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APRIL IS EARTH MONTH! IT'S NOT TOO LATE!

Earth Day, which is celebrated on April 22nd, is the largest environmental event in the world. In Canada, the event has grown from a one day event, to a week long celebration, and Earth events now take place during the entire month of April in order to accommodate the vast number of projects being undertaken to focus our attention on environmental sustainability and responsibility!

Fundtastic Fundraising has embarked upon a journey to provide an environmentally and socially responsible product to help our communities raise funds for their various needs and to help support the vision of Earth Day initiatives in our communities! Schools, community groups, and professional associations alike are all rising to the cause, and selecting our new all natural, 100% Belgian chocolate for their fundraising requirements and adopting our Tree Canada program to help green their communities!

In this issue, we showcase our commitment to environmental responsibility and sustainability with our Nature's Treasures, 100% all natural chocolate fundraising program, in partnership with the Rainforest Alliance and Tree Canada. We also include some interesting background on the history of the Earth Day initiative, and some ideas for your own Earth Day activities.

We look forward to working with you to celebrate Earth Day by promoting awareness, by providing responsible choices, and by planting a tree or two. Together we can make a difference!

On behalf of Fundtastic Fundraising,

June Nicholson
President & CEO



GREENING COMMUNITIES WITH NATURE'S TREASURES AND TREE CANADA!

Nature's Treasures 100% all natural chocolate provides an environmentally and socially responsible choice for your next fundraising campaign, and will support your community's greening initiatives.

Nature's Treasures all natural chocolate!

Made from only the purest ingredients, and certified by the Rainforest Alliance, Fundtastic Fundraising's Nature's Treasures collection will provide a healthy choice for your school or organization's fundraising needs. Since the product is made from only the finest milk and dark chocolate, is produced exclusively from cocoa beans sourced from the rainforest of Costa Rica and then flown to Belgium to be made into the world's best chocolate, you can be assured that the product is a winner! Our Nature's Treasures fundraising bars are then manufactured and packaged right here in southwestern Ontario, under the watchful eye of the Canadian Food Inspection Agency (CFIA) in a completely peanut and nut free facility, ensuring that your fundraiser supports not only international human rights, but families from right here in our own communities!

Tree Canada greening program!

The best part of Fundtastic Fundraising's Nature's Treasures program? Our commitment to responsible fundraising does not stop with the chocolate bars themselves! Delivered in reusable cloth baths (our eco gift to the seller upon completion), the chocolate sales also bear a direct connection for Earth Day!

Fundtastic Fundraising is a proud supporter of Tree Canada, a non-profit group dedicated to the greening of Canada's school yards and communities! For every selling unit of Nature's Treasures, Fundtastic Fundraising will donate a Tree Canada Tree Kit to your school or community organization to be planted during Earth Month. So now, not only are you well positioned to fund your organization's needs, but you will also be prepared to celebrate Earth Day in a very tangible way!

When you choose a fundraiser, whether it is for a class trip, graduation, computers, books, sports equipment, or special events, be sure to choose responsibly and choose our Nature's Treasures fundraising program -- you'll not only be supporting your own group needs, but will be working in conjunction with millions around the world to help green our planet!





HISTORY OF EARTH DAY!

* The first Earth Day was celebrated in the United States in 1970 and was spearheaded by Wisconsin Governor Gaylord Nelson and Harvard University student Denis Hayes.

* The first Earth Day celebration involved 20 million participants taking part in teach-ins focusing on environmental pollution.

* Two million Canadians joined the Earth Day movement for the first time in 1990.

* Today over 6 million Canadians take part in Earth Day events.

* Earth Day is now celebrated in over 180 countries, by over 500 million people around the world!



EARTH DAY ACTIVITIES!

Earth Day Canada lists their Top 10 Actions to Help the Environment:

1. PARK IT: Leave your car at home for the day and try walking or biking!
2. SHUT DOWN: Turn off the lights, your computer and the TV when they aren't in use!
3. WHERE'S THE BEEF?: Try eating meat-free at least once a week. A meat-based diet requires seven times more land than a plant based diet!
4. EAT IT: Buy locally and in-season. Support your local farmers and avoid the environmental impact of shipping hundreds of kilometres.
5. LET IT ROT: Use a composter in your backyard or use your green bin to reduce household waste.
6. DON'T BE IDLE: Turn off your car's engine if stopped for more than 10 seconds.
7. KEEP YOUR EYE ON THE TEMPERATURE: Set your thermostat above room temperature in the summer and below room temperature in the winter.
8. BRIGHT IDEAS: Replace incandescent light bulbs with compact fluorescent bulbs (CFLs).
9. DON'T DUMP IT: The simple act of recycling has more impact on the environment than the average Canadian thinks.
10. TELL SOMEONE: Spread the word about what you're doing to make the world a better place and encourage them to get involved too!



Other activities you might want to consider:

* Spring cleaning makes perfect sense in April! Clean out your garage, closets and basements and host an Earth Day Yard Sale, donating the proceeds to your favourite eco-friendly organization.

* Get your classmates, your group members, your neighbours or your family members together for a community pick-up litter event. A great way to get together with friends and do something positive for the environment.

* Make a list of the number of simple, green initiatives you've taken part in during the course of the month. Everything from turning off lights, reducing your thermostat, packing a litterless lunch, and riding your bike to the corner store. Challenge your friends and see who has done the most to help the planet during April!

* Start a compost pile at your school (or at home if you don't have one already)!



SCHOOL CURRICULUM GUIDES SUPPORT ENVIRONMENTAL RESPONSIBILITY & SUSTAINABILITY!

Fundtastic Fundraising is proud to partner with the Rainforest Alliance and Tree Canada as part of our commitment to socially and environmentally responsible fundraising programs.

We are pleased to present full learning modules to support your commitment to environmental responsibility, and encourage you to access these resources to support your own initiatives.

The Rainforest Alliance has provided us with educational children's activities and full curriculum guides for grades kindergarten to eight that teachers can use to encourage social and environmental stewardship in their classroom environments.

Tree Canada provides us with a number of resources to help understand the economic and environmental value of trees. In partnership with Tree Canada, we invite you to explore the trees that grow in Canada -- what they look like, where they grow and why they are important to us!





WATCH FOR FALL 2009 EARLY BOOKING INCENTIVES!

Start thinking about fall 2009 fundraising initiatives before the end of this school year and take advantage of early booking incentives.

Stay tuned for our April Fundtastic Fundraising newsletter to find out the benefits of booking your fall fundraising program before the end of June 2009!

Even in a weakening economy, schools and organizations still need to raise funds and parents still need to find ways to support their children's activities. Fundtastic Fundraising is committed to assisting you in developing a profitable and effective fundraising program to support your fundraising objectives!



For further information about healthy snacking and fundraising options that are peanut and nut free, please visit our website at www.fundtastic.ca or contact us directly by email or toll-free at 1-888-627-7386 and become part of a responsible fundraising program that you can be proud of!