



Info Sheet – March 7, 2017

Message from Rebecca Ball, Marketing and Development Coordinator - Marketing and Communications – National Service Centre
Scouts Canada

From: Rebecca Ball <rebecca.ball@scouts.ca>

Sent: March 3, 2017 11:28 AM

Subject: Scouts Canada EnvironMentality / Sears Partnership

Good morning,

I am e-mailing you today as it is that time of year when Sections and Groups fundraise at local Sears locations across Canada. For the better part of ten years, [Scouts Canada](#) and [Sears Canada](#) have joined forces to promote Scouts Canada's environmental initiatives and youth programming through in-store fundraising events. Previously known as "Eco-Scouts", EnvironMentality is Scouts Canada's new and improved environmental stewardship program! For a two-week period in April, Sears Canada allows Groups to promote Scouting and fundraise in local Sears stores, which serves to benefit Scouts Canada's environmental initiatives.

This year, from April 13th-26th cashiers at Sears stores across Canada will be asking customers to make a \$1 donation to support Scouts Canada. These funds will help us to deliver our environmental programs to Groups across the country. On Saturday, April 15th and Saturday April 22nd, Sears is inviting local Groups from across Canada into their stores to set up informative booths and displays. At the same time, local Groups will have the opportunity to collect donations from Sears' customers, which will be allocated towards environmental initiatives. Scouts should use this time as an opportunity to showcase Scouting activities and programs, promote the organization and fundraise.

Each Group is responsible for coordinating the day and time they would like to fundraise at their local Sears store. However, this year we hope to track which Groups are planning on fundraising at a Sears store.

We would like to know:

- Which Group is going on which day
- Which Sears location they are going to fundraise at and
- At what time they plan to arrive
- What they have planned (BBQ, bake sale, informative booth etc)

This is where you come in! We were hoping you could be our eyes and ears. Could you track down the Groups that plan to participate in your Area, ask them for details (which Group, the Sears location, and when) and relay the message back up to me?

If you could do this that would be greatly appreciated as it is that time of year when Groups will need to start planning! If any Groups need updated contact information on the Sears location they hope to fundraise at, please feel free to reach out to me at any point in time to get this.

If you have any questions or concerns, please feel free to contact me.

Have a great day and I look forward to hearing from you soon!

YiS,

Rebecca

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