# SUPPORT GUIDE FOR INSTITUTIONS

FALL · EDITION · 2026

FAMILY FARMER

Schools take root

For healthy, local and sustainable food

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# USEFUL INFORMATION

## WHAT IS A SCHOOLS TAKE ROOT CAMPAIGN?

The Schools Take Root program allows your institution to raise funds for your projects by selling organic, locally grown vegetable baskets in the fall. The baskets are provided by a partner farm that is a member of the Family Farmers Network (RFF).

In addition to funding your projects, you contribute to supporting local agriculture and developing food literacy among young people.

**ONE CAMPAIGN / 3 BENEFITS:**

- ✅ Funds for your school
- ✅ Support for local farms
- ✅ Food education for young people

## THE VEGETABLE BASKETS

The quantities and varieties of vegetables vary by farm and harvest. You can expect to receive items from the following varieties:

**Garlic, beet, broccoli, carrot, celery, celeriac, cabbage, cauliflower, kohlrabi, squash, spinach, fresh herbs, ginger, kale, lettuce, mesclun, microgreens, onion, bok choy, parsnip, sweet potato, leek, potato, turnip, radicchio, winter radish, arugula, rutabaga, Jerusalem artichoke, etc.**

# USEFUL INFORMATION

## MINIMUM THRESHOLD

**60 BASKETS SOLD PER INSTITUTION**

If this threshold is not reached, the farm may cancel the campaign or adjust the delivery method. Set yourself a realistic goal!

## INCOME DISTRIBUTION

This table shows the breakdown of revenue by average order value:

| Distribution | Small Basket | Medium Basket | Large Basket |
|---|---|---|---|
| **Basket price** | **40$** | **80$** | **120$** |
| **Revenue for the partner farm*** | 30$ | 60$ | 90$ |
| **Revenue for your school** | **10$** | **20$** | **30$** |

**The farm's revenue includes a contribution to the RFF for program administration.*

## SOLIDARITY BASKETS

Your campaign can include a donation option: **families can purchase a solidarity basket in addition to their own.**

Depending on your choice, **it can benefit families in need within your institution, or be delivered to a local food bank in your region**, either as baskets or as an equivalent in bulk vegetables.

Distribution can be handled by your institution or by the partner farm — please clarify this before launching your campaign!

On average, **20% of baskets purchased in Schools Take Root campaigns are solidarity baskets. Two birds, one stone!**

# THE FUNDRAISER

## 1 – ONLINE FUNDRAISING VIA LA FABRIQUE À PROJETS

Specially designed for school fundraising, this educational initiative by Desjardins offers **simple and free** participatory funding tools.

**The platform allows you to:**

- Collect online payments by credit card (via Stripe), securely
- Track your fundraising progress in real time
- Automatically send a receipt to each buyer
- Access promotional tools: QR code, email templates, social media sharing
- Download a sales report to submit your order to the farm

**The use of La Fabrique à projets must be authorized by your School Services Centre. Allow time for this approval.** Early childhood centres (CPE) are also eligible.

If your school services centre does not allow the use of the platform, consider foundations that could take on the account creation role.

## 2 – INDEPENDENT FUNDRAISING

If you do not wish to or cannot use La Fabrique à projets, **you can set up a personalized order-taking and payment system, using the basket formats established above**.

Simply contact your partner farm to inform them and agree on the arrangements.

# THE FUNDRAISER

## WHO IS INVOLVED IN THE PROJECT?

### YOUR INSTITUTION

DIRECTOR

- APPROVES THE PROJECT
- CREATES THE LA FABRIQUE ACCOUNT IF NEEDED

PROJECT LEADER

- COORDINATES THE CAMPAIGN,
- LIAISES WITH THE FARM
- PROMOTES IT

### A FARM FROM THE RFF

HELPS YOU SET SALES TARGETS BASED ON ITS PRODUCTION CAPACITY AND HANDLES DELIVERY AT THE END OF THE CAMPAIGN

### SCHOOLS TAKE ROOT COORDINATOR

AVAILABLE TO ANSWER ALL YOUR QUESTIONS

# CAMPAIGN CALENDAR

This sample calendar outlines the steps that will take place during the campaign. Dates are indicative only and may be slightly adjusted following discussion with your partner farm.

### 🚨Important:

- The campaign must be launched **at least 4 weeks before the delivery date**.
- Sales must end **7 days before delivery** to allow the farm to prepare the order.

## MAY → AUGUST

### PREPARATION

- Matching with a partner farm
- Designate 2 coordinators (director + project leader)
- Create the La Fabrique à projets account (if needed)

## EARLY → MID-SEPTEMBER

### SETUP

- Finalize project details: date, location, project to be funded
- Create the online campaign

## SEPTEMBER 20

### LAUNCH

- Launch sales (at least 4 weeks before the planned delivery date)
- Promote (emails, QR code, social media)

## OCTOBER 1

### BOOST SALES

- Re-engage your network
- Share campaign progress (percentage of goal reached)

## OCTOBER 20

### CLOSING

- Send the sales report to the farm
- Send the delivery reminder to contributors
- Recruit volunteers for next week's delivery
- Check equipment (tables, space)

# THE DELIVERY

## END OF OCTOBER

### DELIVERY

- Welcome the farm
- Mini-market style distribution

## KEYS TO A SUCCESSFUL DELIVERY!

- **Between 3:00 and 6:00 PM at the end of the school day,** with a duration adapted to the number of baskets sold (see table below)
- **An accessible indoor space, large enough for 5–6 tables** (gym or cafeteria recommended). Choose a door that leads directly outside to facilitate unloading.
- **Volunteers to assist the farmer at least 30 minutes before the mini-market begins** — children can also be involved, for example to check off names!
- **Tables (5 to 6) to hold the vegetable bins and set up the mini-market,** allowing families to serve themselves according to the indicated quantities. A packaging-free, friendly and educational format.
- **Atmosphere: decorations, music, photo booth** — take the opportunity to raise families' awareness of local food through a warm and festive event!

| Baskets sold | Adult volunteers needed | Farmer presence |
|---|---|---|
| 75 and under | 3 | 1h30 |
| 76 to 125 | 4 | 2h00 |
| More than 125 | 5 | 2h30 |

## NOVEMBER

### FOLLOW-UP

- Pay the farm if not done at delivery
- Complete the satisfaction survey (RFF)

# THE DELIVERY

## HAS YOUR INSTITUTION ALREADY USED LA FABRIQUE À PROJETS?

**YES**

**NO**

### 1. OPENING AN ACCOUNT

Create your Fabrique à projets account by following these instructions — **to be completed by a member of your institution's administration**

1. Go to La Fabrique à projets
2. Click "Login", "Sign up" and create your account
3. Register your school
4. In the "Message" field, indicate: Schools Take Root
5. The team will contact you within 24 business hours for next steps

If your institution does not yet have a Stripe account, allow additional time for it to be set up.

### 2. CREATING THE PROJECT PAGE

Go to the next page to learn the steps.

# CREATING THE PROJECT PAGE

1. Create your 2026 organic vegetable basket sale campaign page
2. Open the Toolkit and follow the Project Creation document:
   a. Follow the “Project Creation” document
   b. Use the visual resources (project banner, basket illustrations)
3. Go to Fabrique à Projets and click “Create a project”
4. Enter the fundraising amount
5. Determine the amount M$ your school wishes to raise and calculate the amount to enter using the following formula:

(M$ × 100) ÷ 25 = amount to enter in La Fabrique à projets

**The minimum amount to enter is $1 800**

Example of a project page

# AVAILABLE RESOURCES AND TOOLS

## FUN ACTIVITIES FOR ALL AGES AND FAMILIES

Discover the games developed by Équiterre:

- Colouring pages
- Maze
- Crosswords and word searches
- Story to tell
- Treasure hunt
- And more!

Discover the tools designed to explore seasonal vegetables and learn how to store them:

- Recipe cards
- Vegetable storage guide
- Vegetable availability calendar
- And more!

**Click here to download the resources!**

## LA FABRIQUE À PROJETS TOOLS

La Fabrique à projets offers a range of tools and features for a simple and effective fundraiser!

- Promotional tools (QR code, email templates, social media)
- Real-time fundraising dashboard
- Downloadable sales report

**Click here for La Fabrique à projets tools**

## SCHOOLS TAKE ROOT COORDINATOR

AVAILABLE TO ANSWER ALL YOUR QUESTIONS

ECOLES.ENRACINEES@FERMIERDEFAMILLE.ORG

# HAPPY FUNDRAISING!
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