



**LIBERTY FOODS**

**EST. 1957**

**GUIDE TO  
FUNDRAISING  
OPPORTUNITIES**

Liberty Foods has always strived to support local community groups, non-profit and youth community groups in their fundraising endeavours.



In the past year, Liberty Foods has supported the following community groups in their fundraising and philanthropic efforts:

- Anglican Church
- Beaver Valley Blooming Society
- Beaver Valley Figure Skating
- Beaver Valley May Days
- Beaver Valley Minor Baseball
- Beaver Valley Nursery School
- Breakfast with Santa
- CIBC BC Childrens Hospital BBQ
- Cystic Fibrosis Charity Golf Tournament
- Falkins Insurance
- Fruitvale Community Chest
- Fruitvale Fire Fighters Society
- Fruitvale Food Bank
- Greater Trail Minor Hockey
- JL Crowe Safe Grad
- KBRH Health Foundation
- Kidney Foundation
- KSCU Earth Day
- Inner Hope Youth Ministries
- MS Walk
- Poplar Ridge Pavillion
- Royal Legion Poppy & Youth Campaign
- Salmo Valley Trail Society
- Special Olympics

Supporting and giving back to our community has been a hallmark to our company's success since 1957 and by working together we will build a strong and vibrant community.

## **A. LIBERTY FOODS MAY COMMUNITY REWARDS PROMOTION**

### **BACKGROUND**

Since 1999, May has been Community Rewards month at Liberty Foods, and in conjunction with Associated Grocers, Liberty has continued a fantastic tradition of fundraising for local community groups, youth teams and non-profit organizations.

### **THE PROMOTION**

Along with local groups fundraising by hosting a BBQ, bake sale, and raffle draws, Liberty Foods also donates additional dollars to each selected group through sales of items that will run in the Community Rewards Super Saver booklet.

For every item sold in the Community Rewards Super Saver booklet, 10¢ per unit will go towards an accumulated fund. The total of this fund will be equally divided and shared with all selected groups this year.

In addition, selected groups will be advertised as recipients of the Community Rewards in all printed super saver booklets being distributed.

## B. VOLUME GIFT CARD PROGRAM

Since 2008, Liberty Foods has offered our customers the opportunity to purchase individual gift cards.

Community groups have an opportunity to raise money by buying Liberty Foods gift cards in volume.

Here is how it works:

<b>IF YOU PURCHASE:</b>	<b>YOUR DISCOUNT IS:</b>
<b>\$500.00 - \$4,999.99</b>	<b>5%</b>
<b>\$5,000.00 and up</b>	<b>10%</b>

For example:

<b>GIFT CARDS PURCHASES VALUING:</b>	<b>DISCOUNT</b>	<b>COST</b>
<b>\$500.00</b>	<b>\$25.00</b>	<b>\$475.00</b>
<b>\$5,000.00</b>	<b>\$500.00</b>	<b>\$4,500.00</b>

### **TERMS**

- 1.** Order forms must be submitted to process an order. Please allow a minimum of 24 hours for pickup of gift cards.
- 2.** All gift cards must be purchased together and meet minimum dollar requirements to receive volume discount.
- 3.** Total amount of gift card purchase must be paid in full at the point of sale and be paid by cheque from the organization (i.e. no personal, individual cheques) or by cash.
- 4.** Gift Card denominations can range between a minimum of \$50.00 to a maximum of \$500.00.
- 5.** Liberty Foods gift cards sold have no expiry date or hidden fees for non-activation.

## C. COMMUNITY GROUPS REWARD PROGRAM

In 2013, Liberty Foods introduced our newest fundraising opportunity, the “Community Groups Rewards Program”.

This program allows any customer to “donate” the dollar amounts from their purchase at Liberty Foods to your community group and the dollars accumulated can be redeemed for a Liberty Foods Gift Card.

Here is how it works:

1. There is no cost to participate in the Community Groups Reward Program.
2. Contact Derrick (604-788-8509, [libertyfoods@telus.net](mailto:libertyfoods@telus.net)) to express your group’s interest.
3. Provide a 10 digit number (i.e. a phone number). This 10 digit number will become your Community Groups Reward Number.
4. Tell your family and friends when they are shopping at Liberty Foods to “donate” their purchases to your community group.
5. **PRIOR** to the first item being rung through, the customer must inform the cashier of your group’s 10 digit reward number. Once the sale has started, we cannot reward the purchase to your community group.
6. **DONE!** Your group is all set to start collecting rewards!

### TERMS

1. There is **NO CASH** value to the points collected.
2. Gift card values are determined by multiplying 0.01 by the number of dollars accumulated:

For example:

DOLLARS ACCUMULATED IN ACCOUNT	GIFT CARD VALUE
\$10,000.00	\$100.00

3. Gift cards can be redeemed on a quarterly basis (January, April, July, October) as long as a minimum of \$5,000.00 (equalling a \$50.00 gift card) has been accumulated in your account.
4. Gift cards will have an expiry date of 1 year from the date of issue.

## **D. BEVERAGE RETURN PROGRAM & SUPPORTING GROUPS THROUGH DONATION**

In 2013, Liberty Foods implemented a new company initiative where beverage containers will only be accepted as donations and 100% of proceeds from all donated beverage containers will help support that month's community group.

Here is how it works:

1. There is no cost to participate in the "Beverage Return Program", just your group's time to come pick-up the bottles at Liberty.
2. Contact Derrick (604-788-8509, [libertyfoods@telus.net](mailto:libertyfoods@telus.net)) to express your group's interest.
3. Tell your family and friends to "donate" their beverage containers at Liberty Foods when it is your designated month.

### **TERMS**

1. Liberty Foods will store all the beverage containers for your community group until it is picked up.
2. **MANDATORY** that all beverage containers must be picked up on a weekly basis. Failure to adhere to this policy will forfeiture your group's opportunity to be considered for future participation in this program.
3. It is your group's responsibility to return all beverage containers to the nearest recycling depot.

## E. HOSTING AN EVENT

During the month of May, community groups who are participating in the Community Rewards Promotion normally host a BBQ to help with their fundraising efforts but hosting a BBQ or an event at Liberty Foods is not restricted to the month of May.

If your community group is interested in hosting an event (i.e. BBQ, bake sale, information fair), please let us know and we will be more than happy to assist you.

If your group is interested in hosting a food service event, Liberty Foods will provide a discount for items purchased at the store and also provide the BBQs and portable sink (Food Safe requirement) for your group to use during the day if it is needed.

Please note your group will be required to fill out an Interior Health **Application to Operate a Temporary Food Service** form at least 14 days prior to venue date and a **Sanitation Plan Outline** must be available onsite on the day of the event. Both forms are available at the store.



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## VOLUME GIFT CARD ORDER FORM

**COMMUNITY GROUP:** \_\_\_\_\_

**CONTACT PERSON:** \_\_\_\_\_

**CONTACT NUMBER:** \_\_\_\_\_

**EMAIL ADDRESS:** \_\_\_\_\_

**ORDER DATE:** \_\_\_\_\_

**PICKUP DATE:** \_\_\_\_\_

**SIGNATURE:** \_\_\_\_\_

IF YOU PURCHASE:	YOUR DISCOUNT IS:
\$500.00 - \$4,999.99	5%
\$5,000.00 and up	10%

\*\*\*PLEASE NOTE\*\*\* Gift Card denominations can range between \$50.00 and \$500.00.

QUANTITY	DENOMINATION	TOTAL

**SUBTOTAL** \_\_\_\_\_

**DEDUCT DISCOUNT** \_\_\_\_\_

**TOTAL** \_\_\_\_\_