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## MAKE YOUR PLANS FOR EARTH DAY -- APRIL 22ND

Earth Day is the largest environmental event in the world.

Fundtastic Fundraising's vision embraces the philosophy of the Earth Day movement, and by providing environmentally and socially responsible products to help communities raise funds for their various needs, we help support the vision of Earth Day initiatives in our communities!

In this issue, we reaffirm our commitment to environmental responsibility and sustainability with our Nature's Treasures, 100% all natural chocolate fundraising program and our new Plantable Papers products. Our Tree Canada planting program is another tangible indication of our commitment to greening our school years and our communities. 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!

You can find further information about Fundtastic Fundraising, the country's leading innovator in socially and environmentally responsible fundraising, at [www.fundtastic.ca](http://www.fundtastic.ca).

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 bags (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 celebrating Earth Day in a very tangible way!

When you choose a fundraiser, (be it for a year end trip, sports equipment or year end graduation ceremonies), 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!



### SCHOOL CURRICULUM GUIDES SUPPORT ENVIRONMENTAL RESPONSIBILITY & SUSTAINABILITY!

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

The Rainforest Alliance has allowed us to showcase their 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!



## PLANTABLE PAPERS FROM FUNDTASTIC GIVE RIGHT BACK TO THE ENVIRONMENT!

With eco-initiatives being at the forefront of school curriculum, we've introduced a fundraising program that will support your commitment to going green.

Our Plantable Paper line offers a variety of greeting cards, note cards, gift tags, wrapping paper and gift bags that grow into a beautiful garden after use.

When you choose our Plantable Seed Paper for a special invitation, holiday greeting or note, you give a lasting memento to the recipient. After you've finished with the paper, simply prepare a pot of soil or small patch of garden, place the Plantable Paper on top and cover with a tiny layer of soil, water well and give plenty of sunshine. Your Plantable Paper will grow into a beautiful garden of wildflowers and will not only be a reminder of your special occasion but will also help green our communities.

We're also pleased to offer another unique program utilizing Plantable Paper -- our industry-leading **Grow-Green-A-Thon** fundraising program is a simple and affordable way to raise funds, and let's you green your community or your school yard at the same time! Ask us how to take part in this unique fundraising initiative.

Plantable paper is handmade paper that has been embedded with pure North American wildflower seeds. The base fibre is cotton or 100% post-consumer waste, making your Plantable Paper "tree-free", and the ideal eco-friendly fundraising program!



## EARTH DAY FACTS & TRIVIA!

- The first Earth Day was promoted by Wisconsin Governor Gaylord Nelson and Harvard University student Denis Hayes in 1970.
- Apparently Nelson selected April 22nd as Earth Day, feeling that this was the best date to maximize participation since the day did not fall during school exams or school or religious holidays.
- The first Earth Day celebration involved over 20 million participants taking part in teach-ins focusing on environmental pollution.
- Canadians joined in the Earth Day movement for the first time in 1990, with over 2 million Canadians participating.
- Today over 6 million Canadians take part in Earth Day events.
- Today Earth Day is celebrated in over 180 countries, with over 500 million worldwide participants.
- The term “ecology” comes from a Greek word meaning “house, dwelling place or habitation”.
- In 2004 Earth Day Canada was recognized as the top environmental education organization in North America for its innovative year-round educational resources and programs.
- The Earth Day Ecology Flag was created in 1969 by cartoonist Ron Cobb. The symbol is a combination of the letters “E” AND “O” representing “environment” and “organism”. The yellow theta symbol is considered a symbol of peace and is now generally associated with Earth Day.





### **MORE ABOUT EARTH DAY!**

Visit our website ([www.fundtastic.ca](http://www.fundtastic.ca)) for further information about Earth Day and Earth Day activities that you can take part in with your family, friends and classmates.



### **WATCH FOR FALL 2010 EARLY BOOKING INCENTIVES!**

Start thinking about fall 2010 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 2010!

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](http://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!