutrition labels and more at www.hc-sc.gc.ca/fn-an/food-guide-aliment/index-eng.php
- Check Foodland Ontario for information on local and seasonal foods throughout the province at www.foodland.gov.on.ca/
- Find healthy recipes, plus information on nutrition, menu planning and healthy weights at EATRight Ontario at www.eatrightontario.ca.

If you have questions, please call the TDSB Resource Development Office at 416-394-7334.

Visit our website at www.tdsbfundraising.ca



Fundraising Opportunities

Visit our website at www.tdsbfundraising.ca

Fundraising Opportunities

This section is designed to help you plan and launch fundraising activities. It includes a list of fundraising opportunities at a glance for quick referencing and a more detailed section to help you in your decision-making.

What follows is designed to be an interactive tool that will be updated as we receive feedback from school communities and as we source new ideas. We know that schools have been successfully raising funds for many years and have ideas and programs that work well and could be shared with others. It is our hope that this guide will serve as a mechanism for sharing innovative ideas so that school communities may maximize fundraising efforts.

If you have an idea and need help sourcing a company, or if you want help evaluating a fundraising opportunity, contact the Fundraising Hotline, 416.397.3510. We will also be happy to share your innovative ideas and successes with other school communities.

“It is our hope that this guide will serve as a mechanism for sharing innovative ideas so that school communities may maximize fundraising efforts.”

NEED CATERING FOR YOUR NEXT EVENT?
TDSB Select Catering services will be pleased to customize menus for your office parties, athletic banquets, graduations or co-op breakfasts.

**CALL 416.394.6884
for more information.**

Visit our website at www.tdsbfundraising.ca

Fundraising at a Glance

PRODUCT	VENDOR	PROFIT MARGIN %	CONTACT
Amusement Equipment	AdventureMania Inflatables		Brenda Loranger, 905.864.3290 adventuremania@cogeco.ca www.adventuremania.ca
Amusement Equipment	Airbounce Amusements		Richard, 1.888.373.1833 richard@airbounce.com www.airbounce.com
Amusement Equipment	Checkers Fun Factory		Bob Hawkins, 1.877.937.3683 fun@checkersfunfactory.com www.checkersfunfactory.com
Amusement Equipment	Merlin's Party Bouncers		Adrian Hines, 905.420.4008 merlinsparty@rogers.com www.merlinsparty.com
Barbecue	Grampa Ken's Barbecue	Dependent on order	Dan Liscio, 416.986.3201 danliscio@gmail.com www.grandpakensbackbacon.com
Books	Usborne Books	30% in free books	Pat Williams, 1.800.561.2674, ext. 230 service@riverwoodpub.com www.usborne.ca
Books (Activities)	Summer Advantage	15% to 50%	Mike Lewis, 1.905.952.7970 or 1.905.729.3255 mlewis@summeradvantage.ca www.summeradvantage.ca
Coffee	Dark City Coffee Company	Approx. 50%	David Thompson, 416.282.6100 darkcitycoffee@sympatico.ca www.darkcitycoffee.com
Coffee	Givecoffee.ca	50%	Jennifer and Katie, 416.458.3877 givecoffee@hotmail.com www.givecoffee.ca
Coffee	White Squirrel Coffee Co.	50%	David Ginsberg, 647.428.4478 askus@whitesquirrelcoffee.com www.whitesquirrelcoffee.com
Coffee, Hot Chocolate	Perkz Hot Chocolate/ Gourmet Coffee Fundraising	Up to 50%	Jim Theo, 1.800.257.6018 jimtheo@perkzfundraising.ca www.perkzfundraising.ca
Coupon/Discount Card	clubmom	33%	Tal Srulovicz, 647.969.5135 info@clubmom.ca www.clubmom.ca
Coupon Card	Community Focus	Approx. 90%	Glenn Hill, 416.994.7627 info@yourcommunityfocus.ca www.yourcommunityfocus.ca
Eco/Environmental	Green Cricket	15 to 25%	Client Services, 416.302.0060 info@greencricket.ca www.greencricket.ca

Visit our website at www.tdsbfundraising.ca

PRODUCT	VENDOR	PROFIT MARGIN %	CONTACT
Eco/Environmental	Planet Forward	25% to 50%	Angela Puzzolanti, 416.650.7858 angela@planetforward.ca www.planetforward.ca
Entertainment	housesSeats	Dependent on number of memberships sold	Jim Eagle, 416.848.0627 jim@housesSeats.ca www.housesSeats.ca
Entertainment	Inukshuk In A Sack Inc.	40%	Cindy, 416.209.3286 info@inukshukinasack.com www.inukshukinasack.com
Entertainment	MuchVideoDance	Dependent on the event	Rob Dice, 1-800-461-6824 rdice@muchvideodance.com www.fundraisingwithmuch.com
Entertainment	Presswood Entertainment	Dependent upon event	Robert Presswood, 905.454.2609 or 1 800.336.3583 robert@presswood.com www.dance-a-thon.ca
Entertainment	School House Rock	30%	Daniel Matthews, 905.621.1905 dan@schoolhouserock.ca www.schoolhouserock.ca
Entertainment	Thornccliffe Bowlerama	Dependent on the school's retail price for tickets and amount sold	Hugh Hendry/Pauline Fujita 416.421.2211 hughzoo@thornccliffebowlerama.com pfujita@thornccliffebowlerama.com www.thornccliffebowlerama.com
Flower & Plants	Bradford Greenhouses Ltd.	30% to 50%	Mellissa or Tanya, 1.800.361.4163 mdomingues@bghl.ca,tcarvalno@bghl.ca www.bradfordgreenhouses.com
Healthy Lunch	Extreme Pita	Dependent on school & vendor location	Toni Stratis, 905.820.7887 schoollunch@extremepita.com www.extremepita.com
Healthy Lunch	Quiznos Sub	35% to 50%	Tom Missios, 647.209.4153 tmissios@quiznos.com www.quiznos.ca
Labels	Emily Press Labels	20% to 40%	Maureen McCartney, 1.866.742.0777 fundraiser@emilypress.com www.emilypress.com
Labels	Lovable Labels	20%	Fundraiser Department, 1.866.327.LOVE (5683) local 905.849.5800 fundraiser@lovablelabels.ca www.lovablelabels.ca
Labels	Oliver's Labels	20%	Yvonne, 1.800.398.2060 info@oliverslabels.com www.oliverslabels.com

Visit our website at www.tdsbfundraising.ca

PRODUCT	VENDOR	PROFIT MARGIN %	CONTACT
Novelty Items	Fledjeez	70%	Lucy, 905.951.0322 lucy@fledjeez.com www.fledjeez.com
School Supplies	Business Stationers	Approx. 40%	Bennett Little, 1.800.387.5377 x 108 customerservice@businessstationers.com www.businessstationers.com
School Supplies	Office Central	Dependent on school's retail price	Raphael Shuchat, 905.887.7700 ext. 227 info@kidzpak.com www.kidzpak.com
School Supplies	Smart Schools	25%	Greg Chialtas, 416.716.3535 gchialtas@smartschools.ca www.smartschools.ca
Sports	BlackRock Climbers	Dependent on school's retail price for tickets and amount sold	Brent Brathwaite, 905.720.0865 bookings@blackrockclimbers.com www.blackrockclimbers.com
Sports	Toronto Blue Jays Baseball Club	Dependent on school's retail price for tickets and amount sold	Group Development Department 416.341.1188 groupsales@bluejays.com www.bluejays.com
Sports	Toronto Marlies Hockey Club	Dependent on school's retail price for tickets and amount sold	Marc Lira, 416.263.3926 mlira@torontomarlies.com www.marlies.ca
Various Products	Simply Fundraising.net	40% to 50%	Mitchell Blum, 416.784.0935 or 1.888.704.7367 cell, 416.727.2674 info@SimplyFundraising.net www.SimplyFundraising.net
Various Products	School Fundraising Canada	35%	Mark & Carol Stofer, 1.250.967.4880 info@schoolfundraisingcanada.ca www.schoolfundraisingcanada.ca
Various Products	The Poster Guys	30%	Shawn Handelsman, Jordan Brown, 416.728.7773 postersale@hotmail.com

Visit our website at www.tdsbfundraising.ca

Fundraising Opportunities

AdventureMania Inflatables

www.adventuremania.ca

Contact: Brenda Loranger

Telephone: 905.864.3290

Email: adventuremania@cogeco.ca



AdventureMania Inflatables would like to donate a FREE bouncy castle to your school!
Some conditions apply!
Call for details!

We are fully licensed through **TSSA (Technical Safety and Standard Association)** and we carry 5 Million in liability insurance with over fifteen years of experience in the Inflatable industry. Inflatables for your event will be setup by a trained and qualified Amusement Device Mechanic to ensure public safety.

Browse our website at www.adventuremania.ca to find a detail list of our equipment and services, just click on the pictures for prices and dimensions. If you have any questions, or require further information, you may reach us at either **905.864.3290** or **416.953.0767** and we will be happy to help you arrange your next event. Don't delay, call today!

Profit sharing programs are also available. We bring the inflatable equipment and fun food **free** of charge, you collect the profit.
Call for details.

Airbounce Amusements

www.airbounce.com

Telephone: 1.888.373.1833

Email: Richard@airbounce.com



Have more bounce at your event by adding awesome TSSA and TDSB approved inflatable games, rides and so much more!!!

PRODUCTS AVAILABLE:

- Giant Slides
- Obstacle Courses
- Bouncers & Multi-Activities
- Floss, Sno-kone & Popcorn
- Carnival Games & Skill Games
- Trackless Trains
- Clowns & Facepainters



Visit our website at www.tdsbfundraising.ca

BlackRock Climbers

www.blackrockclimbers.com

Contact: Brent Brathwaite
Telephone: 905.720.0865
Email: bookings@blackrockclimbers.com

BlackRock Climbers
would like to donate a
Free Bouncy Castle
to your school
with the rental of one of our
Portable Rock Climbing Walls!
A Value of \$250!

BlackRock has a unique way of capturing teens and preteens at your event. We have the equipment and the know how to keep them entertained and busy during your entire fun fair.

We have been providing rock climbing, obstacle courses and inflatable challenges to the TDSB for over 15 years, without so much as a broken fingernail. Owners are always on site and we bring our own safety staff. Insured for 5 million, bonded and TSSA approved with an on-site mechanic who stays at your event at all times.

We are so much more than inflatables -- we help kids reach the top and overcome their fears, coaching each participant.

Please go to our website for our equipment and price list. We look forward to working with you.



Bradford Greenhouses Ltd.

www.bradfordgreenhouses.com

Contact: Mellissa or Tanya
Telephone: 1.800.361.4163
Fax: 905.775.3747
Email: mdomingues@bghl.ca, tcarvalno@bghl.ca

Bradford Greenhouses is a family owned and operated business which for over 30 years has helped organizations raise funds through the sale of live plants.

Bradford Greenhouses is located just north of Toronto in the community of Bradford, Ontario and is one of Ontario's largest greenhouse growers.

Bradford Greenhouses is best known for their Poinsettia Fundraising Program at Christmas.

Profit margin for schools is approximately 30-50%.



Visit our website at www.tdsbfundraising.ca

Business Stationers

www.businessstationers.com

Contact: Bennett Little

Telephone: 1.800.387.5377 x 108

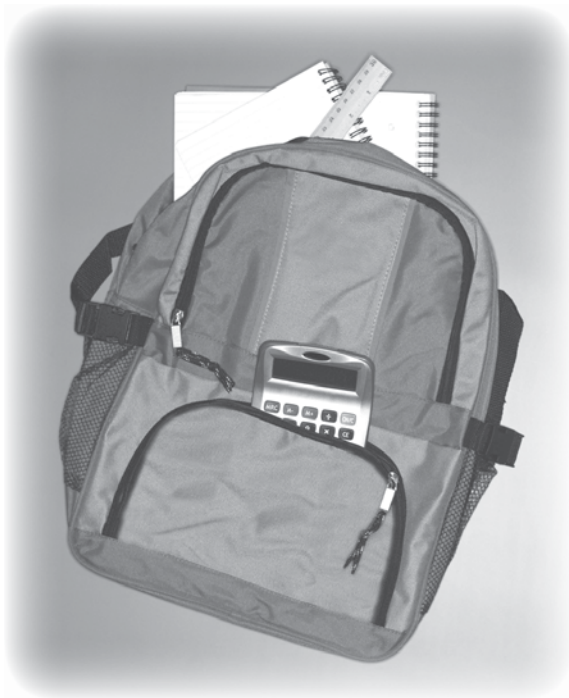
Fax: 1.800.395.7733

Email: customerservice@businessstationers.com

Schools can choose from knapsacks (backpacks), lunch bags, sport bags and stationary kits. School crests can be added to knapsacks with a choice of imprinted, embroidered or plastic decal.

Business Stationers ship on a daily basis. They deliver orders promptly and without freight charges (for orders over \$100) anywhere in Canada.

Profit margin for schools is approximately 40%.



Checkers Fun Factory Inc.

www.checkersfunfactory.com

Contact: Bob Hawkins

Telephone: 1.877.937.3683 (WE RENT FUN)

Fax: 1.877.227.6189

Email: fun@checkersfunfactory.com



FUN FAIR INFLATABLES



Visit our website at www.tdsbfundraising.ca

clubmom

www.clubmom.ca

Contact : Tal Srulovicz
Telephone: 647.969.5135
Email: info@clubmom.ca

Clubmom is a **resource and loyalty program** for moms and families. Use our loyalty card and save money at 200 of your favorite businesses! More vendors added regularly! Check www.clubmom.ca for a list of vendors.

Sell clubmom cards at your school.

ONLY \$30 per card.

YOU EARN \$10 per card sold.

Why fundraise with clubmom?

- Moms and families love and use the clubmom card
- It's easy to sell and we offer a 33% commission
- We provide all promotional material
- We can provide a private website link for card purchases
- We handle all orders, payments and deliveries
- You can easily raise money for school equipment, smart boards, library books, field trips, graduation dances and more!

The logo for clubmom, featuring the word "clubmom" in a white, lowercase, serif font on a dark grey rectangular background.

Community Focus – Your Partner in Fundraising

www.yourcommunityfocus.ca

Contact: Glenn Hill
Telephone: 416.994.7627
Email: info@yourcommunityfocus.ca

We are here to help your school raise much needed funds. Our programs are simple to use, provide excellent profits, provide a valuable product to your supporters and require little to no effort on your part. Up to 90% profit!

As a proven fundraising program, Community Focus believes in developing a program to best suit your needs.

Our Program Options Include:

- Prepaid Orders
- Order Forms
- Online Ordering

We will customize our offerings to fit your needs.

With discount offerings in numerous communities including North York, Etobicoke, Scarborough and more, we can offer something to meet the majority of your supporters needs.

Please visit our website at www.yourcommunityfocus.ca to learn more about our program options, to see what other organizations are working with us, to see what vendors are involved and supporting our offerings and to view our current discount cards. Cards are in effect from April 1, 2013 through May 1, 2014. Cards are updated annually with new vendors and communities.

We look forward to hearing from you and having the opportunity to meet and discuss how our fundraising program can help you raise much needed funds for programs such as class trips, new sports equipment, new music instruments, etc.

Thank you,
Glenn Hill,
General Manager, Community Focus

Visit our website at www.tdsbfundraising.ca

Dark City Coffee Company

www.darkcitycoffee.com

Contact: David Thompson
Telephone: 416.282.6100
Email: darkcitycoffee@sympatico.ca

Roasted to order specialty coffee delivered the next day. This exclusive handcrafted product isn't available in stores. For over a decade, we have delivered **fresh roasted** coffee to households, fine restaurants, schools and non-profit organizations. We specialize in **Fair Trade, Organic and Swiss Water Process coffee**.

Our most popular blends are **Cherry Bomb, Zen, Extra Butter, Espresso**. We recommend a light, medium and dark roast plus a decaf.

Descriptions of each coffee will be provided to aid your marketing.

An example description:

Cherry Bomb Light Roast (Full city)

The aromatics of this blend will fill your nose with hibiscus, milk chocolate, vanilla, hazelnut and maple. It is lightly bodied with a sweet caramel taste and excellent acidity. It's the perfect morning coffee brewed any way or as an alternative to our espresso blend.

Individual orders can be custom ground as requested.

Cost \$8 Conventional and \$9 Organic Fair Trade

Add \$1 for Swiss Water Decaf

Profit \$7 per pound or 47%

Emily Press Labels

www.emilypress.com

Contact: Maureen McCartney
Telephone: 1.866.742.0777
Email: fundraiser@emilypress.com

emily
press
labels



{stick with style}

Keep their gear out of the
Lost & Found with our
stylish, durable labels.
For lunch boxes, school supplies,
footwear & look-alike uniforms.



- Washable
- Dishwasher Safe
- Microwave Safe
- Laundry Safe

Have an Emily Press Fundraiser!

- generous commissions
- super easy to run
- designs for ALL ages
- eco-friendly label options

www.EmilyPress.com

Visit our website at www.tdsbfundraising.ca

Extreme Pita

www.extremepita.com

Contact: Toni Stratis

Telephone: 905.820.7887

Email: schoollunch@extremepita.com

Extreme Kids Pitas

The Extreme Pita School Lunch Program provides a fresh, healthy meal option for your students. Our menu includes 4 kid inspired pitas, including Fee-Fi-Fo-Hummus, a vegetarian pita with fresh veggies and hummus. Our portion sizes are exactly the same as we serve in our restaurants ensuring your students are satiated, energetic and ready to learn.

Extreme Pita will freshly prepare and deliver the order to the school in classroom packages, with pitas labeled by student name. The classroom teacher will receive a Freestyle Pita free of charge as a thank you for allowing us to provide lunch to your classroom.

The option to **fundraise** through our school lunch program is also available. Our prices range from \$3.50 (plus tax) which includes a pita and side, \$3.75 (plus tax) which includes a pita, and drink, and \$4.00 (plus tax) which includes a pita, side and drink. Each school can determine student pricing and keep the difference.

All of our pitas are served in a biodegradable sandwich wrap, and our napkins are chlorine free and made of 95% recycled material. We believe our guests deserve the very best and that includes reducing our carbon footprint.

Extreme Pita School Lunch Program meets the Heart and Stroke Foundation's Health Check Program ensuring a **nutritious lunch with a taste that kids love.**

All of our pitas are prepared in a "nut aware" environment, with no direct contact to nuts, or nut products. (We cannot, however, guarantee that our suppliers and stores are completely nut free.)

ExtremepitaTM
eat good. feel good.

Fledjeez

www.fledjeez.com

Contact: Angelo Petrouneas

Telephone: 905.951.0322

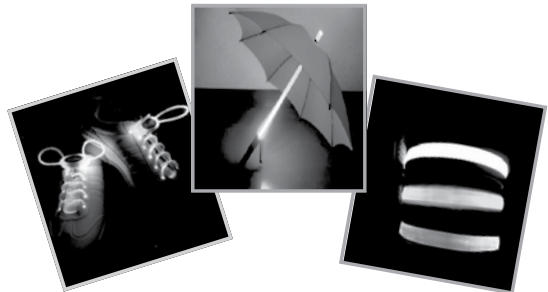
Email: lucy@fledjeez.com



www.fledjeez.com



It's all about safety and having fun.



PRODUCT	UNIT COST	MSRP
Led Shoe Laces	\$6.45	\$11.95
Led Umbrella	1-50pc \$19.50	\$25.95
Led Armband	1-50pc \$6.95	\$9.95



Book your Fledjeez Fundraiser

- Lots of fun colours to choose from
- Earn money on all our products

Visit our website at www.tdsbfundraising.ca

Givecoffee

www.givecoffee.ca

Contact: Jennifer Murray

Telephone: 416.458.3877

Email: givecoffee@hotmail.com

givecoffee.ca
a fresh new fundraising idea!



YOUR LOGO! YOUR COLOURS! YOUR LABELS!

LOCALLY ROASTED

ETHICALLY SOURCED COFFEES

HAND PACKED ORDERS

NO MONEY UPFRONT & FREE DELIVERY

NOW* UP TO 50% PROFIT!

Grampa Ken's Barbecue

www.grandpakensbackbacon.com

Contact: Dan Liscio

Telephone: 416.986.3201

Email: danliscio@gmail.com

Grandpa Kens BBQ serving fresh BBQ at your school — outdoors or indoors.

We have an amazing BBQ Menu

- Burgers, All Beef Hot Dogs, Halal and Kosher, step it up ...

- Steaks, Chops and Peameal Back Bacon on a Kaiser ...

You name it and we can prepare it!

Fundraisers or special occasions, community days, Fall Fairs, year end celebrations — everyday is a BBQ day.

We do casual hot lunch days, as well, call to book your event, and set your menu, we do the rest.



Visit our website at www.tdsbfundraising.ca

Green Cricket soap & personal care products

www.greencricket.ca



Contact: Green Cricket client services
Telephone: 416.302.0060
Email: info@greencricket.ca

Green Cricket is a Toronto based company that creates healthy, environmentally responsible hand wash, personal care products and cleaning supplies for families, schools and businesses.

- Excellent quality, human healthy and environmentally responsible
- Green Cricket products are vegan, gluten-free, made in Canada and never tested on animals
- Available fragrance free or naturally scented with essential oils
- Green Cricket products never contain ingredients with known health risks
 - o Parents can be confident they are not exposing their families to SLS, SLES, PEG, parabens, or artificial fragrances or colours

Profit margin for schools is 15-25% depending on order format



house seats

www.houseseats.ca

Contact: Jim Eagle
Telephone: 416.848.0627
Email: jim@houseseats.ca

house seats provides its members FREE tickets to shows, theatre, concerts, sports, and dining right here in Toronto and southwestern Ontario.

Once a member joins, they have instant access to a wide variety of entertainment. Memberships start at \$39.00, allowing our members to reserve **2 FREE** tickets to **ANY OR ALL** of the fabulous entertainment that is offered on the house seats website...

We will create a school promo or discount code that offers new members **10% off any membership level.**

We are an online community ... so, you do not handle any order forms or money. Transactions are done online. You do not have to deal with returns or damaged products and you are not required to receive or deliver anything.

Every time a new member signs up using your school code your school will receive \$8.00.

We would be pleased to arrange to meet you at your school, and of course we will provide you with handout business cards with your school promo or discount code on it at no charge.

Once you are a member...the tickets are FREE !



Visit our website at www.tdsbfundraising.ca

Inukshuk in a Sack

www.inukshukinasack.com

Contact: Cindy

Telephone: 416.209.3286

Email: info@inukshukinasack.com

CREATE AND RECREATE AN INUKSHUK



Profit margin 40%
plus 5 complimentary units/100 units sold
Special TDSB fundraiser pricing

Interactive rock balancing puzzle

All natural
Stimulating and challenging
Using rocks from the Canadian Shield
Great interdisciplinary, educational tool
Made in Canada

Great fundraiser item for large scale door-to-door campaigns



Lovable Labels

www.lovablelabels.ca

Contact: Fundraiser Department

Telephone: 1 866.327.5683

Local: 905.849.5800

Email: fundraiser@lovablelabels.ca



Lovable Labels is easy, unique and also reduces the lost and found pile in the process!

Lovable Labels offers personalized labels for children's belongings that are extra tough – dishwasher, microwave, washer and dryer safe, and UV resistant. We also offer child safety products and household labels.

Lovable Labels differs itself from hundreds of fundraisers available because:

- It's easy!
- It's practical!
- It's profitable!
- It's hassle free!

“The service from Lovable Labels was excellent – prompt and efficient. The product was very high quality and received many compliments from parents. We will use Lovable Labels again!” – Vista Height Public Schools



Products that not only benefit you, but parents & kids love them too!

Visit our website at www.tdsbfundraising.ca

Merlin's Party Bouncers

www.merlinsparty.com

Contact: Adrian Hines
Telephone: 905.420.4008
Email: merlinsparty@rogers.com

Merlin's Party Bouncers has been supplying inflated bouncers, slides and mazes to schools in the G.T.A. for 20 years. Their units are bright, colourful and well maintained.

Merlin's also supplies fun food for fun events.
(One of the 10 days allowed according to PPM 150.)

Schools can set ticket prices to maximize fundraising dollars.
Rentals range from \$200 to \$1,000.

Fully licensed by
Technical Standards and Safety Authority (TSSA)
and carry \$5 - million liability insurance.



MuchVideoDance

www.fundraisingwithmuch.com

Contact: Rob Dice
Telephone: 1-800-461-6824
Email: rdice@muchvideodance.com

Our Clients tell us we are
The easiest fundraiser ever!

- ✓ We provide an amazing, exciting kick off assembly with big screen, sound & lights.
- ✓ Posters, announcement cd, pledge sheet & Much prizes for the dance day included.
- ✓ Age appropriate edited music videos for all grades of elementary school audiences. Administration & parent friendly.
- ✓ It's an all-inclusive fee. No profit sharing. Ever!
- ✓ No inventory, no bags, labels or returns. Non-allergenic, nut free, chocolate free and great exercise!
- ✓ **The dance is the reward for the successful fundraiser!**

MUCH:VIDEO DANCE

Visit our website at www.tdsbfundraising.ca

Office Central

www.kidzpak.com

Contact: Raphael Shuchat
Telephone: 905.887.7700 ext. 227
Email: info@kidzpak.com



KidzPak School Kits!

KidzPak School Kits are prepared for each student based on the teachers' requirements and are filled with quality name brand school supplies. They are delivered on time so that students are ready for the first day of school and will have the supplies they need for the whole year.

KidzPak School Kits are a great fundraiser that can generate revenue for the Parent Teacher Association.

- Saves parents time and money.
- Customized kit for each student.
- Quality name brand products.
- Easy to implement at your school.



www.kidzpak.com

Oliver's Labels

www.oliverslabels.com

Contact: Yvonne
Telephone: 1.800.398.2060
Fax: 416.913.2547
Email: info@oliverslabels.com

Toronto based Oliver's Labels is one of largest producers of quality waterproof kids labels and tags. All our products are printed in our Toronto facility and shipped free of charge to anywhere in Canada.

Fundraising with Oliver's Labels is a great way to raise funds while minimizing your lost-and-found pile. Our durable & waterproof labels and tags can be put on just about everything a child can bring to school to make sure it comes back home with them.

Our paperless fundraising program is quick and easy to set up and allows parents to personalize, preview & pay for their orders directly online. Orders are printed and shipped out within 1-2 business days with a 20% commission on all sales credited to the fundraiser automatically.



Visit our website at www.tdsbfundraising.ca

Perkz Hot Chocolate/Gourmet Coffee Fundraising

www.perkszfundraising.ca

Contact: Jim Theo
Telephone: 1.800.257.6018
Email: jimtheo@perkszfundraising.ca

Hot Chocolate fundraiser product consists of 24 packages in a carrying case.

Each package makes three hot chocolate servings and is sold for \$2 per package. Schools pay no money up front for products and can order as many carrying cases as they wish to sell. All product is refundable and there are no restocking charges. Five days lead time is required for the product to be delivered.

Profit return is 45%.

Gourmet Coffee fundraiser is a freshly roasted product, using only 100% Arabica Coffee Beans. A fundraiser consists of 24 coffee bricks in a carrying case. Each brick makes 8-12 cups of coffee. There are four types of coffees to choose from: 100% Colombian, Hazelnut Vanilla and Irish Cream and Decaffeinated.



Planet Forward

www.planetforward.ca



Contact: Angela Puzzolanti
Telephone: 416.650.7858
Email: angela@planetforward.ca

Planet Forward's eco-fundraising program allows you to align your environmental values with your fundraising goals through the sale of a wide-range of high-quality green products including:

- **Stainless Steel Water Bottles:**
4 sizes available in 10 colours with a variety of caps
- **Stainless Steel Thermal Travel Mugs:**
16 oz and available in 2 colours
- **Insulated Neoprene:**
Bottle Holders in 2 sizes to accommodate all bottles
Lunch Bags
- **Reusable Bags/Basket:**
Pouch-a-Roo
Fashion Shoppers
Organic Cotton Carry-All
Basket-on-the-Go
- **Make It Yourself Green Home Cleaning Kit**
All the tools to make over 100 cleaning solutions
- **Organic Fashions**
Unisex wrap-around scarf and t-shirts

Contact us today and let us provide you with everything you need to successfully run a catalogue (50% profit) or website drive (25% profit).

Eco-fundraising made easy



Visit our website at www.tdsbfundraising.ca

The Poster Guys

Contact: Shawn Handelsman, Jordan Brown
Telephone: 416.728.7773
Email: postersale@hotmail.com

The "Poster Guys" are a new and innovative organization that has been selling "wall" posters in schools throughout Canada. Our events are held in universities, colleges, and high-schools. Our Poster Sales have been described as "fun and exciting", and help boost school revenues.

How it Works:

1. We come to your school with a large selection of posters. (The posters are "school appropriate", and consist of many popular culture images like movies, music, art, sports, inspirational).
2. We display these posters in a high traffic area of your school. (The space can be large or small)
3. We sell these posters to students/staff who are interested in buying.
4. We also have daily draws. The draws are free, and students are given the opportunity to win the poster of their choice.
5. The student council receives 30% of the total sales.

(The posters are affordable for students)
(between \$5.00-20.00)

**Our events are FREE to run, and can be modified
to meet the needs of each school.**



Presswood Entertainment

www.dance-a-thon.ca

Contact: Robert Presswood
Telephone: 905.454.2609
Fax: 1.800.336.3583
Email: dance@presswood.com

1. The *ALL NEW* Fundraising Pledgeloop: the information letter, pledge card and money collection envelope in one. Now completely recyclable!
2. Pep rally kick off assembly – hosted by us in your gymnasium.
3. Full colour posters, glow bracelets and morning announcements.
4. Music request website just for students (www.musicrequest.ca).
5. Interactive D.J. host, top music and all sound and lighting equipment for your event.

Students spend the dance-a-thon time-slot engaged in a variety of whole group dances, dancing and movement activities and have the opportunity to learn new dance moves.

School keeps up to 80%!

Great information, check availability and hundreds of references can be found on our website:

www.dance-a-thon.ca.

Movie Nights and Magic Nights are also available!



Visit our website at www.tdsbfundraising.ca

Quiznos Sub

www.quiznos.ca

Contact: Tom Missios
Telephone: 647.209.4153
Email: tmissios@quiznos.com

Love What You Eat Lunch!

The QUI ZNOS “Love What You Eat Lunch” program provides your school with enormous fundraising potential. Known for providing great taste and value, Quiznos is certain that students and parents alike will be eager to participate in this nutritious lunch day option!

Our lunch combo includes one 15 cm sandwich, one snack and one juice box for \$3.75-\$4.00, plus tax. Each lunch is individually packed and grouped by classroom. Your local restaurant will customize a menu for you that is perfect for your students. You set student pricing and keep the difference! A monthly Quiznos Day at your school will be an event that students and parents will look forward to while raising valuable funds for your school.

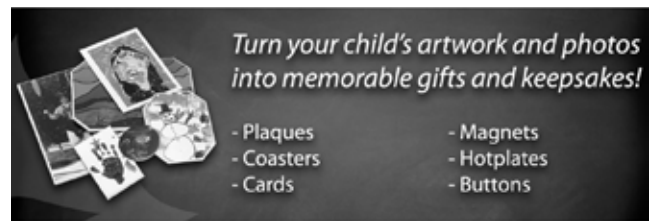
This program offers you the same premium ingredients found in Quiznos restaurants, with a focus on nutritional quality. All our ingredients have no nuts but we cannot guarantee that the plant and restaurants are nut free. Buns without sesame seeds may be ordered. We are happy to provide nutritional information upon request.



School Fundraising Canada

www.schoolfundraisingcanada.ca

Contact: Mark and Carol Stofer
Telephone: 1.250.967.4880
Email: info@schoolfundraisingcanada.ca



We turn childrens' artwork into colourful and useful household items.

Each child creates their own artwork.

The students are thrilled to see their art used in these high quality long lasting products, the parents enjoy being able to order these items for their own use or as gifts for family and friends and the school makes a **35% profit**.

We work in conjunction with school staff and school councils to plan the project. Each child's artwork is scanned to our computer, sized, printed and laminated. The original artwork is returned to you. **We even pay shipping!**

To learn more, visit our website, view a 6 minute video, and request a set of free product samples.



Visit our website at www.tdsbfundraising.ca

School House Rock

www.schoolhouserock.ca

Contact: Daniel Matthews

Tel: 905.621.1905

Email: dan@schoolhouserock.ca



★ KIDS SING THE SONGS
★ WE RECORD THEM
★ KIDS DESIGN CD

**WE DO THE WORK!
THE KIDS DO THE DESIGN!**

30% PROFIT



Run our **Music Program** as a Fundraiser and earn over **30% profit!**

CD prices are only **\$10** each – set your own resell price.

Create cherished keepsakes for children and their families!

School House Rock believes all children are musical. Through the creation of a CD or music video, children learn about different aspects of the artistic world.

ART, MUSIC, LEARN, AND RAISE MONEY!!

Simply Fundraising.net

www.SimplyFundraising.net

Contact: Mitchell Blum

Tel: 416.784.0935

Cell: 416.727.2674

Info@SimplyFundraising.net

TF: 1.888.704.7367

Fax: 416.784.9660

SimplyFundraising.net offers you a wide assortment of products available for fundraising, including complete on-line ordering. Watch for our direct donation option! See outside back cover!

PPM-150 COOKIES & MINI LOAVES: No Nuts, Trans Fat, Tree Nuts or Sesame! Cookies-Oatmeal Raisin, Caramel Dream, Chocolate Chip, Rainbow Chip. Loaves: Apple Cinnamon, Banana Chocolate Chip, Brownie & Morning Glory.

KIDSLUV2COLOUR: 100% cotton T-shirts in 27 youth designs. 6 non-toxic markers included. Kids colour, wash and colour again! Sizes XS-XL, Age 4-16. Your school logo/crest can be printed.

MY INSIDER SAVINGS – MEMBERSHIP CLUB: My Insider Savings is a fundraising program that gives 40% of the enrollment fee back! Over 300,000 North American Merchants, 600 Major Brands. Unlimited access to discounts of up to 50% off on Dining, Travel, Entertainment, Home and Garden, Groceries and much more.

PUBLIC MOBILE: Make money on purchases of wireless phones offering unlimited music & data Plans! Android & Siren Music Downloads!

HEALTHY CLASSMATES: – Great Healthy Choices Juicy navel, easy peel mandarin, sweet grapefruit, crunchy apples. A Healthy Fundraiser that's tasty, affordable, fun and profitable!

NOVELTIES: Spring & Fall (always check for new programs)
-Food for Thought: This top selling program contains mixes for; bread, soup, cheese, special spice seasonings. Gift tins & dips.
-Santa's Little Helpers: Fall-Over 100 items-All in 1 fundraising.

FRESH CUT FLOWERS, ORGANIC FERTILIZER & SEEDS
Bouquets are premium, farm fresh cut flowers picked daily from local greenhouse. Better World Fertilizer & Seeds of Change.

**A CANADIAN OWNED, LOCAL TORONTO COMPANY!
24 YEARS OF SUCCESSFULL FUNDRAISING**

Visit our website at www.tdsbfundraising.ca

Smart Schools

www.smartschools.ca

Contact: Greg Chialtas
Telephone: 416.716.3535
Email: gchialtas@smartschools.ca

Smart Schools creates and maintains an online store for your school at no cost.

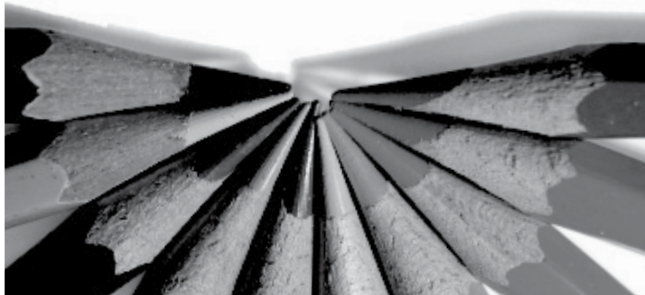
Smart Schools specializes in providing quality homework supplies through a unique online fundraising medium for schools across the GTA. Participating schools will receive their own custom online store which enables parents and students to purchase supplies and fundraise at the same time.

The store gives everyone a time-saving and easy method of online shopping, while raising much needed funds.

Fundraising Mark-Up 25%



More than just school supplies.



Summer Advantage

www.summeradvantage.ca

Contact: Mike Lewis
Telephone: 1.905.952.7970 or 1.905.729.3255
Email: mlewis@summeradvantage.ca

"Preparing for Success"

Based on Ontario Ministry of Education expectations, our activity workbooks were created by Ontario teachers for Ontario students.

Summer Advantage activity workbooks provide a bridge for academic learning from June to September for each year from JK to Grade 7. Since the books are curriculum-based, they can be used all year long. We also offer a language "Toolkit" for students entering high school.

This fundraising activity also helps support a child's learning. **Summer Advantage** workbooks are currently in about 1,000 school communities in Southern Ontario. The activity books keep students' thinking skills sharp over the summer months. Each book introduces topics and themes for the upcoming school year by offering nearly 192 pages of activities. While **Summer Advantage** books emphasize mathematics and language, there are also units that address science, health and social studies. All major units contain parent information pages, evaluation formats and resources for follow-up and family activities.



Visit our website at www.tdsbfundraising.ca

Thornccliffe Bowlerama Bowl-A-Thon Fundraising

www.thornccliffebowlerama.com

Contact: Hugh Hendry/Pauline Fujita

Telephone: 416.421.2211

Email: hughzoo@thornccliffebowlerama.com or
pfujita@thornccliffebowlerama.com

An active, exercise-positive, pro-nutrition fundraiser for people of all ages, abilities, and genders.

A Bowl-A-Thon is an extremely profitable and enjoyable way of fundraising. Total fundraising costs tend to range from as low as 5 percent to a maximum of 25 percent. Your school can raise up to \$50,000 by holding a Bowl-A-Thon! Our family friendly, state-of-the-art facility can host events of 150 to 1,000 guests!

On-site catering and facilities include: video games, a portable stage, and full sound equipment. A step-by-step plan, pledge sheets and other Bowl-A-Thon worksheets help fundraisers.

We would be more than happy to meet you at your school, at your convenience or you can visit and inspect our Bowling Centre.

Let us help you put the "FUN" in your fundraising event!



Toronto Blue Jays Baseball Club

www.bluejays.com

Contact: Group Development Department

Telephone: 416.341.1188

Email: groupsales@bluejays.com

Have fun raising money for your school and enjoy a Jays game too!

Program Highlights:

- Sell tickets for any price between cost and face value; keep the profits for your school's fundraising efforts!
- Exclusive school discount*
- Full value printed on ticket
- Pick one game and build a great community event for families
- Ask about how your school can combine the fundraising program with on-field activities such as singing the national anthem, performing the 7th inning stretch, or throwing out the first pitch.*

* Some restrictions apply



Visit our website at www.tdsbfundraising.ca

Toronto Marlies Hockey Club

www.marlies.ca

Contact: Marc Lira, Sales Coordinator
Telephone: 416.263.3926
Email: mlira@torontomarlies.com

Come see the Toronto Maple Leafs of the future and fundraise for your school at the same time. Enjoy action packed, family fun at an affordable price with the Toronto Marlies professional hockey.

The regular price of the hockey ticket is printed on the actual ticket itself, but your school can receive them at a discounted price and use the rest for a fundraiser.

Fundraising profit ranges from \$3 - \$10 per ticket depending on your set ticket price.

Some of the Marlies popular student experience opportunities include: live band or choir performances (perform during the intermissions or sing and play the National Anthem in front of thousands of fans), high five fan tunnels, pre and post game family skates, Zamboni rides, dressing room tours, player appearances and much more.....

Don't forget to ask about having the Marlies come to your school and deliver an anti-bullying and cyber-bullying message. The Marlies have partnered with Canadian Safe Schools Network to bring our players and staff to your school for a 45 minute interactive seminar.

END ZONE TICKETS: (behind the net) –
Printed price \$19.00: School price \$15
SIDE SEAT TICKETS: (centre ice) –
Printed price \$35: School Price \$20-25



Usborne Books

www.usborne.ca

Contact: Pat Williams
Telephone: 1.800.561.2674 x 230
Fax: 1.800.461.6858
Email: service@riverwoodpub.com

Book Fair Option:

An Usborne consultant will set up a book display in your school, write up all the orders, and tidy up after the event. No teacher or librarian attention is required! Books are delivered in approximately 10 days to two weeks. There is no charge for shipping or handling.

The school receives free books equal to 30% of the values of total orders. Free books may be converted into cash – discuss this option with your consultant.

Read-a-Thon Option:

Students collect pledges from friends and family, based on the number of hours of extra-curricular reading accomplished during the read-a-thon period. Proceeds are used to purchase Usborne books – 50% are kept by the student, 50% are for the school. Full details, including cash options, are available from your consultant.



Visit our website at www.tdsbfundraising.ca

White Squirrel Coffee Co.

www.whitesquirrelcoffee.com

Contact: David Ginsberg

Telephone: 647.428.4478

Email: askus@whitesquirrelcoffee.com



COFFEE SHOP

WHITE SQUIRREL COFFEE SHOP OFFERS A TORONTO-ROASTED PROPRIETARY BLEND OF FAIR TRADE, ORGANIC COFFEES ORIGINATING FROM ETHIOPIA, INDONESIA, PERU AND MEXICO IN 2 ROASTS: MEDIUM (RECOMMENDED FOR ESPRESSO) AND MEDIUM-DARK (RECOMMENDED FOR DRIP COFFEE), AS WELL AS A TORONTO-ROASTED, FAIR TRADE, ORGANIC, SWISS-WATER PROCESSED DECAFEINATED BLEND ORIGINATING FROM PERU, GUATEMALA AND INDONESIA.

COST TO SCHOOLS IS \$7.50/LB, \$8.50 FOR DECAF.
SELL PRICE IS RECOMMENDED AT \$12.50/LB, \$13.50 FOR DECAF.

WHOLE BEAN OR CUSTOM-GRIND AVAILABLE.
SAMPLE ORDER FORMS AVAILABLE BY REQUEST.

ASKUS@WHITESQUIRRELCOFFEE.COM

If your school has had a successful fundraiser, please let me know.

I would be happy to contact the company/organization for possible inclusion in the **Fundraising Guide**.

Deborah Hume Cutajar
Resource Facilitator 416.394.7334
deborah.humecutajar@tdsb.on.ca

Visit our website at www.tdsbfundraising.ca

Frequently Asked Questions

What is fundraising?

Fundraising is a local school activity that is a collaborative effort among parents, students, school staff, community and local trustees to raise funds to enhance the school program and support school initiatives. Fundraising activities may include sponsorships and donations.

Are there rules governing what fundraising proceeds may and may not be spent on?

Yes. Expenditures are at the discretion of the principal and school council, but policy does govern what proceeds may and may not be spent on.

Funds raised through fundraising may be spent on items that **enhance** school programs.

Money raised through fundraising is not to be used to provide resources necessary for the delivery of curriculum or provide a safe learning environment, ie: structural repairs, sanitation, emergency repairs, textbooks, school administration, staff positions covered under collective agreements.

Exception: Funds raised or donations received for special purpose areas of a school (Policy P047: Naming Schools and Special Purpose Areas, section 4.7)

Who decides how fundraising proceeds are spent?

The principal working with the School Council will decide how fundraising proceeds are used. The school council is to be informed about how fundraising proceeds are used by the school as required by O. Reg. 612/00, School Councils.

Is there a time limit for spending fundraising proceeds?

Yes. Resources generated through fundraising activities must be used within a two-year period, from the date of receipt, unless designated for a specific project.

(Funds designated for a specific project must be used for that project only.)

Why should school councils/schools enlist only the services of official TDSB approved vendors?

As per policy, TDSB approved vendors should be used for fundraising initiatives as they are vetted to ensure that the company and its products are of good quality and are produced by reputable companies as defined by the Board's purchasing guidelines, appropriate for student consumption or use; in keeping with the school community's standard of propriety; and reflective of the Board's values.

In the event of a dispute or problem, the Resource Development Department will act as an agent in support of the school/school council.

Resource Development staff also ensure that the company has appropriate insurance in place.

Once the company is officially approved a Letter of Understanding outlining the responsibility of each party is drawn-up and signed by the TDSB and a company official.

Visit our website at www.tdsbfundraising.ca

Frequently Asked Questions

(If a school has experienced a successful campaign with a company – they are encouraged to have the company contact the Resource Development Department, so they may be added to the Official Vendors List.)

Are school-based foundations a good idea?

No. There is no need for a school to set up a foundation. The TDSB has the ability to issue charitable tax receipts and act as the financial administrator at not cost. Alternately the Toronto Foundation For Student Success (TFFS) will also provide this service if the school wishes to include online giving or receive donations – again at no cost.

*We strongly discourage the formation of school-based foundations as they have a tendency to wane when the originating parents leave. Resource Development has worked with schools to close down many, many school foundations for a variety of reasons – they are not filing financial reports with CRA, do not keep their bylaws up to date and/or do not have annual audited statements completed. A modest cost for an annual audit is about \$8,000 and once the volunteer accountant's child leaves the school, most foundations cannot afford to pay for this service. If the parents do want to set up a foundation, **they may not use the school name, nor may any school staff/administrators sit on the Board of Directors.** This is to distance the TDSB from any liability if the legislated financial accountability is not adhered to, or if they fail to get Director's insurance (expensive) and something goes awry.*

Does everyone have to take part in fundraising initiatives?

No. Parent and student participation in any fundraising activity shall be voluntary. Also, no fundraising products shall be sent home with students without written parental consent.

What is the policy on door-to-door canvassing?

Door-to-door canvassing by junior elementary school students shall not be permitted without written parental/guardian consent and when unaccompanied.

Secondary school students shall be encouraged to work in a group of at least three students during daylight hours when fundraising in the community.

Do you need a licence to hold a raffle?

Yes. You do need a licence to hold a raffle. Visit the City of Toronto Website at www.toronto.ca/gaming/

Do you need a licence to play music at school activities?

No. School councils/schools do not need a licence to hold events involving music as the TDSB holds a blanket licence that covers the playing of music at such events.

Does the Ministry's PPM 150 nutrition policy impact fundraising?

Yes. The TDSB has taken a healthy position on fundraising with only vendors meeting PPM 150 guidelines being "approved vendors" for the 2013/14 school year. (Exception: sale of coffee. It was felt that coffee sales would not have a negative impact on our young students, as they don't drink it.)

The PPM 150 Nutritional Policy impacts fundraising in the schools as bake sales and other fundraising initiatives serving or selling food items must comply with the policy or be counted as one of the ten "special days" the Ministry

Visit our website at www.tdsbfundraising.ca

Frequently Asked Questions

has allotted for events not meeting its policy criteria. School/community barbecues where hot dogs (wieners) or other nonconforming foods are served would be counted as one of these days.

The most popular foods not permitted for sale are: chocolate, candy, nuts coated with candy, fried potato chips (alternative is baked), freezies and popsicles unless they are made with 100% juice, fudge, ice cream bars, cakes and sandwiches, candy coated popcorn, white breads that are high in fat or sodium, doughnuts, regular hotdogs, products that contain caffeine, 100% juice if sugar is added. (At the elementary level juice containers cannot be over 250ml.)

Does this mean an end to pizza lunches?

No. Some pizza vendors can supply pizza that meets the PPM 150 Nutritional Policy.

Will the new policy impact on our nutrition programs?

No. PPM 150 will not impact on nutrition programs as these programs are already governed by their own healthy initiative guidelines.

Who do I call if I want information on fundraising?

You would call the TDSB fundraising hotline at 416.397.3510. A member of the Resource Development team will respond to your inquiry.

Where do I find the Toronto District School Board Fundraising Resource Guide.

Call the fundraising hotline at 416.397.3510 to request a copy of the TDSB Fundraising Resource Guide or visit the TDSB web at www.tdsb.on.ca, click "parents" and click "Fundraising and Donation" icon found on the right-hand side of the page.

Got a question?

Need some help with your fundraiser?

Call the Fundraising Hotline at 416.397.3510

We do our best to return calls within 24 hours.

WE'RE HERE TO HELP.

Visit our website at www.tdsbfundraising.ca



Notes



SimplyFundraising.net



Ministry of Education
School Food & Beverage Policy
PPM 150
Compliant Products

CANADA'S ON-LINE FUNDRAISING MARKETPLACE



- 100% Cotton T-Shirts
 - ✓ 27 Designs
 - ✓ 6 Markers
 - ✓ XS-XL Youth
 - ✓ Age 4-16
 - ✓ Washable
- Colour again & again!



PEANUT, TREE NUT, SESAME & TRANS FAT FREE!

SNACK PROGRAM AND FUNDRAISING

COOKIES 35g: OATMEAL RAISIN, CARAMEL DREAM, CHOCOLATE CHIP, RAINBOW CHIP.
 MINI LOAVES 40g: APPLE CINNAMON, BANANA CHOCOLATE CHIP, BROWNIE, MORNING GLORY.
 ALL PRODUCT IS MADE FRESH, INDIVIDUALLY WRAPPED AND THEN FROZEN.
 PRODUCT IS SHIPPED FROZEN. MAY BE RE-FROZEN. ONCE THAWED, 7 DAY SHELF LIFE.
 MINIMUM ORDER: 800 PER FLAVOUR – 10 CASES (Available on-line ordering)

PPM-150 COMPLIANT!



My Insider Savings is a fundraising program that gives 40% of the enrollment fee back! With over 300,000 North American Merchants, 600 Major Brands and access to 100,000 "show your phone" Mobile Coupons, My Insider Savings is the premier online portal for significant discounts.

Huge savings on Dining, Travel, Entertainment, Home and Garden, Groceries and much more!

Unlimited access to discounts of up to 50% off on every day items makes this an ideal fundraiser.

Watch for our new travel card site which offers greater savings than the major discount travel sites.



Wireless communication should be affordable and accessible with simple and clear options to choose from. Public Mobile is the only Canadian company offering Android Smartphones that includes unlimited talk, text, data and Siren Music.



ORGANIC FERTILIZER ORGANIC SEEDS



Only premium, farm fresh cut flowers picked daily from our greenhouse. Each bouquet is hand made in our own temperature controlled facilities. Bouquets stay in water from farm to table in easy to carry, easy to give, easy to receive containers.

Back by popular demand!

Food For Thought offers over 70 items including dip, soup & sauce mixes, numerous dessert kits, boxed chocolate, spices and more!

Book your dates early-This will sell out!
 ** Order deadline is November 1, 2013**



Healthy Classmates TM

Navel & Mandarin Oranges,
 Pink Grapefruit, Apples

Sell: Sept-Nov: Deliver 1st week Dec
 Sell: Jan-Feb: Delivery 1st week March

Our 17th Annual Christmas brochure contains over 180 items (no food) Gift wrap, Christmas, and more. Themes include Disney, Mary Phillips & Harley Davidson.

Book your dates early-This will sell out!
 ** Order deadline is November 1, 2013 **



www.SimplyFundraising.net
 info@SimplyFundraising.net
 416-784-0935
 1-888-704-7367
 F: 416-784-9660

FUNDRAISING FOR OVER 24 YEARS!

SimplyFundraising.net is proud to be able to accept on-line orders for most of our programs. As an administrator, you can register your group, create subgroups, pick programs, order products and have up to the minute report options.

WATCH FOR DIRECT DONATION OPTION

SimplyFundraising.net
 100% Canadian Owned and Family Operated
 Contact
 MITCH BLUM
 DIRECT CELL: 416-727-2674