

Coins for Change

Run a Coin Drive to help
Variety – the Children’s Charity
support BC’s kids!



Get Involved

Whether you participate at school, at home or in
Your community, a Coin Drive is a fun and easy way
to make a big impact in someone’s life!



At School

Set up coin jars in every classroom to start a friendly competition while raising funds and awareness for Variety – the Children’s Charity of BC! Showcase coins from diverse and multicultural backgrounds, learn about the value of a dollar in different countries or put a twist on things with a “reverse” Coin Drive that makes the smallest coins the most powerful.

Visit the Variety Schools website variety.bc.ca/getinvolved/fundraising-at-schools/ to register and set up your school’s very own online fundraising page today!



At Home

Set up a coin jar in your home where everyone can dispose of any change at the end of the day and watch your total grow or set up a chore chart with rewards for every task completed with part of the proceeds benefitting Variety BC.

Join Club Heartly to connect with other families who have supported and/or have been supported by Variety and make a bigger impact together!



In Your Community

Ask your favourite local business if they’d be willing to keep a donation jar at their register, donate a week’s worth of tips to your cause or even match what you collect at home.

Check out our website variety.bc.ca/getinvolved/do-it-your-way/ for more inspiration and resources to get you started and “Do it your way!”

School Connections Guide: BC Core Competencies



Positive Personal & Cultural Identity: awareness and understanding of one’s family background, heritage, languages, beliefs and perspectives in a pluralistic society



Critical and Reflective Thinking: using ideas, experiences and reflection to set goals, make judgments and refine thinking skills

Get Started



Ready to make a change? Start by letting everyone know why your school is hosting a Coin Drive so your fundraiser makes perfect “cents”!

Why are you planning a Coin Drive at your school?
What impact will this make in the lives of BC's kids?

What does it mean to make the world a more inclusive and accessible place?
How can your ideas impact someone's life? Will it make a difference in your life?

Fundraising Goal	Variety Pillar	How many classrooms will you need to participate?

(If every class collects 100 quarters, how many classrooms need to participate to reach your goal?)

Penny for your thoughts? How will you make sure your Coin Drive is inclusive and accessible?



Can everyone make a difference no matter how much they donate?
What does inclusion mean to you?

Heartly's Hint: Put a twist on your classroom competition with a "reverse Coin Drive" and offer prizes for the classroom who gets the most points and for the classroom with the most money raised. Students who donate smaller coins can help their class win more points (nickles = 5 points, dimes = 10 points, quarters = 25 points) and students who donate larger coins (like a loonie or toonie) can help their class raise the most money. It's a win-win ... literally!

Will you accept only coins or are there other ways to help raise funds?
Is this activity accessible to all of the students, parents & teachers at your school?

Heartly's Hint: Variety Schools can help you set up your school's very own online fundraising page so that students, teachers, friends & family from far and wide who can't make it to your school to donate can still participate in your Coin Drive! Plus this is a great way to include those who may not have time to go to a bank to ask for coins!

Does everyone use the same type of money? What do your friends & family use when they visit other countries around the world? What does diversity look like at your school?

Heartly's Hint: Invite your classmates to bring coins from other countries to showcase at your school! How many different currencies make up your school community? What can you buy with just one coin from different countries?

Plan Your Coin Drive



Nice work! It's time to start planning your Coin Drive. With some careful calculations and a balance of hard work and fun, your fundraiser is sure to prosper.

Here are a few fun themes to inspire you:



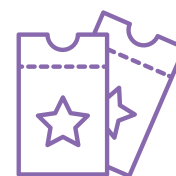
Coin Wars

- Give coins a points value (nickels = 5 points, dimes = 10 points, quarters = 25 points, loonies = 1 point & toonies = 2 points and award a prize to the classroom with the most points
- Make large coins count for negative points (loonies = minus 10 points & toonies = minus 20 points) and allow students to add them to other classrooms' jars to drum up some extra competition
- Award the classroom with the most dollars raised as a result of having their points taken away by competitors a prize as well!



Class Colours

- Each class chooses a colour to represent them and cuts that coloured paper into strips
- For every dollar each class raises, they add a paper link to the chain in their chosen colour
- Watch your hallways burst to life with all the colours of the rainbow and see which classroom is taking the lead!



Event by Donation

- Invite friends & family to attend a sporting event or school concert already being planned at your school
- Encourage attendees to enter by donation (anything helps) at the door
- Sell 50/50 tickets or popcorn at the event by donation – your guests can choose how much they give!



Let's build your Coin Drive Check List! What else can you think of?

Before the Coin Drive

- Decide your fundraising goal
- Set a date, time & place
- Choose a theme
- Decide on classroom prizes
- Hand out coin jars
- Hang posters
- Make announcements
- Share on social media
- Create an online fundraising page

During the Coin Drive

- Share updates on your totals
- Take lots of pictures
- Tag @varietybc on social media
- Record highlights or make a video

After the Coin Drive

- Count your money raised & send it to Variety BC
- Thank everyone who participated
- Tell everyone how much you raised
- Celebrate with a Spirit Day

Don't forget

- Coin jars & labels
- Coin Drive posters
- Parent letters
- Camera
- Calculator
- Hand sanitizer

SMART Goals

Use Variety's action planning worksheets to help you measure for success!



The most important step in any fundraiser is to make SMART decisions!



SPECIFIC

What needs to be accomplished?
Who's responsible for it?
What steps need to be taken?



MEASURABLE

How will you keep track of your progress? How will you know if you're successful (use numbers)?



ACHIEVABLE

How will you reach your goal? Is this a realistic target? Do you have the necessary skills and resources?



RELEVANT

Why should people care about this fundraiser? What do people care about? How do you connect them?



TIMELY

What's capturing people's attention right now? How does this align with your timeline?



Our goal is: _____

(...to raise \$2,500 and help one kid in our community get specialized therapy or counselling)



We will measure our success by: _____

(...getting 10 classrooms to participate, keeping track of how many points each class has & counting our donations)



We can reach our goal by doing the following: _____

(...asking every class to raise \$50 & asking to share our Coin Drive in the parent newsletter)



People care about helping Variety because: _____

(...there may be students at our school who need Variety BC's support and we're helping kids just like us)



We chose the date for our fundraiser because: _____

(...lots of people are coming to the school concert & we can celebrate the holidays at the same time)

Campaign Compass Example



Ask yourself these questions as you complete your own worksheet.

Timeline

Make sure you leave yourself enough time to plan and advertise your Coin Drive!

- When is the date of your Coin Drive?
- How long will your Coin Drive run for?
- When will you distribute coin jars to classrooms?
- When do you need to remind people to bring coins to school?
- How often will you count everyone's points and dollars?
- How often will you meet to make sure everything is on track
- When is your next meeting?

Roles & Responsibilities

Use your strengths, talents & passions to help you decide how everyone can contribute

- Who's going to hand out coin jars to all the classrooms?
- Who will put up posters around the school?
- Who's going to make school announcements?
- Will anyone be in charge of social media or taking photos?
- Do you need any volunteers for other jobs?
- Who will be responsible for counting points and dollars?
- Who will count all of the coins and send your donation to Variety?

Allies & Resources

Make a list of the people & supplies already around you that can help make this event a success!

- Who do you need permission from to hold a Coin Drive at school?
- Where will you get the coin jars for each classroom?
- What kind of information can Variety give you to share with your school how they are helping BC's kids?
- Have you printed out the Variety Coin Jar labels and posters?
- Are there any big events coming up at school that you can ask for admission by donation?

Roadblocks & Solutions

If you can anticipate potential problems now, you can overcome them later with a backup plan!

- Do people know they can donate online if they can't find coins for your fundraiser?
- What will you do if someone donates a bill instead of a coin?
- How will you keep people updated on the scores and motivate them to keep donating throughout the duration of your Coin Drive?



Complimentary Resources

Visit our website to download this campaign and all the complimentary resources;
variety.bc.ca/get-involved/fundraising-at-schools/resources/

Coin Drive Posters

Ready to make a change?

Support our school's

COIN DRIVE

Save your coins for our fundraiser
 Bills will be gratefully accepted

PROCEEDS BENEFITING

variety.bc.ca

DATE & TIME: _____

LOCATION: _____

FUNDRAISING GOAL: _____ VARIETY PILLAR: _____ CONTACT NAME: _____

Parent Letter

Coins for Change

Dear Parent/Guardian,

We're thrilled to share that our school will be supporting Variety - the Children's Charity BC by holding a coin drive! Variety steps in where health care ends, ensuring families have the support they need for kids just like us to reach their fullest potential and thrive. We're passionate about stepping up and taking action to make the world a more inclusive place for all, and we hope you feel the same!

100% of the proceeds from this fundraiser will be donated to Variety - the Children's Charity BC (registered charity # 108168709) and will be used to help kids right here in our very own community.

Our fundraising goal is: _____

The purpose of this letter is to both inform you of our fundraising mission, as well as to invite you and your children to participate in our upcoming coin drive. There are also multiple ways parents can volunteer to help with our ongoing fundraising efforts for Variety BC so please don't hesitate to reach out if you'd like to get involved!

Your involvement makes a difference! Our school is teaching students the importance of inclusivity and diversity, and your commitment to the community helps us shape those crucial values.

Thank you for being such a supporter of BC's kids and our school!

If you have any questions or would like to help, you can contact me at: _____

Sincerely,

Save the Date: _____

Coin Wars Poster

Let's make a change

Get ready for the

COIN WARS

Save your coins for our fundraiser
 Bills will be gratefully accepted

PROCEEDS BENEFITING

variety.bc.ca

Nickels: + 5 points
 Dimes: + 10 points
 Quarters: + 25 points
 Loonies: - 10 points
 Toonies: - 20 points

Prizes for the most points
 AND most funds raised

FUNDRAISING GOAL: _____ VARIETY PILLAR: _____ CONTACT NAME: _____

Social Media

Ready to make a change?

Support our school's

COIN DRIVE

Save your coins for our fundraiser
 Bills will be gratefully accepted

PROCEEDS BENEFITING

variety.bc.ca

Let's make a change

Get ready for the

COIN WARS

Save your coins for our fundraiser
 Bills will be gratefully accepted

PROCEEDS BENEFITING

variety.bc.ca

Collection Jar Labels

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SCHOOLS PROGRAM

Support our school's

COIN DRIVE

Nickels + 5 points
 Dimes + 10 points
 Quarters + 25 points
 Loonies - 10 points
 Toonies - 20 points

Prizes for the most points
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variety
SCHOOLS PROGRAM

Get ready for the

COIN WARS

Nickels + 5 points
 Dimes + 10 points
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Prizes for the most points
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variety
SCHOOLS PROGRAM

Student Debrief Activity



Congratulations all you coin connoisseurs, point protectors, dollar defenders & fearless fundraisers!

You just threw a Coin Drive that your school can take to the bank – literally! It’s time to look back and most importantly ... celebrate!

How can you celebrate as a school so that everyone feels appreciated no matter how many coins they gave?

Did you run into anything unexpected during your Coin Drive (good or bad)? How did you react?

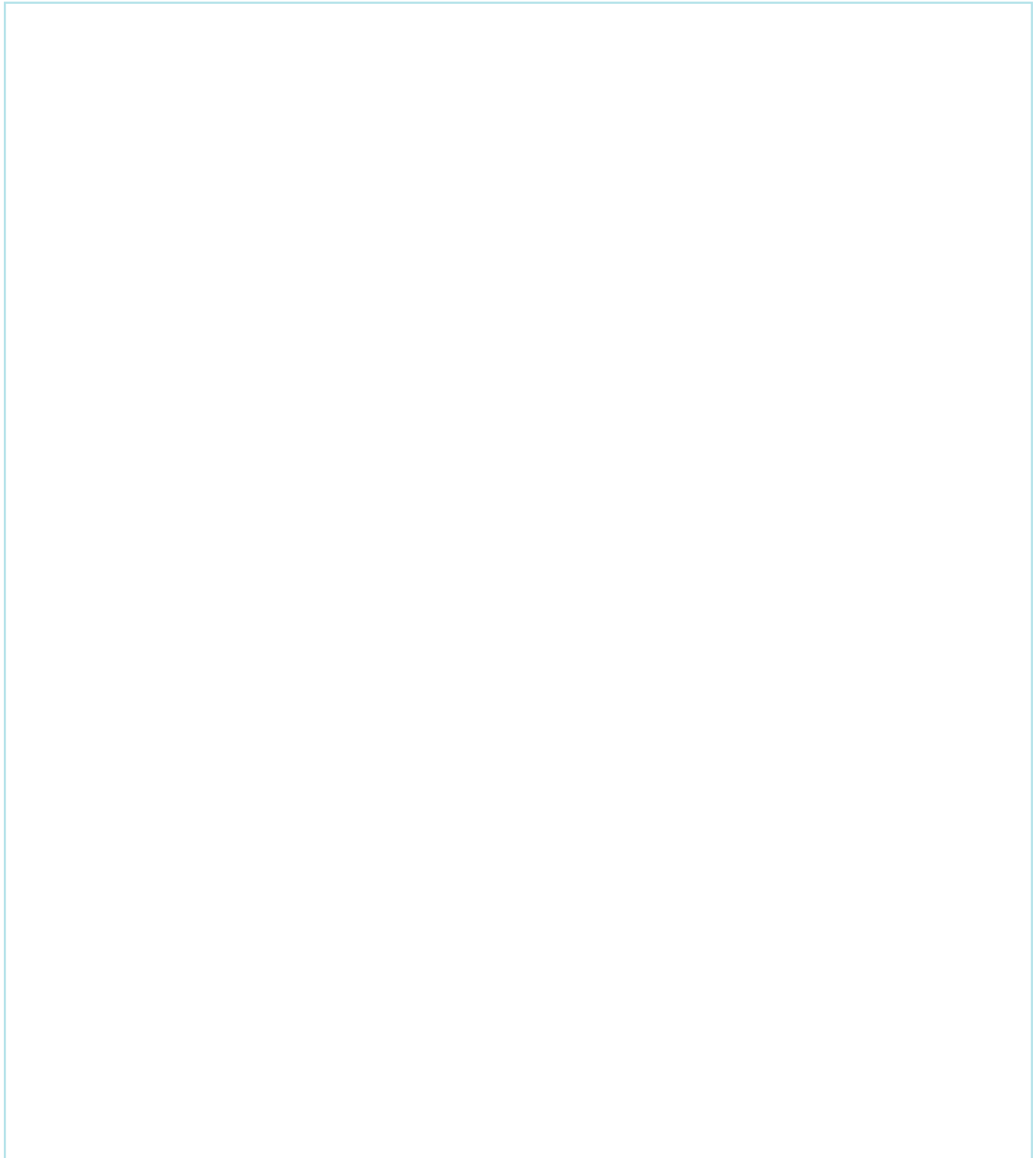
How much money did you raise?	How long was your Coin Drive?	Which coin was donated the most?	How many classrooms (or students) participated?	Is your school celebrating with a Spirit Day?

What did you learn about inclusivity by participating in Variety's "Coins for Change" campaign?

What will you do moving forward to raise awareness and help make the world a more inclusive place?

Thank everyone who participated in your Coins for Change campaign!

Use this space to brainstorm ways to show your appreciation
(such as making Thank You Cards or announcing your Grand Total at a school assembly)



Don't forget to share all of your discoveries, commitments to continue making a positive impact and photos of your day with Variety Schools! You can even email us your worksheets so we can learn and celebrate with you: schools@variety.bc.ca