



MAKE A HEALTHY CHOICE

The Alberta Healthy Choice Fundraiser! *September to December 2013*

The Farm to School Alberta Healthy Choice fundraiser is a fresh, healthy, and profitable fundraiser for your school! It is a great way to promote healthy food choices while also fundraising for your school.

We are very pleased to announce that the program is now able to distribute donations of vegetable bundles made to the Calgary Interfaith Food Bank on behalf of schools.

In addition to being a healthy choice, this fundraiser also offers great profit margins for your school.

Schools keep **\$6** for every \$12 bundle sold and **\$11** for every \$22 bundle sold. **That's a 50% profit!** Those are great returns that should go a long way in meeting your fundraising goals.

Feedback from previous years revealed that 98% of schools reported their profit goals were met, 98% said the fundraiser was equally or more successful than other fundraisers, and 100% reported that the quality of veggies met or exceeded expectations and that everyone was eager to participate again! We are confident that new schools joining the program in 2013 will have equally positive results.

To help you coordinate this successful fundraiser, you'll find easy to follow instructions on the second page of this letter. If questions extend further, please contact Farm to School Alberta by email at FarmtoSchoolAlberta@PeakMarket.com or call 403-930-0211. To view some Frequently Asked Questions, visit our website.

With Farm to School Alberta, you will get a fundraiser that promises not only to provide great profit margins, but also the opportunity to...

- Get fresh vegetables at/or below supermarket prices.
- Offer healthy food choices and support your school's nutrition guidelines.
- Connect the fundraiser to learning activities available at www.FarmtoSchoolAlberta.ca.
- Try new recipes with Canadian vegetables available at www.PeakMarket.com/recipes.

We hope you choose the Farm to School Healthy Choice Fundraiser! **Enroll now at** www.FarmtoSchoolAlberta.ca!

Farm to School Coordinator
Farm to School Alberta Healthy Choice Fundraiser



YOU WILL NEED:

- ✓ A great team of parents/volunteers to help pack veggies for distribution and help kids take bundles home
- ✓ Adequate space to receive the total order

SEQUENCE of the FUNDRAISER

1. **ENROLL** and **SCHEDULE DELIVERY** for your school in the Farm to School Fundraiser at www.FarmtoSchoolAlberta.ca/enroll.
2. **SCHEDULE** your fundraiser anytime from September to December 2013.
3. **DOWNLOAD** the fundraiser forms from www.FarmtoSchoolAlberta.ca.
4. **MAKE ARRANGEMENTS** for students to collect orders and payment from customers.
5. **TALLY** all orders from the Student Order forms.
 - **A minimum order of 50 bundles per school is required.**
6. **COMPLETE** the Online Order Form for Peak of the Market. (If paying by cheque, please print the confirmation of order and mail or drop it off with a cheque addressed to Peak of the Market.)
7. **ORDER** with Peak of the Market online by credit card.

**Orders must be paid at the time you place the order. **

<http://www.farmtoschoolalberta.com/order.cfm>

Peak of the Market

10761 25th Street NE, Unit 118

Calgary, AB T3N 0A4

Email: FarmtoSchoolAlberta@PeakMarket.com

Phone: (403) 930-0211

8. **ASK VOLUNTEERS TO UNLOAD** vegetables from delivery truck on date of scheduled delivery.
 - *The driver cannot assist in unloading vegetables.*
9. **RECRUIT** volunteers to create bundles according to student order forms.

BUNDLE A: 2lbs carrots, 2lbs onions, 5lbs potatoes

BUNDLE B: 3lbs carrots, 1lb parsnips, 3lbs onions, 10lbs potatoes, 1 green cabbage

10. **DISTRIBUTE** top notch, Canadian vegetables.

**CONGRATULATE your great students and volunteers for a successful
Healthy Choice Fundraiser!**

