



Annually, OSSTF D16 T/OT raises funds to support the Women's Center of York Region with their Winter Warmth Program. The WCYR is a safe and inclusive environment which offers support to all women. The center is a place to help women in building self-esteem, tools to develop a plan of action, and the opportunity to build on skills they need to help themselves and their families. The programs and services are offered at little to no cost - made possible by donations from the community.

The fundraiser provides tangible support to help women experiencing violence and poverty by providing the items they need to survive the winter months and a bit extra to celebrate the holidays with their children. Through Winter Warmth, women receive gift cards, stockings for children, pampered pillowcases for the moms, and small gifts for the children.

Thank you for offering to help be the lead on this initiative for your school site.

Winter Warmth Liaisons

STEP 1: Set a fundraising goal.

The winter warmth program supports families of various sizes. The recommendation is about \$100 per family member. So \$300 would support a mom and two children.

STEP 2: Promote the fundraiser with staff.

Here are *some ideas* for you to encourage participation in this initiative:

1. Share information at a staff meeting.
2. Place information cards in staff mailboxes. Sample templates are provided. Consider the best way to collect donations: cash in hand, e-transfer, direct payment to the organizations webpage (with a note of the school they are from) or some may prefer to purchase gift cards. Examples of some gift cards that have been requested: *Cineplex, Upper Canada Mall, Starbucks, Walmart, The Gap/Old Navy, Indigo*, or any major grocery store.
3. While this is an OSSTF initiative, if you have an eager group of students, encourage students to get involved by running a bake sale or other event to help raise additional funds.
4. Offer a price package. Using school member engagement funds, or a donation from a staff member, offer a prize (i.e. movie passes, restaurant GC, or a giftable gift basket) and sell Raffle tickets to collect funds.

STEP 3: Be mindful of the deadline

Be sure to plan ahead and connect with your Branch President about sending an email to the staff for reminders of the deadline.

STEP 4: Submit Funds to D16/Status of Women Committee