

SHOPATHON™

The PAC is excited to introduce our new, ongoing fundraising initiative - **Shop & Support** - the program that works while you shop. It allows us to purchase gift cards (the same ones in stores) and a percentage of each dollar spent is given to Hillcrest. Every time you pump gas, buy groceries, or make any other purchases, you could be raising money at **NO EXTRA COST TO YOU** while helping Hillcrest reach our fundraising goal of \$1000. You can purchase gift cards from any of the 200+ retailers from the list attached and up to 20% of your purchase will automatically go towards our cause – no donation required!

We are launching the program with a **SHOPATHON** campaign! This exciting opportunity will translate into raising an enormous amount of money in a small window of time. As an example, 100 supporters getting 3 orders each of only \$100 for gas or groceries, would translate to \$30,000 in sales. With the amazing people in the Hillcrest community, there's no reason we can't become a Shop & Support success story! With upcoming holidays, gift giving opportunities, and regular purchases, the sky is the limit!!

INSTRUCTIONS FOR PARTICIPATING IN THE SHOPATHON CAMPAIGN:

- Get pledges from your social network (friends, family, co-workers) from now until **Sunday, November 27**.
(Ask them if in the next few weeks if they might be buying any gas, groceries, clothing, entertainment, travelling, renovating, etc. When you get the obvious 'yes', ask them if they would pledge to buy gift cards for the amount they have budgeted to spend from one or more of over 200 participating retailers attached, to help raise funds for Hillcrest. Remind them that there is no 'out-of-pocket' expense for the gift cards, as they will get the exact same value they purchase.)
- Enter your pledges in the GIVE Guide on reverse. Once you are done collecting pledges and the corresponding funds visit www.shopandsupport.ca and order your gift cards with your credit card. **Orders must be entered online by 6 pm on November 27.** Hillcrest is Group 0100578833.
- Keep a copy of your pledge form for your records.
- Your order will be available for pickup on **Monday, December 5** at Hillcrest from 9 am to 3:30 pm.

Our Fundraising Target for this campaign is \$1000.

For more information please contact Catherine Hubbs

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Please send me a quick email to let me know whether or not you are participating in the SHOPATHON!