

# Variety Schools Fundraising Toolkit



**We are kids helping kids, taking action at school  
so we can all reach our fullest potential and thrive!**



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Variety – the Children's Charity of BC is located on the traditional and unceded territory of the hənqəminəm and Swxwú7mesh speaking peoples. Variety BC is committed to honouring the history of this land and committed to our path forward in truth and reconciliation.



# Hello changemakers!

## Welcome to the Variety Schools Program!

**This is your Fundraising Toolkit.** Inside you'll find all the resources you need to take action at school and transform the place you call home into a more inclusive and welcoming community where all kids can thrive!

For over 55 years, Variety – the Children's Charity of BC has stepped in to fill the gaps by providing direct support to BC's kids and their families. **And now we're introducing the Variety Schools Program where you can build strong communication, collaboration and creative thinking skills for the future, while making a BIG difference in the lives of your peers!**

We know that young people are leading the way in shaping a more inclusive and compassionate world, which is why schools from across this beautiful province are coming together to take action through the Variety Schools program! It's an incredible opportunity to gain service-learning experience while practicing good citizenship and social responsibility.

**So what does it mean to be a Variety School? It means raising awareness, volunteering, and fundraising to help provide ...**

- Adaptive & mobility equipment so kids can participate actively with their friends, family and classmates
- Specialized therapies so kids can learn how to communicate effectively, get stronger after cancer treatment or learn to master everyday skills that will help them gain confidence and independence
- Counselling to give kids the tools to manage complex emotions in their day-to-day lives
- Educational support so kids can reach their fullest potential in school
- Private assessments that help families unlock additional funding and supports that help kids thrive
- Sunshine Coaches that help other children's organizations provide safe transportation on the road
- Hospital grants to alleviate financial pressures on families seeking emergency care so they can focus on their child's recovery
- AND Variety Schools grants that help schools make inclusive upgrades

That's right. If your school needs an upgrade to make your own space more accessible and inclusive for students, you can apply to receive up to \$10,000 in funding from Variety BC!

We will be here every step of the way to support you so please don't hesitate to reach out.

And don't forget to register your school online so that we can customize your experience and tailor new resources to fit your school's unique needs. We'll have new opportunities for you to get involved such as FREE workshops and interactive assemblies available soon.

You'll find a 60-second registration survey on the Variety Schools page of our website to get started.

Welcome aboard!

Variety Schools

[variety.bc.ca/get-involved/take-action-at-school/](https://variety.bc.ca/get-involved/take-action-at-school/)

Email: [schools@variety.bc.ca](mailto:schools@variety.bc.ca)

# Bring Variety to Your School!



## We're here to help bring your action plans to life!

Contact us today to book an action planning workshop, school assembly or simply to kick off and celebrate your achievements. You have the wheel – just let our experienced Youth Facilitators and Variety Fundraisers know how we can help.



### Action Planning Workshops

These energizing workshops are 45 minutes – 1 hour sessions delivered in a classroom setting to help students identify how you'll take action whether through awareness-raising, volunteering or fundraising. Workshops are fully customized for your school and offer age-appropriate activities for both the elementary and secondary levels.



### School Assemblies

Book a Variety Schools assembly for your students to learn more about what accessibility and inclusivity can look like in your community. Assemblies are interactive with plenty of opportunity for students to take the floor and participate. You can also include guest speakers with lived experience from your school. Let's dive deeper and rally together to kick off your school initiatives!



### Celebrate With Us!

Host a Spirit Day to celebrate your school's achievements! Perhaps you'd like to present a cheque to Variety at a school event or assembly? Let us know how your school plans to recognize its students for all their hard work so we can honour you and share how your generosity is going to make a difference.

If your school would like to be considered for these exciting opportunities when Variety BC is in your neighbourhood, please complete the registration survey online at [variety.bc.ca/get-involved/take-action-at-school/school-registration-survey/](https://variety.bc.ca/get-involved/take-action-at-school/school-registration-survey/) and we'll make sure to include you in our exclusive invitations.

Or email us at [schools@variety.bc.ca](mailto:schools@variety.bc.ca) with your preferred dates and we'll do our best to accommodate you.

Prefer to connect virtually? Let us know and we'll work together to deliver quality programming to your students remotely.



# Upgrade Your School with a Variety Schools Grant



Variety BC is thrilled to announce the Variety Schools Grant Program has returned by popular demand! Imagine a school yard where students from diverse backgrounds and abilities are empowered to exercise their curiosity and explore their environment. Picture a classroom where children with all unique learning styles can thrive as their educational needs are met. Variety BC is partnering with schools across the province to help make sure that learning is inclusive, accessible and safe for everyone.

With the demand for educational support greater than ever in this province, students who do not receive government funding need additional resources to reach their fullest potential in school. That's where Variety steps in... filling the gaps to relieve some of the pressure our education system is under and making sure no child is left behind.

**Transform your school into a more accessible and inclusive space and Variety will match your fundraising up to \$10,000 to bring the project to life!**

## Here are just a few ideas from participating schools ...

Sensory rooms & equipment	Indoor & outdoor sensory paths	Inclusive & accessible playgrounds	Outdoor communication board
Adaptive classroom furniture	Closed captioning technologies	Accessible bikes & stationary "brain bikes"	Buddy bench

Visit our website today to learn more about the eligibility requirements and to apply: [variety.bc.ca/support/variety-school-grants/](https://variety.bc.ca/support/variety-school-grants/)



# Choose Your Variety Pillar



**Variety – the Children's Charity of BC provides direct assistance to kids through a wide spectrum of individual grants.**

When your school supports Variety BC, you are making a direct impact in the life of a child living right in your home community. Variety supports kids in 5 key funding areas, and we would be happy to share with you a story of a kid who's been helped because of your school's desire to pitch in and give back.

If there is a particular funding area you are most interested in, please do let us know so when it's time to report back, we can do so in a way that's most meaningful to you! Please also let us know if you would prefer a formal certificate to proudly display in your school, a detailed report for your supporters, or a visit to your school to share your impact personally.

## Five Areas Where Variety Steps In

### Private Assessments



Since opening funding for private autism assessments and psychoeducational assessments in 2021, Variety has enabled over 1,300 children to receive assessments which has unlocked critical funding for essential therapies and other resources. Variety is the only organization stepping in and providing funding to access the private system so that kids don't have to wait the 2-3 years for an assessment through the public system. Variety does not receive government funding to approve these grants and relies on the generosity of our province to help these families. The demand for autism and psychoeducational assessments in our province continues to rise and Variety's waitlist continues to grow at

an overwhelming rate. With the long list of applications currently waiting to be reviewed, Variety has temporarily closed intake for private assessments while we evaluate a manageable way forward. Funding for private assessments is currently our area of greatest need.

**When your school champions the private assessments pillar, you're helping kids like Sep, a 3-year-old from Prince Rupert** who up until the age of 1 was non-verbal. Sep didn't respond to his name and didn't make any eye contact which concerned his parents. Variety was able to fund Sep with a private autism assessment. Once the diagnosis was confirmed, Sep's family was able to gain access to \$22,000 per year in government funding to get Sep the professional help he needed, and his therapies began almost immediately. He can now communicate his wants and needs by saying 'yes' or 'no,' has learned a total of ten words, and is making eye contact more frequently.

### Adaptive & Mobility Equipment



Variety has always been committed to ensuring kids and their families have the freedom to go outside, be mobile and participate actively in their communities by funding essential medical supplies and mobility equipment such as hearing aids, manual and power wheelchairs, adaptive trikes and custom orthotics to name a few.

**When your school champions the adaptive & mobility equipment pillar, you're helping kids like Lucy, a 6-year-old girl from Quesnel** who has been diagnosed with Athetoid Cerebral Palsy. Lucy's arms and legs are constantly and uncontrollably flailing which causes her to fall over when

she uses her walker. Lucy's condition requires her to be held still and upright so she can be tube fed. This labour intensive process is done three times a day and consumes four hours of her mother's time. Variety provided Lucy with a specialized activity chair which keeps her in position when being fed. Plus, the stability makes it easier for her to move around more freely on her own.

## Specialized Therapies



Variety funds a wide range of therapies that help kids develop broad cognitive, motor and social skills, learn to communicate (speech & language therapy), rebuild or strengthen muscles (physiotherapy), and learn how to master everyday tasks (occupational therapy). Sometimes, kids need an "out of the box" approach which is why Variety recently began funding equine therapy and music therapy as well!

**When your school champions the specialized therapies pillar, you're helping kids like Daemon from Kamloops** who was diagnosed with a speech sound disorder at the age of 2. He has a hard time pronouncing the sounds of certain letters and gets frustrated when people can't understand what he is saying. He will often use his mom, Rebecca as a "translator" as she's usually the only one who can make out what he's saying. It's been heartbreaking for Rebecca to see her shy & nervous 6-year-old son struggling. That's when Variety stepped in and provided Daemon with speech & language therapy. Since that time, Rebecca has confirmed there's been significant improvement in both Daemon's communication and his self-confidence.

## Mental Wellness



Kids struggling in their day-to-day lives may be experiencing signs of anxiety, depression or low self-esteem. There has been a significant rise in the number of kids facing mental health challenges since the global pandemic. Variety is here to support kids with clinical counselling to offer them support and help find healthy coping mechanisms.

**When your school champions the mental wellness pillar, you're helping kids like 12-year-old Isaac from Victoria.** At the age of 6, it was discovered that Isaac was blind in one eye and visually impaired in the other. He has been experiencing severe trauma ever since becoming a target for a school bully who was physically attacking him and because of his vision impairment, Isaac was unable to tell when the bully was coming or to prepare himself for the assault. It was in Grade 2 when Isaac was diagnosed with ADHD and dyslexia which can present if a person is experiencing trauma. Variety has been providing the courageous kid with counselling and music therapy to assist in his recovery.

## Tuition & Tutoring



Variety offers educational support for kids by funding one-on-one tutoring and tuition bursaries to attend a specialized school. Learning in an environment where children can succeed carries over into their social, emotional and physical health.

**When your school champions the tuition & tutoring pillar, you're helping kids like 14-year-old Alex from Burnaby** who was adopted to a very loving family. Because of their birth mother's struggles with addiction, Alex was diagnosed with a myriad of conditions which included fetal alcohol spectrum disorder, ADHD, cerebral palsy and epilepsy. At the start of high school, Alex determined that they were not their assigned gender and school became increasingly challenging as they became socially ostracized. Alex's adoptive parents took quick action and found a private school where Alex also received LGBTQ+ support. With tuition support from Variety, Alex is now able to learn at their own pace and has found what every child needs ... belonging and acceptance.

# Social Impact Calendar

**SEPT  
2023**

	S	M	T	W	T	F	S
7 World Duchenne Day							
8 International Literacy Day						1	2
9 International Fetal Alcohol Spectrum Disorder Awareness Day	3	4	5	6	7	8	9
23 International Day of Sign Language	10	11	12	13	14	15	16
29 World Heart Day	17	18	19	20	21	22	23
30 Orange Shirt Day	24	25	26	27	28	29	30

**OCT  
2023**

	S	M	T	W	T	F	S
• Occupational Therapy Month							
• National Learning Disabilities Awareness Month	1	2	3	4	5	6	7
6 World Cerebral Palsy Day	8	9	10	11	12	13	14
10 World Mental Health Day	15	16	17	18	19	20	21
23 Kabuki Syndrome Awareness Day	22	23	24	25	26	27	28
27 World Occupational Therapy Day	29	30	31				

**NOV  
2023**

	S	M	T	W	T	F	S
• Diabetes Awareness Month							
• Indigenous Disability Awareness Month				1	2	3	4
13 World Kindness Day	5	6	7	8	9	10	11
14 World Diabetes Day	12	13	14	15	16	17	18
20 Children's Day	19	20	21	22	23	24	25
28 Giving Tuesday	26	27	28	29	30		

**DEC  
2023**

	S	M	T	W	T	F	S
• Universal Human Rights Month							
3 International Day of Persons with Disabilities						1	2
5 International Volunteer Day	3	4	5	6	7	8	9
10 Human Rights Day	10	11	12	13	14	15	16
	17	18	19	20	21	22	23
	24	25	26	27	28	29	30
	31						

**JAN  
2024**

	S	M	T	W	T	F	S
• National Mentoring Month							
4 World Braille Day		1	2	3	4	5	6
24 International Day of Education	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
	28	29	30	31			



# Social Impact Calendar

**FEB  
2024**

• Psychology Month	S	M	T	W	T	F	S
15 International Childhood Cancer Day					1	2	3
17 Random Acts of Kindness Day	4	5	6	7	8	9	10
19 Family Day	11	12	13	14	15	16	17
28 Pink Shirt Day	18	19	20	21	22	23	24
29 Rare Disease Day	25	26	27	28	29		

**MARCH  
2024**

• Epilepsy Awareness Month	S	M	T	W	T	F	S
• Developmental Disabilities Awareness Month						1	2
• Music Therapy Awareness Month	3	4	5	6	7	8	9
1 International Wheelchair Day	10	11	12	13	14	15	16
21 World Down Syndrome Day	17	18	19	20	21	22	23
	24	25	26	27	28	29	30
	31						

**APRIL  
2024**

• Celebrate Diversity Month	S	M	T	W	T	F	S
• National Autism Acceptance Month		1	2	3	4	5	6
• National Volunteer Month	7	8	9	10	11	12	13
2 Acceptance Day	14	15	16	17	18	19	20
2 National Caregiver Day	21	22	23	24	25	26	27
7 World Health Day	28	29	30				

**MAY  
2024**

• National Physiotherapy Month	S	M	T	W	T	F	S
• Speech & Hearing Month					1	2	3
2 World Day for Bullying Prevention	4	5	6	7	8	9	10
6-10 Mental Health Week	11	12	13	14	15	16	17
7 Child & Youth Mental Health Day	18	19	20	21	22	23	24
16 Global Accessibility Awareness Day	25	26	27	28	29	30	

**JUNE  
2024**

21 National Indigenous People's Day	S	M	T	W	T	F	S
						1	2
	3	4	5	6	7	8	9
	10	11	12	13	14	15	16
	17	18	19	20	21	22	23
	24	25	26	27	28	29	30
	31						

# A to Z Fundraising Ideas **variety** the children's charity of bc

## A

Art Exhibition

## B

Battle of the Bands  
Bake Sale  
BBQ  
Bingo  
Book Sale

## C

Cake Walk  
CandGrams  
Car Wash  
Card Sale  
Colour Run  
Community Cleanup  
Concert  
Costume Contest  
Crafts Sale  
Cupcake Decorating

## D

Dance-A-Thon  
Dress Down Day

## E

Easter Egg Hunt

## F

Family Fun Day  
Fashion Show  
Field Day  
Flower/Bulb Sale  
Fun Run

## G

Games Night  
Gift Wrapping Station  
Give It Up Challenge

## H

Haunted House  
Holiday Fair

## I

International Food Night

## J

Jellybean Count

## K

Karaoke Night

## L

Lemonade Stand  
Lip Sync Showdown

## M

Masquerade Ball  
Movie Night  
Multicultural Fair

## N

Non-uniform Day

## O

Obstacle Course

## P

Pancake Breakfast  
Parents Night Out  
Picnic Lunch  
Pizza Party  
Popcorn Sales  
Principal Challenge  
Pyjama Day

## Q

Quiz Night

## R

Recipe Book Sale  
Raffle  
Read-A-Thon  
Recycling Drive

## S

Scavenger Hunt  
School Sleepover  
Spelling Bee  
Sports Day  
Sponsored Silence  
Summer Carnival

## T

Talent Show  
Treasure Hunt

## U

Used Things Sale

## V

Variety Show

## W

Wacky Hair Day  
Walk-A-Thon  
Winter Carnival

## X

X-Factor Night

## Y

YOLO Challenge  
(get sponsored to cross  
something off your  
bucket list!)

## Z

Zany Dress Day

# How to Fundraise Online



**Visit the Variety Schools page on our website to get started with your school's very own fundraising web page!**

## Why Fundraise Online?

- See what other schools in the province are doing, share tips and tricks, be inspired and most importantly: build community!
- Reach friends & family who want to support your efforts but cannot attend your fundraiser.
- Earn badges for each of Variety BC's five pillars when you raise \$2,500 to "Help One Child".
- Donors get a tax receipt at the time of donation by email.

## First you'll select the age group which best represents your school:

### Elementary Schools (K-7)

Are you PAC-led or an educator working mostly with students in Grades K-6/7? This is the community for you!



### Middle-Secondary Schools (7-12)

Are you an educator leading an extracurricular club with students in Grades 7-12 or a high school student interested in starting a club with the goal of making a difference? Here's where you want to be!



## Why do we ask?

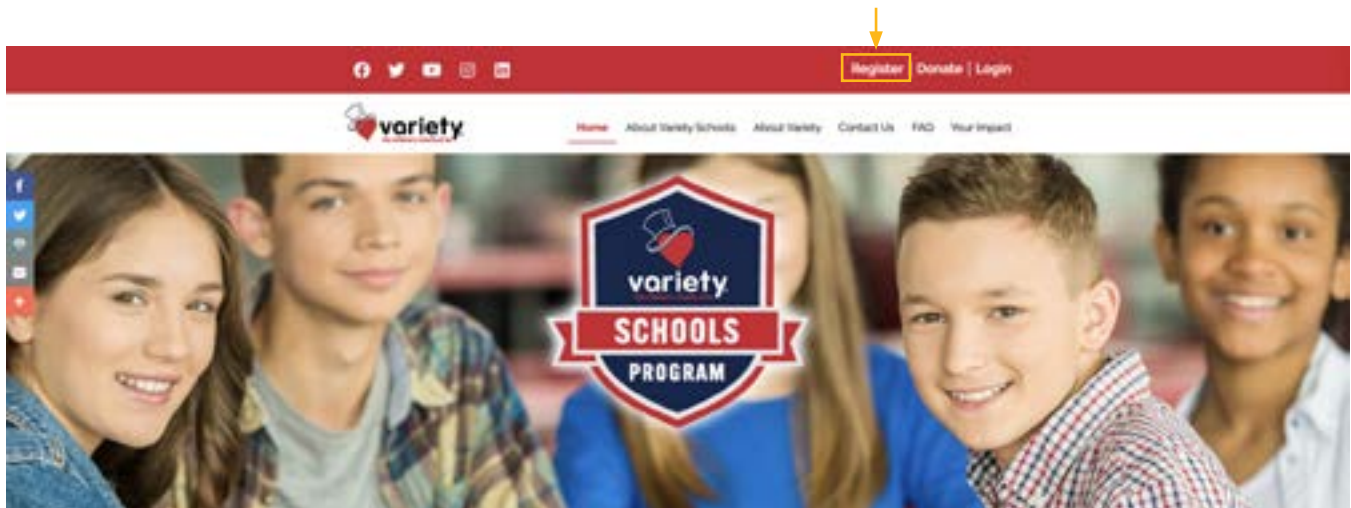
So you can see what some of the top fundraising schools are doing, share your success and be inspired by age-appropriate fundraising ideas ... all while creating a little friendly competition with other schools in your district and around the province.

Variety BC is committed to protecting the privacy of youth and does not knowingly solicit personal information from children under 13 years of age without parental or guardian consent. Variety collects personal information to operate the Variety Schools program in accordance to our Privacy Policy. Participants of this program consent to providing personal information (including your name and email address) for the purposes of Variety providing service-learning resources and support where required. If a child has provided us with personal information without parental or guardian consent, please email us at [schools@variety.bc.ca](mailto:schools@variety.bc.ca) for the purpose of deleting this information.



# How it Works

1. **Register:** If this is your first time or your school has not set up its own fundraising page yet, click "Register" on the top right of the page to get started!



2. **Customize Your Page:** Check out the Participant Centre to update information on your school's page, add photos and videos and set up a fundraising thermometer to track your progress!
3. **Find Your School:** Use our search box to type in your school's name and find your page – or simply share your custom URL (www address) with your school community to take them straight to your page!
4. **Join Your School:** Students can join the team and start collecting donations online by clicking the "Join Your School" button on your school page. After completing a short sign-up process, students will have their very own personal page where they can share with family & friends the reason they're fundraising and where their loved ones can donate to support them. Each student's contributions add up on your school page for one collective total to reach your goal!
5. **Thank Your Supporters:** Don't forget to thank your community for helping your cause. There are customizable email templates ready for you to send in your Participant Centre – no need to copy and paste. You can send your appreciation right from here!
6. **Donate to Variety BC:** Your online donations come straight to Variety BC and every supporter is emailed a tax receipt directly. Fundraising online and collecting donations at school too? No problem. Mail us a school cheque for your offline proceeds and we'll make sure it's added to your school page and is reflected in your online totals!

**Need help? Contact us at [schools@variety.bc.ca](mailto:schools@variety.bc.ca).**



# How to Donate

## Is your school ready to donate to Variety – the Children's Charity of BC?

We can provide you with several quick & simple ways to submit your funds!



### Mailing a cheque

**Cheques can be made payable to:**  
Variety – the Children's Charity of BC

**And mailed to:**  
4300 Still Creek Drive  
Burnaby, BC Canada V5C 6C6

Schools will receive an unofficial tax receipt by mail to acknowledge the receipt of your donation and the Variety Schools team will follow up with you to share how your collective generosity is making a difference!

#### Personal cheque

Require a tax receipt? Individuals donating to your school fundraiser can receive an official tax receipt by mailing a personal cheque directly to Variety!

Please ensure that parents and individual donors write your school's name in the memo section of their cheque and that they include their name, mailing address and a phone number and/or email.



### Fundraise online

When your school sets up its very own online fundraising page, you can see your progress live and share the link with friends & family to boost your efforts!

Check out our Online Fundraising Guide on page 11 to get started! Donations processed online go to work immediately and your donors will receive their official tax receipt automatically by email.



Variety – the Children's Charity of BC  
is a registered charity #108168709

# School Spirit Days

**Celebrate your accomplishments together with a good old fashioned school spirit day!**



Spirit Days are an excellent way to build community and encourage teamwork. These are just some examples of all the fun you can have! Vote on your favourite, set your fundraising goal and when you reach your goal ... it's time to celebrate!



**Backwards Day**



**Board Games Afternoon**



**Hat Day**



**Extra Recess or Free Block**



**Field Day**



**Glow Sticks Dance Party**



**Movie Lunch**



**Music in the Hallways**



**No Homework Day**



**Outdoor Classroom Day**



**Pajama Day**



**Pie a Teacher**



**Pizza Party**



**School Colours Day**



**Teacher Makeover**



**Teachers vs. Students Dodgeball**



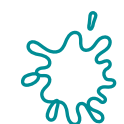
**Toy Show & Tell**



**Twins & Triplets Day**



**Wacky Hair Day**



**Water Sponge Fight**

# Baking a Difference

Host a Bake Sale in support of  
Variety – the Children's Charity  
and help BC's kids!



## Get Involved

There are so many ways you can get involved  
with Variety BC. Your imagination and creativity  
are your only limits!



### At School

Organize a Bake Sale at school to raise money and awareness for Variety – the Children's Charity. Showcase recipes from diverse and multicultural backgrounds, create a school-wide recipe book or even compete in a classroom showdown.

Visit the Variety Schools website  
[variety.bc.ca/get-involved/take-action-at-school/](http://variety.bc.ca/get-involved/take-action-at-school/)  
to register and set up your school's very own online fundraising page today!



### At Home

Invite your friends and family to a Bake Night and try out some new recipes together. Collect orders from your loved ones so they can try something new and investigate as a family how accessible some of the unique ingredients are to your community.



### In your Community

Organize a Cookie Exchange to celebrate the holidays! Throw a block party and invite your neighbours to support Variety BC through your online community groups or ask your local coffee shop if they will help bake or sell your recipes by donation.

Check out our website  
[variety.bc.ca/get-involved/do-it-your-way/](http://variety.bc.ca/get-involved/do-it-your-way/)  
for more inspiration and resources to get you started and "Do it your way!"

## School Connections Guide: BC Core Competencies



**Communicating:** connecting and engaging with others  
**Collaborating:** working collectively



**Social Awareness and Responsibility:**  
contributing to community & valuing diversity

# Get Started

Let's discover why your school is  
Baking a Difference for Variety and gather  
the right ingredients for your Bake Sale!



Why are you planning a Bake Sale at your school?  
What impact will this make in the lives of BC's kids?

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What does it mean to make the world a more inclusive and accessible place?  
How can your ideas impact someone's life? Will it make a difference in your life?

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Fundraising Goal	Variety Pillar	How many bakers do you need?

*(If everyone bakes 10 cookies for \$2/ea., how long will it take to reach your goal?)*



# Now it's time to taste test!

## How will you make sure your Bake Sale is inclusive and accessible?



Are students from all backgrounds able to participate in your Bake Sale?  
What do diversity and inclusion mean to you?

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**Heartly's Hint:** Consider an option for classroom orders where everyone contributes what they can so that all students get to enjoy your baked goods. You can even accept donations for classroom orders online and boost your fundraising with a second payment option – ask Variety to set up your school's very own online fundraising page today!

How will you decide who is baking for your fundraiser?  
Is this activity accessible to all of the students at your school?

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**Heartly's Hint:** Put a twist on your Bake Sale with a cupcake decorating party and help create an inclusive school community. Ask classrooms to come up with their own themes and decorate cupcakes together as a team. You can showcase each classroom's cupcakes and have a friendly competition to see who sells the most!

Does everyone like the same kind of foods? Why or why not? How will that affect your Bake Sale?

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**Heartly's Hint:** Stay safe. Make sure everyone follows your community food guidelines and ask if there are any dietary restrictions at your school. You can respect others' food allergies and intolerance by offering a nice variety of treats (such as gluten free, dairy free, nut free or sugar free). Use the toolkit sale cards to display your prices and list all the ingredients in your baked goods so that your customers know what to expect in the treats they are buying!

# Plan Your Bake Sale

**You're ready to start planning your event. With two tablespoons of teamwork and a dash of creativity, your Bake Sale will be a piece of cake – literally!**



**Here are a few fun themes to inspire you:**



## Healthy Bake Sale

- Host a healthy Bake Sale set up like a Farmer's Market where each booth features a different fruit or vegetable
- Display nutrition fact cards so your customers can learn more about forming healthy eating habits
- Sell reusable shopping bags with your schools' logo to encourage eco-friendly shopping



## Breakfast Bar

- Host a pancake breakfast and sell jarred mixes for people to flip their own jacks with assorted toppings and syrups
- Set up a "Grab & Go" table where your customers can pick up coffee, muffins & breakfast bars on the run
- Throw a Donut Carnival with "by donation" games such as donut stacking & eating donuts off a string



## School Recipe Book

- Create a recipe book to feature all of your bakers and sell it to raise even more funds
- Celebrate diversity and ask for recipes from everyone's unique cultures & traditions



## Let's build your Bake Sale Check List! What else can you think of?

### Before the event

- ☐ Set a date/time/place
  - ☐ Choose a theme
  - ☐ Ask about food allergies
  - ☐ Post sign-up sheets
  - ☐ Hang posters
  - ☐ Make announcements
  - ☐ Share on social media
  - ☐ Organize your bakers
  - ☐ Make decorations
  - ☐ Gather supplies/décor
  - ☐ Start a money float
- 
- 
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### On the day

- ☐ Decorate the tables
  - ☐ Display your sale cards
  - ☐ Set up your register/have spare change
  - ☐ Play some music
  - ☐ Take lots of pictures
  - ☐ Tag @varietybc on social media
  - ☐ Record the highlights/make a video
- 
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- 

### After the event

- ☐ Count your money raised & send it to Variety BC
  - ☐ Thank everyone who baked & supported
  - ☐ Tell everyone how much you raised
  - ☐ Celebrate with a Spirit Day
- 
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- 

### Don't forget

- ☐ Tables
  - ☐ Tablecloths
  - ☐ Chairs
  - ☐ Decorations
  - ☐ Bake Sale posters
  - ☐ Sale cards (for prices & ingredients)
  - ☐ Variety brochures (how you help)
  - ☐ Parent letters
  - ☐ Cash box and change
  - ☐ Serving utensils or gloves
  - ☐ Coolers if offering drinks
  - ☐ Garbage bags
  - ☐ Napkins
  - ☐ Goodie bags
  - ☐ Recyclable forks & spoons
  - ☐ Cooler with ice (if selling drinks)
  - ☐ Camera
  - ☐ Markers & pens
  - ☐ Calculator
  - ☐ Wet wipes
  - ☐ Hand sanitizer
  - ☐ Radio & AUX cord
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# SMART Goals

Use Variety's action planning worksheets to help you measure for success!



The most important step in any fundraiser is to make **SMART** decisions!



## SPECIFIC

What needs to be accomplished?  
Who's responsible for it?  
What steps need to be taken?



## MEASURABLE

How will you keep track of your progress? How will you know if you're successful (use numbers)?



## ACHIEVABLE

How will you reach your goal? Is this a realistic target? Do you have the necessary skills and resources?



## RELEVANT

Why should people care about this fundraiser? What do people care about? How do you connect them?



## TIMELY

What's capturing people's attention right now? How does this align with your timeline?



Our goal is: \_\_\_\_\_

(...to raise \$2,500 and help one child in our community receive specialized therapy or counselling)



We will measure our success by: \_\_\_\_\_

(...signing up 50 bakers, keeping track of how many items we sell, counting our donations)



We can reach our goal by doing the following: \_\_\_\_\_

(...selling 1,000 cookies for \$2.50 each, asking Mrs. Smith to share our Bake Sale in the Parent Newsletter)



People care about helping Variety because: \_\_\_\_\_

(...there may be students at our school who need Variety BC's support and we're helping kids just like us?)



We chose the date for our fundraiser because: \_\_\_\_\_

(...lots of people are coming to the school concert & we can celebrate the holidays at the same time)



# Campaign Compass Example



Ask yourself these questions as you complete your own worksheet.

## Timeline

**Make sure you leave yourself enough time to plan and advertise your Bake Sale!**

- When is the date of your Bake Sale?
- When do you need to have your bakers signed up by?
- When do you need to remind people to start baking/bring their donations?
- When do you need to have all your equipment and other supplies by?
- What time do you need to start setting up your Bake Sale?
- How often will you meet to make sure everything is on track until then?
- When is your next meeting?

## Roles & Responsibilities

**Use your strengths, talents and passions to help you decide how everyone can contribute**

- Who's going to create a sign-up sheet?
- Who will put up posters around the school?
- Who's going to make school announcements?
- Will anyone be in charge of social media or taking photos?
- Do you need any volunteers for other jobs?
- Who's responsible for setting up the tables and décor?
- Where can people find more information? Who do they ask?
- Who will count your donations and send them to Variety?

## Allies & Resources

**Make a list of the people & supplies already around you that can help make this event a success!**

- Who do you need permission from to host a Bake Sale at your school?
- Who can tell you what kind of food restrictions or allergies to be aware of?
- Is there a kitchen or a teacher's room you can have access to if needed?
- Where will you get the tables, tablecloths, chairs and other equipment you need?
- What kind of information can Variety provide you with to share with your customers about how they are helping?
- Have you printed out the Variety ingredients & Price Cards to hand out to all of your bakers?
- Does anyone have a friend or family member who can get involved to help bake, take photos or spread the word?
- Are there any big events coming up at your school where there will be lots of people around to buy your baked goods?

## Roadblocks & Solutions

**If you can anticipate potential problems now, you can overcome them later with a backup plan!**

- Could your event get cancelled (global pandemic or snow day)?
- What will you do if there aren't enough bakers who volunteer?
- What will you do with any baked goods that don't sell (buy one/get one free sale or auction off to "cake" a teacher)?



# Campaign Compass Worksheet

# Timeline

## Roles & Responsibilities

## Allies & Resources

## Roadblocks & Solutions

Visit our website to download this campaign and all the complimentary resources;  
[variety.bc.ca/get-involved/fundraising-at-schools/resources/](http://variety.bc.ca/get-involved/fundraising-at-schools/resources/)

*Join us for our*

# BAKE SALE FUNDRAISER



PROCEEDS BENEFITING



**SCHOOLS PROGRAM**

[variety.bc.ca](http://variety.bc.ca)

DATE & TIME			
LOCATION			
FUNDRAISING GOAL	VARIETY PILLAR	CONTACT NAME	

# Baking a Difference



DATE \_\_\_\_\_

Dear Parents/Guardian,

Here at St John's we share that our school will be supporting charity – the Children's Charity by holding a bake sale fundraiser. Charity days or where health care ends, ensuring families have the support they need to help put their child through school and into life. We're passionate about stepping up and baking action to make the world a more inclusive place for all, and we hope you feel the same.

100% of the proceeds from this fundraiser will be donated to charity – the Children's Charity registered charity # 10648009 and will be used to help kids right here in our very own community.

**Your fundraising goal is:**

The purpose of the letter is to both inform you of our fundraising mission, as well as to make you and your children to participate in our upcoming Bake sale. If you'd like to bake something, please make sure your child is on our sign-up sheet at school. There are also multiple ways parents can volunteer to help with the fundraiser (such as setting up, selling goods, and supervising) – please don't hesitate to reach out if you'd like to get involved.

Your involvement makes a difference! Our school is teaching students the importance of inclusivity and diversity, and your commitment to the community helps us shape those moral values.

Thank you for being such a supporter of St John's and our school!

If you have any questions or would like to help, you can contact me at \_\_\_\_\_

Sincerely,

P.S. don't forget to send your children with a donation to purchase their goodies at our bake sale – every contribution helps!

**Bake the Difference**



[illegible]

*Join us for our*


# BAKE SALE FUNDRAISER

PROCEEDS BENEFITTING



variety  
SCHOOLS  
PROGRAM

[variety.bc.ca/grants/variety-schools/](http://variety.bc.ca/grants/variety-schools/)

PRICE	INGREDIENTS
	



# Student Debrief Activity

**Congratulations to all you event experts, marketing masterminds, brilliant bakers & sales superstars!**

**You sure threw a Bake Sale for the cook books! Now it's time to look back and most importantly ... celebrate!**

How can you celebrate as a school so that every baker feels appreciated?

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Did you run into anything unexpected during your Bake Sale (good or bad)? How did you react?

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How much money did you raise?	How many baked goods did you sell?	How many people attended your event?	How many bakers participated?	Is your school celebrating with a Spirit Day?

What did you learn about inclusivity by participating in Variety's "Baking a Difference" campaign?

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What will you do moving forward to raise awareness and help make the world a more inclusive place?

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# Thank everyone who participated and attended your Bake Sale!



Use this space to brainstorm ways to show your appreciation  
(such as making Thank You Cards or announcing your Grand Total at a school assembly)

Don't forget to share all of your discoveries, commitments to continue making a positive impact and photos of your day with Variety Schools! You can even email us your worksheets so we can learn & celebrate with you: [schools@variety.bc.ca](mailto:schools@variety.bc.ca)

# Coins for Change

Run a Coin Drive to help  
Variety – the Children's Charity  
support BC's kids!



## Get Involved

Whether you participate at school, at home or in  
Your community, a Coin Drive is a fun and easy way  
to make a big impact in someone's life!



### At School

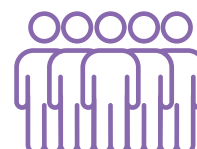
Set up coin jars in every classroom to start a friendly competition while raising funds and awareness for Variety – the Children's Charity of BC! Showcase coins from diverse and multicultural backgrounds, learn about the value of a dollar in different countries or put a twist on things with a "reverse" Coin Drive that makes the smallest coins the most powerful.

Visit the Variety Schools website [variety.bc.ca/get-involved/take-action-at-school/](http://variety.bc.ca/get-involved/take-action-at-school/) to register and set up your school's very own online fundraising page today!



### At Home

Set up a coin jar in your home where everyone can dispose of any change at the end of the day and watch your total grow or set up a chore chart with rewards for every task completed with part of the proceeds benefitting Variety BC.



### In Your Community

Ask your favourite local business if they'd be willing to keep a donation jar at their register, donate a week's worth of tips to your cause or even match what you collect at home.

Check out our website [variety.bc.ca/get-involved/do-it-your-way/](http://variety.bc.ca/get-involved/do-it-your-way/)

for more inspiration and resources to get you started and "Do it your way!"

## School Connections Guide: BC Core Competencies



**Positive Personal & Cultural Identity:** awareness and understanding of one's family background, heritage, languages, beliefs and perspectives in a pluralistic society



**Critical and Reflective Thinking:** using ideas, experiences and reflection to set goals, make judgments and refine thinking skills

# Get Started



**Ready to make a change? Start by letting everyone know why your school is hosting a Coin Drive so your fundraiser makes perfect “cents”!**

Why are you planning a Coin Drive at your school?  
What impact will this make in the lives of BC's kids?

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What does it mean to make the world a more inclusive and accessible place?  
How can your ideas impact someone's life? Will it make a difference in your life?

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Fundraising Goal	Variety Pillar	How many classrooms will you need to participate?

*(If every class collects 100 quarters, how many classrooms need to participate to reach your goal?)*

# Penny for your thoughts?

## How will you make sure your Coin Drive is inclusive and accessible?



Can everyone make a difference no matter how much they donate?  
What does inclusion mean to you?

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**Heartly's Hint:** Put a twist on your classroom competition with a "reverse Coin Drive" and offer prizes for the classroom who gets the most points and for the classroom with the most money raised. Students who donate smaller coins can help their class win more points (nickles = 5 points, dimes = 10 points, quarters = 25 points) and students who donate larger coins (like a loonie or toonie) can help their class raise the most money. It's a win-win ... literally!

Will you accept only coins or are there other ways to help raise funds?  
Is this activity accessible to all of the students, parents & teachers at your school?

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**Heartly's Hint:** Variety Schools can help you set up your school's very own online fundraising page so that students, teachers, friends & family from far and wide who can't make it to your school to donate can still participate in your Coin Drive! Plus this is a great way to include those who may not have time to go to a bank to ask for coins!

Does everyone use the same type of money? What do your friends & family use when they visit other countries around the world? What does diversity look like at your school?

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**Heartly's Hint:** Invite your classmates to bring coins from other countries to showcase at your school! How many different currencies make up your school community? What can you buy with just one coin from different countries?

# Plan Your Coin Drive

**Nice work! It's time to start planning your Coin Drive. With some careful calculations and a balance of hard work and fun, your fundraiser is sure to prosper.**



**Here are a few fun themes to inspire you:**



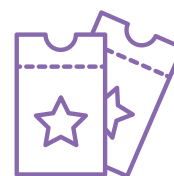
## Coin Wars

- Give coins a points value (nickels = 5 points, dimes = 10 points, quarters = 25 points, loonies = 1 point & toonies = 2 points and award a prize to the classroom with the most points
- Make large coins count for negative points (loonies = minus 10 points & toonies = minus 20 points) and allow students to add them to other classrooms' jars to drum up some extra competition
- Award the classroom with the most dollars raised as a result of having their points taken away by competitors a prize as well!



## Class Colours

- Each class chooses a colour to represent them and cuts that coloured paper into strips
- For every dollar each class raises, they add a paper link to the chain in their chosen colour
- Watch your hallways burst to life with all the colours of the rainbow and see which classroom is taking the lead!



## Event by Donation

- Invite friends & family to attend a sporting event or school concert already being planned at your school
- Encourage attendees to enter by donation (anything helps) at the door
- Sell 50/50 tickets or popcorn at the event by donation – your guests can choose how much they give!



## Let's build your Coin Drive Check List! What else can you think of?

### Before the Coin Drive

- ☐ Decide your fundraising goal
- ☐ Set a date, time & place
- ☐ Choose a theme
- ☐ Decide on classroom prizes
- ☐ Hand out coin jars
- ☐ Hang posters
- ☐ Make announcements
- ☐ Share on social media
- ☐ Create an online fundraising page

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### During the Coin Drive

- ☐ Share updates on your totals
- ☐ Take lots of pictures
- ☐ Tag @varietybc on social media
- ☐ Record highlights or make a video

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### After the Coin Drive

- ☐ Count your money raised  
& send it to Variety BC
- ☐ Thank everyone who participated
- ☐ Tell everyone how much you raised
- ☐ Celebrate with a Spirit Day

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### Don't forget

- ☐ Coin jars & labels
- ☐ Coin Drive posters
- ☐ Parent letters
- ☐ Camera
- ☐ Calculator
- ☐ Hand sanitizer

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# SMART Goals

Use Variety's action planning worksheets to help you measure for success!



**The most important step in any fundraiser is to make SMART decisions!**



## SPECIFIC

What needs to be accomplished?  
Who's responsible for it?  
What steps need to be taken?



## MEASURABLE

How will you keep track of your progress? How will you know if you're successful (use numbers)?



## ACHIEVABLE

How will you reach your goal? Is this a realistic target? Do you have the necessary skills and resources?



## RELEVANT

Why should people care about this fundraiser? What do people care about? How do you connect them?



## TIMELY

What's capturing people's attention right now? How does this align with your timeline?



**Our goal is:** \_\_\_\_\_

*(...to raise \$2,500 and help one kid in our community get specialized therapy or counselling)*



**We will measure our success by:** \_\_\_\_\_

*(...getting 10 classrooms to participate, keeping track of how many points each class has & counting our donations)*



**We can reach our goal by doing the following:** \_\_\_\_\_

*(...asking every class to raise \$50 & asking to share our Coin Drive in the parent newsletter)*



**People care about helping Variety because:** \_\_\_\_\_

*(...there may be students at our school who need Variety BC's support and we're helping kids just like us)*



**We chose the date for our fundraiser because:** \_\_\_\_\_

*(...lots of people are coming to the school concert & we can celebrate the holidays at the same time)*

# Campaign Compass Example



Ask yourself these questions as you complete your own worksheet.

## Timeline

**Make sure you leave yourself enough time to plan and advertise your Coin Drive!**

- When is the date of your Coin Drive?
- How long will your Coin Drive run for?
- When will you distribute coin jars to classrooms?
- When do you need to remind people to bring coins to school?
- How often will you count everyone's points and dollars?
- How often will you meet to make sure everything is on track
- When is your next meeting?

## Roles & Responsibilities

**Use your strengths, talents & passions to help you decide how everyone can contribute**

- Who's going to hand out coin jars to all the classrooms?
- Who will put up posters around the school?
- Who's going to make school announcements?
- Will anyone be in charge of social media or taking photos?
- Do you need any volunteers for other jobs?
- Who will be responsible for counting points and dollars?
- Who will count all of the coins and send your donation to Variety?

## Allies & Resources

**Make a list of the people & supplies already around you that can help make this event a success!**

- Who do you need permission from to hold a Coin Drive at school?
- Where will you get the coin jars for each classroom?
- What kind of information can Variety give you to share with your school how they are helping BC's kids?
- Have you printed out the Variety Coin Jar labels and posters?
- Are there any big events coming up at school that you can ask for admission by donation?

## Roadblocks & Solutions

**If you can anticipate potential problems now, you can overcome them later with a backup plan!**

- Do people know they can donate online if they can't find coins for your fundraiser?
- What will you do if someone donates a bill instead of a coin?
- How will you keep people updated on the scores and motivate them to keep donating throughout the duration of your Coin Drive?



# Campaign Compass Worksheet

[illegible]

# Complimentary Resources

Visit our website to download this campaign and all the complimentary resources:  
[variety.bc.ca/get-involved/fundraising-at-schools/resources/](http://variety.bc.ca/get-involved/fundraising-at-schools/resources/)

## Coin Drive Posters



## Parent Letter



## Coin Wars Poster



## Social Media



## Collection Jar Labels



# Student Debrief Activity

**Congratulations all you coin connoisseurs,  
point protectors, dollar defenders &  
fearless fundraisers!**



**You just threw a Coin Drive that your school can take to the bank – literally! It's time to look back and most importantly ... celebrate!**

How can you celebrate as a school so that everyone feels appreciated no matter how many coins they gave?

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Did you run into anything unexpected during your Coin Drive (good or bad)? How did you react?

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How much money did you raise?	How long was your Coin Drive?	Which coin was donated the most?	How many classrooms (or students) participated?	Is your school celebrating with a Spirit Day?

What did you learn about inclusivity by participating in Variety's "Coins for Change" campaign?

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What will you do moving forward to raise awareness and help make the world a more inclusive place?

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# Thank everyone who participated in your Coins for Change campaign!

Use this space to brainstorm ways to show your appreciation  
(such as making Thank You Cards or announcing your Grand Total at a school assembly)

Don't forget to share all of your discoveries, commitments to continue making a positive impact and photos of your day with Variety Schools! You can even email us your worksheets so we can learn and celebrate with you: [schools@variety.bc.ca](mailto:schools@variety.bc.ca)