



Montreal,

**Subject: Join Moisson Montréal's 2017 "Feeding the Holiday Spirit" Campaign**

Sir, Madam

Moisson Montréal invites you to take part in its annual "**Feeding the Holiday Spirit**" Campaign which aims to collect food and funds to prepare Christmas baskets for Montreal families in need. Your support is essential to Moisson Montréal during the holiday season, as it is our busiest season and one where we have the greatest demand for emergency food aid.

In 2016, your help allowed us offer emergency food aid to over 250 community organizations during the Holidays. For the 2017 edition, please help us reach our goal of preparing more than **16,000 bigger and more diversified Christmas baskets.**

For over 30 years, Moisson Montréal has provided emergency food supplies to **247 accredited community organizations** on the Island of Montreal, which in turn provide food assistance to more than 137,000 people each month, including 45,000 children.

That's why this year we are asking you to once again mobilize your employees or networks in order to collect essential food items or funds. Your cooperation will make a difference in the plates and in the lives of thousands of people in need across the Island of Montreal.

## **5 ways to get involved and contribute to Feeding the Holiday Spirit!**

### **1-Fundraisers and food drives!**

To be an organizer in our campaign you must sign up by completing the **attached Registration Form** and signing the Letter of Agreement. All documents must be returned **before November 17th, 2017** by email to: [collecte@moissonmontreal.org](mailto:collecte@moissonmontreal.org).

**New this year!** The companies registered for a fundraiser will be able to track their progress online thanks to a web platform that will follow the evolution of the donations collected by registered teams.

Please don't forget:

1. All food drives and fundraisers must be completed by **Friday, December 15th, 2017** at the latest.
2. Indicate what promotional materials and the quantities you will need in the registration form. (*Note: collection tins will only be provided upon request.*) We especially appreciate all efforts to collect monetary donations as each \$1 raised allows us to distribute \$15 of food.
3. For a list of desired food items please consult our [website](#).
4. Let us know if you plan to deliver the goods to Moisson Montréal yourself, or if you would like us to come to your office for pick-up.

5. Please take note that Moisson Montréal will establish a pick-up schedule and send it to you at the beginning of December. Please note that we only do pick-ups on the island of Montreal.

## 2-Organize an event!

Create a corporate event to educate your employees and stakeholders about the cause during the holiday season. Wine and cheese, Christmas dinner, Friday jeans, sporting challenge... let your imagination go. Our team will gladly work with you to make this event a success. Contact Camille Rioux, Events Coordinator at: [crioux@moissonmontreal.org](mailto:crioux@moissonmontreal.org) or 514 344-4494, ext. 227.

## 3-Sponsor!

Several businesses and organizations wish to give us an extra boost during the holiday season with a monetary contribution. To find out about our personalized and advantageous Partnership Program please contact Campaign and Sponsorship Manager, Emilie Lamoureux at: [elamoureux@moissonmontreal.org](mailto:elamoureux@moissonmontreal.org) or 514 344-4494, ext. 238.

## 4-Recettes en pot – available now!

Moisson Montréal is proud to partner with *Recettes en pot* to offer you a wide variety of original products to offer to your employees, suppliers, partners or customers. Visit [www.moissonmtl.recettesenpot.com](http://www.moissonmtl.recettesenpot.com) for details or see the **one pager attached**. What a great way to thank your network while giving back to your community in a significant way!

## 5-Register your business at the Christmas Harvest!

For its 10<sup>th</sup> anniversary, the Christmas Harvest changes! Mobilize your employees for this unique team building activity. Book your table for 10 (voluntary contribution of \$ 500 suggested) and come experience a rewarding group experience by making Holiday baskets. We also offer the opportunity to further emphasize your social commitment in the presence of elected officials and media by sponsoring the event. All funds raised will be added to the Feeding the Holiday Spirit campaign. To sponsor the event, contact Emilie Lamoureux, Campaign and Sponsorship Manager, at [elamoureux@moissonmontreal.org](mailto:elamoureux@moissonmontreal.org) or 514 344-4494, ext. 238.

Hoping that you will respond favorably to our request, we invite you to visit the web page of the campaign for full details of our activities.

To obtain additional information, don't hesitate to contact us:

[collecte@moissonmontreal.org](mailto:collecte@moissonmontreal.org)

514 344-4494, ext. 242

Wishing you a great campaign,

Daniela Gonzales  
Support Officer, Supply and Logistics