



Healthy Fundraising
for Ontario Schools

2024 HOW-TO GUIDE

Key Dates for 2024 Fall Campaign

- **May 6:** Registration opens on the website www.freshfromfarm.ca under the 'Enrol' tab at top of page.
- **September 30:** Deadline to register online for the program
- **October 17:** Deadline to enter total orders or make order changes on the FFF website.
- **November 4 to December 5:** One time prescheduled delivery to your school or child care centre begins
 - Deliveries occur Monday to Thursday. *Fresh from the Farm* will advise the program Champion 10 days in advance of your scheduled delivery day and provide a 3-hour delivery window (9:00 am to 12:00 pm or 12:00pm to 3:00 pm).



Enrol

- Prior to enrolling, read all the program details in this guide to ensure your organization has the space, volunteers and resources to participate.
- Please check with your school principal, child care centre director or school parent council for authorization to participate.
- Visit the "Enrol" page on the Fresh from the Farm website www.freshfromfarm.ca and follow the directions to register your schools.
- Ensure you select the correct school name from the drop down menu as many schools share the same or similar names. Look for the correct town/city in brackets at the end of the school name.
- Private schools are listed as "Private" under the school board name.
- Child Care Centres will need to email us at contact@freshfromfarm.ca to have you added to our database prior to registering.

Planning and Promotion

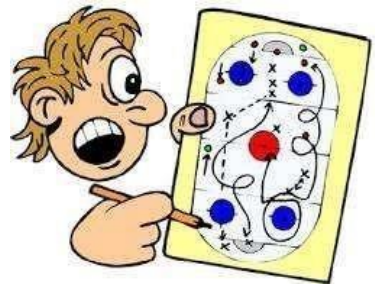
- **START EARLY.** The most successful schools start promoting their campaigns in early September and give themselves at least 3 weeks to run the campaign.
- Digital resources are available on the 'Champions' page of the website at www.freshfromfarm.ca/Champions.aspx
- Send *Fresh from the Farm* Info Flyer/Student Order Forms home with students and/or email a digital version to parents at least 3 weeks prior to the order deadline date.
- Place Fresh from the Farm information posters around the school in high traffic areas such as all school entrances or information bulletin boards.



- Ask the school administration to email out fundraising details every week in the schools newsletter during your campaign
- Advise all school staff of key dates and share the link to *Fresh from the Farm* educational resources www.freshfromfarm.ca/Educators.aspx
- Create buzz by posting program details on all your school’s social media platforms weekly during the fundraising campaign.
- Promote “Buy One, Donate One” to encourage extra sales. Customers purchase a bundle for themselves and purchase one to donate to a local community organization. The school can choose the organization of choice and set aside the donated bundles that they will deliver or arrange pick up. Or the customer can manage the donation themselves.
- Get staff involved in a healthy eating or local food themed kick-off event (e.g., how seeds transition to the plate; the benefits of fruit and vegetables for growth, the life of an apple, etc.). This is where creativity comes in!

Organization

- Consult with your school administration to identify a large room required for sorting and distribution on delivery day (many schools use the gym).
- View the video at www.freshfromfarm.ca/About.aspx to experience a *Fresh from the Farm* delivery.
- Begin to think about recruiting and organizing volunteers and students for the delivery day - a great way for secondary students to collect volunteer hours.



Implementation

Distribution of the Fresh from the Farm Info Flyer/Order Forms

- Most schools have moved to electronic communications and email or set up Cash Online type ordering and payment on their school’s website. Contact your school administration to set up.
- Sending home a printed 1-page information flyer/order form downloaded from the Fresh from the Farm website home with each student can be another useful way to attract attention to your campaign.
- Additional resources, including an editable WORD version (to customize dates or add school logos or messaging) of the FFF info flyer and order form is available to download at www.freshfromfarm.ca/Champions.aspx
- You submit one total order for your school on the Fresh from the Farm website by the order deadline of **October 17**. Keep this in mind when communicating the order deadline for your school community on all information about the campaign to allow at least 2 days to finalize collecting orders and payments so you have enough time to submit the order on our website by end of day on October 12.



Collection of Orders

- Most schools use a Cash Online type order and payment collection system. Collection of orders and payments are downloaded by the school administration and communicated to your designated School Champion for order processing.

- If printed order forms are used, please contact the school administration to set up a collection and record keeping process.
- Ensure funds collected match the orders sold and follow up on any discrepancies
- The CLASSROOM SUMMARY form on the Champions page of the website can be used to provide a record of all orders for each teacher’s class. Many schools find it useful for keeping track of the total school orders of each bundles sold. Download the form at: www.freshfromfarm.ca/Champions.aspx
- TIPS
 - Compile a record of information for order pick-up day by creating a spreadsheet or other tracking method to ensure you know how many bundles of each item have been sold and who is to receive them.
 - Communicate the order pick up day to your school community once you receive it from the Fresh from the Farm team.

Fundraising Product Details

- You raise funds by selling 2 different Ontario grown bundles:
 - Ontario-grown Vegetable bundle at **\$22** for **14lbs** of product that includes freshly packed 5 lb potatoes, 3 lb carrots, 3 lb yellow onions, 3 lb sweet potatoes

OR

 - Ontario grown Apple bundle at **\$24** for **8lb** bag of freshly packed **Ambrosia** variety.
- **Schools keep 40% of all their bundle sales which equals \$8.80 for each vegetable bundle and \$9.60 for each apple bundle sold.**
- Promote **“Buy One, Donate One”** to encourage extra sales. Customers purchase a bundle for themselves and purchase one to donate to a local community organization. The school can choose the organization of choice and set aside the donated bundles that they will deliver or arrange pick up. Or the customer can manage the donation themselves.
- Customers pay by cash, cheque payable directly to your school or most schools use a Cash Online type system to collect orders and payments on their schools website.
- Some schools order a few extra bundles to capture sales on pick up day for those parents that may have missed the information or order deadline.

Compiling and Submitting Orders

- School Champion collects all orders from the school administration if using a Cash Online type system.
- If using a printed order form sent home with students, the School Champion needs to coordinate a order ad payment collection system with the school administration.
- Once the orders have been compiled, the School Champion needs to enter the total bundles of each type (Vegetable or Apple) on the Fresh from the Farm website www.freshfromfarm.ca by **11:59 pm on October 17.**
- To enter the bundle totals on the website, login to your school account on www.freshfromfarm.ca with the email address and password you set up when registering. and simply enter the total number of vegetable and apple bundles sold.
- You will receive a confirmation email to indicate that your order has been submitted successfully. Changes to totals can be made using the same process until the order deadline date and you will receive a subsequent email confirming the changes made.

Pre-Delivery Day

- Delivery date notification will be emailed 10 days in advance of the actual delivery day with a delivery window between: 9:00 am and 12:00 pm or 12:00 pm to 3:00 pm
- Confirm that the necessary school space will be made available for drop-off, sorting, and pick-up of bundles.
- Advise parents of the delivery date and stress the importance that orders must be picked up the same day as the delivery or no later than the next day.
- We do not recommend that product is stored more than 24 hours in the school as the product is perishable and quality issues may arise if left sitting out longer.
- Deliveries will take place from: **November 4 to December 5.**
- Delivery will occur on Monday, Tuesday, Wednesday or Thursday. **Deliveries will not be made on Friday or the Thursday prior to a Friday PD Day** to allow schools enough time to distribute product before the weekend.
- Heavy duty paper shopping bags will be provided with the delivery to pack each of the prepackaged vegetable bundle items into.
- Begin to recruit volunteers and students to receive the product from the delivery entrance to sort and pack vegetable items for each vegetable bundle sold. We suggest you recruit: 5-7 volunteers for 100 bundles, 7-10 for 125 bundles, 10+ for 150+ bundles sold. Volunteers should expect to spend 1-2 hours packing bundles.

Delivery and Distribution

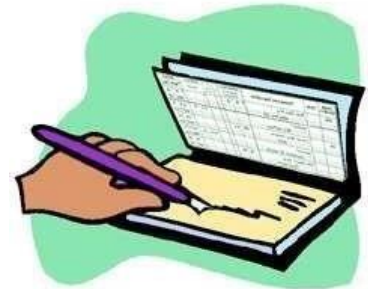
- Orders will be delivered to the ground of an accessible school door of your choice on your designated delivery day.
- Schools are responsible to ensure volunteers, students or staff are available to take product into the school as soon as product is delivered to ensure product quality is maintained.
- **Delivery drivers cannot take product into the school due to liability restrictions.**
- It is important to wait until the driver has unloaded ALL product before volunteers assist. This ensures that the order quantities can be counted with the driver before they leave.
- Ensure that volunteers know what is to be packed for each vegetable bundle and to keep track of what is being packed. Double check your counts before contacting contact@freshfromfarm.ca with order discrepancies.
- If possible, have carts or trolleys available to ease movement of the bundle items to the staging area
- Vegetables arrive in prepackaged consumer size bags: potatoes in a 5 lb poly/paper bags, carrots in a 3 lb poly bags, onions in a 3 lb mesh bags, sweet potatoes in a 3 lb poly bags. One of each item needs to be packed into the provided heavy duty paper shopping bag for each vegetable bundle sold. **There may be extra bags of prepackaged vegetable or apples items shipped** due to rounding up of the master shipping containers. There is no extra charge for the extra product you receive.
- As a best practice we recommend that the bagged bundles are stored off the floor on a clean tarp or tables ready for pick-up.
- Apple bundles arrive prepackaged in a perforated poly bag to maintain quality inside a master shipping carton. No further sorting or packing is required.
- Review the PROGRAM POLICIES AND STORAGE GUIDE www.freshfromfarm.ca/Champions.aspx to be familiar with how to handle issues around product quality or quantity of delivered product. Both driver and school champion should sign-off on the delivery invoice to verify that the product delivered matches the product ordered, and that there are no obvious quality issues.

- Email contact@freshfromfarm.ca immediately or within 24 hours should any quantity or quality issues be identified.
- Customers are expected to pick-up the vegetable and apple bundles at the school on pick up day or the next day at the latest.
- Customer product quality issues should be reported to the School Champion immediately to be corrected as soon as possible. **No claims will be accepted after 7 days after delivery date.**

Payment to Fresh from the Farm

Payment for the bundles to Fresh from the Farm by credit card, electronic transfer or cheque is due immediately upon receipt of the invoice.

- The School Champion will receive an email with the invoice during the week of **October 21** that will include instructions for each of the payment options.
- The invoice will be for 60% of all bundle sales and will provide the total payable to the **Ontario Fruit and Vegetable Growers Association** that administers the Fresh from the Farm school fundraising program.



Safe Food Handling

All of the commodities, including the apples, potatoes, onions, carrots, and sweet potatoes offered for sale through *Fresh from the Farm* are considered low risk with respect to handling and storage. *Fresh from the Farm* is committed to minimizing those food safety risks through the following steps and recommendations:

1. All suppliers to the *Fresh from the Farm* program must be certified to either the national food safety program for fruit and vegetables, CanadaGAP, or another Global Food Safety Initiative (GFSI) recognized food safety and quality standards. This is the same criteria that many retailers, processors and food service companies require. Proof must be demonstrated prior to becoming a *Fresh from the Farm* supplier.
2. All of the Ontario produce that is shipped to the schools arrives on a wooden pallet and packed in a market ready container (e.g. individually bagged or boxed). For the orders, volunteers at each school sort and re-pack the vegetables into a new clean heavy duty paper shopping bag as supplied by *Fresh from the Farm*. As a result, the product is protected in their packaging and not directly handled during the sorting and re-packing process.
3. On the delivery day, the bundles of produce need to be picked up the same day or no later than 24 hours after receipt. Fresh root vegetables and apples are perishable and need to be kept away from direct sunlight and any direct sources of heat such as heaters or radiators. The product should also be kept from areas that may experience freezing temperatures while being staged for pick up. Product is not delivered on Fridays or on Thursdays prior to a PD Day to allow schools sufficient time to distribute product to avoid being left sitting over the weekend.
4. Ready to be picked-up bundles should be temporarily stored on a tarp or table to ensure product does not sit on the floor or ground.

Information related to best practices for safe food handling is available in the Ministry of Health and Long Term Care's Provincial Food Handler Training Manual, *Food Safety: A Guide for Ontario's Food Handlers* http://www.health.gov.on.ca/en/pro/programs/publichealth/enviro/docs/training_manual.pdf. We encourage you to review this resource with the *Fresh from the Farm* volunteers at your school.