



Chalk Talk

Greetings | Feature | News | SPECIAL EDITION

PLEASE SHARE CHALK TALK WITH YOUR COLLEAGUES!!!

Letter from the Editor

Dear Educators,

I'm not much of a baker but when called upon by my son to contribute to the various bake sales at his school I can make a pretty decent chocolate cake. When he was younger, I'd make big puffy cup cakes that sold for \$1 each. In grade six, he asked me to make something special that could be auctioned off to raise money for their graduating class trip to Ottawa. Like every busy mother, I panicked when my son reminded me the night before about my commitment.



As the bake sale coincided with Valentine's Day, I decided to double my recipe and bake a large heart-shaped cake. Waiting for it to rise, I realized that I wasn't sure how to adjust the baking time so that it would be

done through to the centre. Running out of time, I gave it an extra 10 minutes, cooled it, iced it with vanilla frosting and decorated it with a handful of little chocolate hearts in the centre. In the morning I rushed it over to the school before going to work. With great anticipation, the Vice-Principal unveiled it only to see that the centre had caved in under the weight of the chocolate hearts. Later that day some generous parent bid \$30 on it. For good or bad, I became known as the mother who made the cake with the sunken middle.

We know that schools are always looking for good ways to raise funds for all kinds of reasons and that teachers, parents and students are a powerful force when they set their minds to working together to achieve their goals. This issue of **Chalk Talk** is labelled a 'Special Edition' because it features an exceptional school rewards program (no cost to the school) that can help your school to attain the financial resources to cover the costs of not just the things your school needs but also those 'extras' that enhance the students' experience. We encourage you to give the program careful consideration and urge you to register before the end of the year if you are interested.

CoEd Communications is proud to partner with some of the best producers of free, curriculum-linked educational resources and programs in Canada. We invite you to visit our website at www.4edu.ca to view the many free teachers' resources on offer.

[As always, your feedback is important to us.](#)

Hbc Rewards Community Program for Schools

Founded in 1670, **The Hudson's Bay Company (Hbc)** is Canada's oldest company. The fur trade initially provided quality furs to make felt for the [hat industry](#). The company's commercial activities played a central role in the [exploration and subsequent settlement](#) of the west and north of Canada.

The history of **Hbc** is a part of the school curriculum right across the country. Hbc has committed to ensuring that they participate in the telling of their story by providing a variety of quality educational resources, free of charge, to Canadian classrooms, appropriate for students of all ages and grade levels. Go to www.hbcheritage.ca to check out **Tales from the Bay**, the **Adventurers**, and **Lords and Proprietors**.



rewards
COMMUNITY PROGRAM

In addition to providing quality educational resources, the Hudson's Bay Company Foundation and Hbc Historical Foundation sponsor many community and school-based initiatives, including the Local History Grant Program (CNHS), Heritage Canada's Canada Day Poster Challenge, and 'Run for Canada' in support of Canada's Olympic athletes.

This month, in partnership with the Hbc Foundation, the [Hbc Rewards Community Program](#) is pleased to announce the launch of its exciting School Rewards Program that makes it easy for parents to donate rewards points to their child's school. The points can be exchanged for cash, merchandise or gift cards to get the things schools need throughout the year and to help finance the cost of school activities.

ADMINISTRATORS:

Remember to register your school BEFORE the end of the school year!!

With the summer break coming up soon, school administrators are encouraged to register online now to receive 80,000 points upon enrolment. Once registered, information is available on the website to help schools to invite parents (and other family members and friends) to participate. **There is also an information flyer provided on the site that can be downloaded, copied and sent home with your students before the end of the school year.**



Schools across Canada will be receiving an information package about the Hbc

Mary Kovack

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Schools across Canada will be receiving an information package about the Hbc Rewards School Program the week of June 16, 2008. See 'Website of the Week', below, for more details.

[Source: HbcRewardsCommunity Program/School]

Website of the week



The Hbc Rewards Community Program — School Program has been specially designed to help your school get the things it needs throughout the school year. Joining the Rewards School Program is easy for schools to register and for teachers, parents and others to participate in the program at the level they choose. The initial Welcome Bonus points and the special in-store promotions that will take place throughout the school year will allow you to start accumulating points quickly. The Program's flexibility makes it an ideal addition to other initiatives already in place at your school because the points can be redeemed for merchandise, gift cards or cash.



HOW TO REGISTER FOR THE SCHOOL REWARDS PROGRAM:

Step 1: Enroll online

Sign up your school at hbc.com/school.

Step 2: Recruit members

With a little help from Hbc, invite all the teachers, parents, friends, family, neighbours, alumni and other community members to link their Hbc Rewards accounts to the school. They can assign 10-100% of their Hbc Rewards points that they earn when they shop.

Step 3: Watch your points grow

To help get your school started, the Hbc Foundation will donate 80,000 Hbc Rewards points to your account upon acceptance of your enrolment. In addition, your account will receive 2,000* BONUS points for each member who joins your school group.* And just in time for back-to-school, the Hbc Foundation will match points accumulated between August 23rd and September 5th, 2008.* (*See Hbc Rewards Community Program [website](#) for complete details.)

Note: Hbc Rewards members earn 50 Hbc Rewards points for every dollar they spend at the Hbc family of stores — The Bay, Zellers, Home Outfitters.

Step 4: Redeem your points

Depending on what your school needs, you can redeem the points for cash, merchandise, or Hbc Gift Cards!

Act quickly — register for the Hbc Rewards Community School Program before school's out — so that you can start accumulating points towards getting your school what it needs!



Register for the Hbc Rewards Community School Program before school's out.

▶▶ REGISTER NOW!



Big or Small — Set a Goal, Achieve Your Dream!

Hundreds of School and Community Groups across Canada have already benefited from enrolling in the Hbc Rewards Community Program and redeeming their donated Rewards Points.

Whether buying sports and playground equipment, books, musical instruments, computers, scientific instruments, art supplies, supplementing the cost of class trips, sports tournaments, science fair competitions, field experiments, and sets and costumes for the school play — Hbc Rewards School Program's convenient and flexible redemption features — merchandise, gift cards or cash — will help your school achieve its goals.



Why not make the selection of your yearly goals a school activity? Involve your students in creating and displaying a visual, e.g. mural depicting the goals with a thermometer for tracking progress. To encourage participation by parents, extended family and friends, a flyer, available for download on the Program website, can be copied and sent home with students. Moving forward, you may wish to promote the Program at Open Houses, School Fairs and through your Parent Advisory Councils.



News & Related Articles

[Oprah launches born-in-T.O. initiative](#) - Bruce DeMara, Entertainment Reporter, **TheStar.com**, May 27/08

Call it the power of O. Television icon Oprah Winfrey devoted her one-hour show yesterday to a new initiative, started in Toronto, that will seek to engage 1 million young people across North America in helping their peers in developing countries. "I am proud to unveil one of the best ideas we've ever had," said the talk show titan, in launching the O Ambassadors program in conjunction with Toronto-based Free the Children, a group founded 13 years ago by global child poverty activist Craig Kielburger. The broadcast featured 12 young people — including Monarch Park Collegiate student Shannon Stevens — who, after signing up last year and raising funds, travelled to a remote part of Kenya and helped build a new school in three weeks.

[School aims for \\$100,000 to rebuild playground](#) — David McGinn, **National Post**, June 7, 2008

The playground at Lucy Mc-Cormick, a senior school in the Junction for students with developmental disabilities, is little more than an asphalt track that weaves its way through a bare plot of grass and, off to the far end, two rusting swings from the 1960s...But with a new fundraising campaign, the school is hoping to raise \$100,000 to build a specially designed playground by next spring. Of the 80 students at the school, all of whom are between the ages of 12 and 21, almost half are in wheelchairs. The plan for the new playground calls for the addition of slides, several specially designed adult-sized tricycles and a \$38,000 wheelchair swing structure. The Toronto District School Board has provided Lucy Mc-Cormick with some funds for the playground, but given the high cost of the redesign, the school has had to turn to the private sector.

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The opinions, conclusions and other information expressed in the preceding content do not necessarily reflect the views of and are not endorsed by CoEd Communications.

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