



MOM'S PANTRY

Dear Fundraising Coordinator,

Thank you for your interest in Mom's Pantry Products! You may have already made the decision to join the MOM's team or you may still be considering fundraising with us. So as President & "MOM" I am excited to provide you with this fundraising information package and to have the opportunity to introduce myself and our program.

We began Mom's Pantry years ago as we believe strongly in helping our community, and we knew that through fundraising we could do that! Mom's Pantry Products has an exceptional fundraising program offering a large selection of quality baking and food products, combined with an excellent commission structure to help your organization quickly reach its fundraising goals whatever they may be.

Mom's Pantry Products will provide everything you need to get started, order forms, best in class customer service, assistance with sorting and delivery, detailed reporting and free shipping of your order. All of our products are backed with a 100% money back guarantee. Your Fundraising program details are enclosed.

Should you have any additional questions or would like to discuss your fundraising requirements further, please call us toll free at 1-800-350-MOMS (6667) or in Winnipeg at 954-2060. On behalf of all of us here at Mom's Pantry I extend my thanks for your support and look forward to helping you in the months to come.

Regards,

Leonie Olcen
President & "MOM"

P.S. Please note that we have made **changes** to our fundraising kit from previous years, so it is important to **read** through **everything** carefully. Do not hesitate to call us with any questions.



Don't Forget to send back the **completed "Fundraising Detail" sheet** with your order forms as it is important for us to have all of those details.

**HOW:
EASY AS
1, 2, 3**

MONEY BACK GUARANTEE

All of Mom's Pantry products are backed with a 100% money back guarantee. We are committed to your satisfaction and to our quality products.

FUNDRAISER PAYMENT OPTIONS

1) Organization sends in cheque/money order for 50% of full retail total as partial payment of order. Mom's Pantry will then collect your balance owing at time of delivery.

2) Organization sends in cheque/money order for full retail amount and at delivery you will receive a commission cheque with all accounting paperwork.

PLEASE NOTE: Credit card payments are available for individual orders only, not the full group order. Accepted group order payment is cheque or money order, made payable to Mom's Pantry Products.

THE HOW: STEPS TO SUCCESS

Not sure where to start? Don't worry about a thing! At Mom's Pantry we have over 40 years experience in foodservice/fundraising. We provide you with everything you need from order forms, to best in class customer service, assistance with sorting and delivery, as well as detailed reporting. Our Fundraising Team is here for you every step of the way! Just call 1.800.350.MOMS (6667)



... Easy as 1,2,3

- 1. Call to Receive Free Order Forms and Online Ordering Access Codes** - we recommend having 2 to 3 order forms for each member of your organization. Online ordering is also available for your group by default. Refer to the information kit for details.
- 2. Circulate Order Forms & Online Ordering Letter** (*see template provided*) to friends, relatives, neighbours and co-workers for a period of usually 2 to 3 weeks. Individuals can pay by cash, cheque (made payable to your organization) with their order, by Visa and MasterCard by calling our office at 1.800.350.6667 or through online ordering. These payments will be reflected as credits on your final invoice.
- 3. Collect & Send Your Order Forms to Mom's Pantry Once Your Fundraiser is Complete** - XpressPost (mail), drop off, or ship by bus all completed order forms to our Winnipeg office. Ensure you include the Fundraising Detail Sheet that is enclosed and include your payment option by cheque or money order (*see sidebar*).

NOTE: All orders are packaged and labeled individually alphabetically by seller. Each seller will be assigned a number. This number will be written on all products and on the front of the blue order forms which are returned to you upon delivery



WOW: YOUR COMMISSION STRUCTURE

EASY FUNDRAISER

After 40 years in the food industry, the Mom's Pantry Team knows how to do it right. With years of experience and feedback from others like you, we have created an easy and profitable program that will help you reach your fundraising goals in no time.

CHOOSE YOUR PROGRAM

You have options when it comes to your fundraiser. Choose from the following:

1. Our Classic Blue Order Form
2. Customize your order form with products of your choice

SUCCESS

Mom's Pantry has helped thousands of groups over the years raise millions of dollars for projects in communities across Canada. Success is easy with Mom's Pantry. Start your fundraiser today!

THE WOW: MAKING THE MONEY

40 %
Commission

• On total sales from page 1 & 2 of the Classic Blue Order Form

\$8.00 per
unit sold

• Per unit sold on Page 3 of the Classic Blue Order Form

A FUNDRAISER IS GREAT IF IT IS EASY TO DO, BUT THE BEST FUNDRAISERS ARE THOSE THAT ARE BOTH EASY & PROFITABLE.

Here at Mom's Pantry we offer an incredible commission structure and above that we give you the option of customizing the program to meet your needs. What more can you ask for? Each year we help hundreds of groups reach their fundraising goals.

SUCCESS STORIES

RAISED \$13,500 DAUPHIN, MB

Mackenzie Middle School of Dauphin, Manitoba has been involved with Mom's Pantry Products for over fifteen years. It is the one and only fundraiser that our school is involved with. The service we have received has been amazing. The products sell themselves and are of the highest quality. We start receiving calls in late September from our community asking to have students bring order forms.

When the product arrives, it is easy to distribute as every box, and each individual order is clearly labeled. We can have a semi unloaded and all products distributed within two hours.

I highly recommend Mom's Pantry to any schools or community groups that are looking for a profitable, high-quality fundraiser.

Kelly Kuzyk, Mackenzie Middle School

RAISED \$6,600 REGINA, SASK.

I have been dealing with Mom's Pantry for over 10 years as a fundraising coordinator. If anybody is looking for a new exciting fundraiser - GREAT PRODUCTS, SUPER SERVICE, NO FUSS, NO HASSLES, GREAT PROFITS, EASY DELIVERY TO THE CUSTOMER...this is it!!!! The products are "out of this world" - try the Spices, Garlic Spread, Strudels, Cinnamon Rolls, Muffin & Cookie Doughs, there is just too much good stuff to mention it all and NOTHING compares (believe me, I have tried).

My customers absolutely love the products, on delivery day I am asked for the next order day. The staff is extremely friendly and efficient and service is extraordinary. I can, without any hesitation, recommend this company as a wonderful fundraiser.

Marei Oppenlander, Gymnastics Adventure



MOM'S PANTRY

WHAT TO EXPECT: DELIVERY & SHIPPING



Shipping Minimums

Shipping Min. for Pre-Paid Freight (GROSS ORDER TOTAL):

Winnipeg, Manitoba	\$ 500.00 retail
100 mile radius –City of Wpg.	\$ 1,000.00 retail
All other Manitoba points	\$ 1,500.00 retail
Regina, Saskatchewan	\$ 1,500.00 retail
Saskatoon, Saskatchewan	\$ 1,500.00 retail
All other Saskatchewan points	\$ 2,000.00 retail
Calgary, Alberta	\$ 1,500.00 retail
Edmonton, Alberta	\$ 1,500.00 retail
All other Alberta points	\$ 2,500.00 retail
Vancouver, British Columbia	\$ 2,500.00 retail
Victoria, British Columbia	\$ 2,500.00 retail
All other British Columbia points	\$ 3,000.00 retail
Kenora - Thunder Bay, Ontario	\$ 1,500.00 retail
All other Ontario points	\$ 2,500.00 retail
All Quebec points	\$ 3,000.00 retail
Northwest Territories	\$ 4,000.00 retail
Maritime Provinces (East)	\$ 4,000.00 retail

Please contact us prior to submitting your fundraiser should your order fall below the minimum shipping requirement. **Toll Free at 1-800-350-MOMS (6667)**

FROZEN FOODS

Freight charges for transporting frozen foods is very costly. Mom's Pantry Products requires a minimum retail order before shipping goods free of charge.

FREE SHIPPING

If your order falls below the minimum shipping requirement call our fundraising team and they will try to arrange to have your order shipped with others in that area to ensure free shipping.

QUESTIONS?

If you have any questions about delivery or shipping, please call us at 1.800.350.MOMS (6667) and one of our fundraising team will be happy to assist you.

What to Expect: Delivery of Products

Drivers: Experienced & Caring

Mom's Pantry Drivers care about you, and your products. Our drivers will do everything to ensure that they arrive on time and with all products intact. However, due to circumstances such as weather conditions, or unexpected delays in other deliveries we ask that you allow ½ hour on each side of the scheduled delivery time. If there is a longer delay our team will contact you to make other arrangements. Arrange for your volunteers to meet at the delivery location at least 15 minutes before Mom's Pantry is scheduled to arrive. Have your customers pick up time scheduled for 1 to 2 hours after the scheduled delivery time to allow for unloading/sorting and any unforeseen delays. (See *TIPS* page in this kit for helpful suggestions)

Products: Easy Sorting & Distributing

Each seller is assigned a number (alphabetical by seller's last name). Each package will then be labeled with the seller number, seller name and customer name. We recommend having a designated customer pick up area to spread out the products and a few volunteers to assist you. Start with number B0001/W1001 and work your way in piles to the last number. The original order forms will be returned with your products so you can place those on top of each number pile. It is easy to sort and distribute with the numbers and labels! Blue order form labels start with B0001 and web order forms with W1001 so you will need to sort into two piles depending on how they placed their order.

Payment & Commission: The Final Step

Prior to delivery, Mom's Pantry will let you know what your remaining balance is for payment. Please have your cheque/money order ready to give to the driver at time of delivery. Included with your delivery will be your organizations commission cheque (if applicable), seller's report (outlining each sellers sales and earned commission), organizations statement and invoice.



Send out
Online
Ordering Info

COORDINATOR ACCESS

The Fundraising Coordinator for your organization can login to the website to track the number of online orders and the dollar amount at anytime by entering the fundraiser number & admin password.

PROCESS

We suggest you send a letter out with the order forms to your sellers indicating they can order with the enclosed order forms OR online. Please include the instructions on 'How to' as well as 'Login Details' provided (order # & passcode). Enclosed in this kit is a 'sample online ordering letter' for your use.

FEEDBACK

We appreciate any feedback or suggestions on the process of online ordering, as our goal is to make it as easy and user friendly as possible.

Online Ordering: An Option



Mom's Pantry now has online ordering, making it easier for everyone! It's not only quick and convenient; it is also good for the environment as it eliminates the need for paper forms. If customers order online they are **NOT** required to complete the ORDER FORMS or send in a payment, as it will be paid for directly online at time of ordering.

COORDINATORS have easy access to tracking online orders & up to the minute sales. Simply login to www.momspantry.ca/fundraiser and input the Order Number and Admin Password.

CUSTOMERS can log onto www.momspantry.ca & order directly from their home computer by following the steps below. This information can be sent to them using the "Online Ordering Template Letter" provided in this kit. Here is what they would need to do:

Instructions for Customers to place orders

- 1) Create an account with their email address and choose a personal password. Then login to online ordering at www.momspantry.ca
- 2) Choose the Fundraising Order option
- 3) A pop up box will appear for you to login to your fundraising order. Enter your order number and order passcode
- 4) Place your order and checkout
- 5) Print your receipt and wait for further communication from your group regarding your pickup location and date



**ONLINE
ORDERING**

Place your order online at
momspantry.ca

Ask your coordinator for your
group's login information,
and help us stay **green!**

TIPS TO SUCCESS: HELP FROM "MOM"

VOLUNTEER TEAM

Fundraising is easy with Mom's Pantry. Pull together a group of people to help make it happen.

See Tip #3

FUNDRAISER TIMING

Mom's Pantry Fundraisers are successful anytime of the year. Spring & summer, perfect time for BBQ season OR in the Fall for 'Back to School' and Thanksgiving baking. The holiday season is another wonderful time. Depending on your fundraising goal, why stop at one? Many organizations have held two or more successful Mom's Pantry fundraisers a year.

HELP & SUPPORT

Mom's Pantry Team is here to help you reach your fundraising goals. It's who we are and what we do, and we can't wait to provide you with the support you need. Be sure to check out the FAQ's page!

A LITTLE HELP FROM MOM:

Tips for an easy & successful fundraiser

Tip #1: Set your fundraising goal

Ask yourself; how much money do we need to raise? When do we need to raise the money by?

Tip #2: Read through our Fundraising Information Package

This package has all the info and details you will need to make the whole process EASY. It takes all the guesswork out as it lays everything out step by step and highlights key points to ensure your fundraiser is a success i.e. how to sort forms, delivery timing, payment information and info on why it is important to fill out the fundraising detail form.

Tip #3: Get Help...

No need to go it alone!

Find those who can help you whether it is in distributing the forms, getting the word out to your group or helping hand out the boxes on delivery day. They always say, "The more the merrier!" and it helps to have a team of support.

Tip #4: Establish your key dates

Date to Distribute Mom's Pantry Forms to group/Date to Collect Forms back from your group/Date to Return Order Forms to Mom's Pantry/Date of Delivery

Tip #5: Kick Off Mom's Fundraiser!

Do what you can to promote and publicize your fundraising campaign to your group and your community i.e. newsletters, bulletins etc.

Tip #6: Run fundraiser for approximately 2 to 3 weeks

In our experience and from feedback from our successful fundraising coordinators we suggest running the fundraiser for 2 to 3 weeks. One week is too short and anything over 3 weeks tends to be too long as people may forget and/or put it aside thinking they have lots of time. Other suggestions are to ensure it runs over at least one weekend and possibly a holiday, as that is when families tend to get together.

Tip #7: Ensure easy and successful delivery with these 3 tips:

i) Schedule delivery time (by Mom's Pantry) for 1 to 2 hours before your set pick up time for sellers/customers i.e. Mom's Pantry delivers at 1pm and you set pick up for 2pm or 3pm which allows time to ensure it is all organized and ready when people begin to arrive for pick up.

ii) Have your team/volunteers meet at the delivery spot at least 15 minutes prior to arrival of Mom's Pantry Driver. Product comes pre-labeled and ready for easy sorting and distributing.

iii) Send out a Reminder of the Delivery Date to ALL SELLERS a couple days before delivery

IMPORTANT:

Make sure that your delivery date is CONFIRMED by Mom's Pantry before sending out notice of date.

Tip #8: Celebrate your success and thank everyone

Don't forget to pat yourself on the back for a job well done! Volunteers are what make things happen. Congratulations.

Tip #9: Plan and schedule your next fundraiser NOW

Many groups do two or more fundraisers a year with us! This means people can reorder product and don't have to worry about running out of their favourites.



HAVE
QUESTIONS?
WE'RE HERE
TO HELP

EXPERIENCE

Having been in the business for so many years we have worked hard to perfect our program for you. Based on our teams experience and feedback from fundraising coordinators, these are FAQ's that we hope will help you along the way.

QUESTIONS

If you have a question that is not listed in the FAQ's or if you are unsure about anything, please do not hesitate to contact us at 1.800.350.MOMS (6667). Our team is here for you every step of the way. Mom's Pantry Cares!

RESOURCE CENTRE

Coordinators have access to an online resource centre at www.momspantry.ca/fundraiser where you will find resources to assist you in reaching your fundraising goals.

FAQ'S: Coordinator Help & Support

Can I use old order forms I have left from last time?

No. We are continually striving to bring you a variety of quality products so that means that products and/or pricing may have changed since your last Mom's Pantry Fundraiser.

I like both options of ordering (online & paper order forms), can we do both?

Definitely. We provide both options so that it is easy for you. Just collect the order forms and send them into us. We will have the online orders already in our system and will add them to your overall order. Individual online payments will be credited to your account and reflected on your invoice.

What if I run out of order forms?

Please call one of our Fundraising Team Members and we will send you out more order forms OR download an electronic version from our fundraiser admin portal www.momspantry.ca/fundraiser

Is it important to have seller name/customer name on each order form?

Yes, as we enter this information into the computer and generate our labels for sorting and distribution according to seller/customer. It is important that it is clearly written as it ensures accurate reporting too.

Can people make cheques out to Mom's Pantry for their individual orders?

No. Individual order cheques are made out to your group as you collect them with the order forms. Payment for the full fundraising order is then made by cheque or money order to Mom's Pantry Products from your organization. Individual order cheques will be returned.

How should I sort the order forms?

Once you collect all the order forms, sort by sellers last name (A-Z) and then by customers last name (A-Z). We will then number and label all products accordingly for easy sorting/distributing.

What if I receive late orders? Can I add-on to our order?

Sometimes. We will accept add-ons if they are \$100.00 or more. Only the coordinator can place the add-on and it can only be done once. So collect all the add-ons, and when they reach \$100 or more, fax or email them to us. Please call to let us know you will be sending them in or if you have questions.

Do I need to check the totals on each order form as they come in?

Yes. We recommend that you check over each order form as you receive it. Ensure each column total adds up and matches the Grand Total. This protects you as you will be able to ensure that the payment you received from the seller/customer matches the product they ordered.

Do I need to keep track of each seller's orders and amount?

No. We return all the original order forms to you and include a detailed sellers' report which outlines what each seller sold and the commission they made on their sales which will help you in allocating funds raised by each person towards the project.

Are your products labelled with nutritional information & baking instructions?

Yes. All of our products have labels in English & French with a list of ingredients, nutritional content and baking instructions. You can also find that information on our products at www.momspantry.ca

What if there is damaged or missing product on delivery?

Please email or call us with the following: group name, seller/customer name & number, quantity and name of item(s). We will check our systems and then either replace the product or provide a refund. Our products come with a 100% money back guarantee. For missing product we recommend that you wait 72 hours as in many cases someone else has taken the product home by mistake.





Dear Parents/Guardians,

Over the next while we will be raising funds for **"YOUR GROUP"**. We are excited to announce that we have chosen to fundraise with **Mom's Pantry**. We are confident they can help us reach our fundraising goals as they have over 40 years experience in the food industry, high quality products, great customer service and 100% money back guarantee.

Everyone involved is encouraged to purchase these products and to pass on the order forms and information to everyone in their network. Orders can be taken from friends, neighbours, community members and relatives. You can assist greatly by taking orders at your place of employment, social or sports clubs. It is with your effort and commitment that we will be able to reach our fundraising goal.

A. Place order online at www.momspantry.ca

1. Go to the ONLINE ORDERING BOX in the top right hand corner of the website.
2. If this is your first time online ordering with Mom's Pantry then you will need to click on "CREATE NEW ACCOUNT" in order to register yourself as an individual customer. It will ask for your name, address, email etc. and for a password that you create. Click on "SIGNUP"
3. Once you have successfully registered then go back to the ONLINE ORDERING BOX and type in your email and the password you created and press LOGIN
4. Choose the FUNDRAISING ORDER option.
5. When the pop up box appears to login to the fundraising order, enter your GROUP ORDER NUMBER & PASSWORD found below
6. Place your order and checkout.
7. Print your receipt and wait for further communication from our group regarding your pickup location and date.

NOTE: If you order online, you are **NOT** required to complete the order form or send in a payment to the school as online orders are paid for by debit/credit card at time of ordering.

OR

B. Use the enclosed order forms

Ensure that the **CUSTOMER & SELLER** name is written clearly on the front of the order form. This is how the product will be labelled and it ensures accurate reporting. Payment for each individual order can be made by cash/cheque (payable to **"YOUR GROUP"**) or credit card by calling Mom's Pantry at 1.800.350.MOMS (6667).

ONLINE LOGIN DETAILS:

Order Number: _____ **Order Passcode:** _____

We hope that you will help us in our fundraising efforts by ordering products from Mom's Pantry and encouraging those you know to do the same. Together we can make a difference! We wish to thank you in advance for your support.

Sincerely,

