



# 2017

## IODE Shop to Give

### A Guide for Local Heroes

IODE Shop to Give is a fundraiser for IODE Snack Pack which provides a nutritious lunch for children in 14 schools in remote communities in Labrador where there is no local access to appropriate food.

IODE Shop to Give is aptly named. You buy what you want and a business, Indigo Books and Music, makes a donation of 15% of the value of your purchase to IODE. You will receive 100% of the value of your purchase in Indigo eGift Cards. There are no transaction or service fees. This truly is a win-win partnership between IODE and Indigo.

### What do you need to do to participate?

You need a credit card and access to the IODE website.

### Here's how the program works

On the Welcome page of the IODE website [www.IODE.ca](http://www.IODE.ca) you click on the link to the IODE Shop to Give page and start shopping. The Indigo eGift Card you purchase has no time limit. You can purchase it now and help IODE Snack Pack when the money is needed and spend the eGift Card at any time for yourself, for gifts or even Christmas presents in December.

### Where can I use the Indigo eGift Card?

IODE Canada has created a fundraising campaign in partnership with Indigo Books and Music. This is Canada's largest book and specialty retailer with locations in all 10 provinces and one territory operating under the banner names of Indigo, Chapters, Coles and SmithBooks. The company also offers an award-winning online experience at [Indigo.ca](http://Indigo.ca). Their website is familiar to most Canadians and allows us to purchase from millions of book titles and a wonderful array of other items online, anytime we feel the urge to shop. Shop online - Shop in Indigo Retail Stores - Email an Indigo eGift Card or use the Indigo eGift Card to purchase traditional Indigo Gift Cards for chapter awards or personal gifts.

### Can I support other IODE programs?

If you would like to support *Share a Story... Bring a Book* at the National Annual Meeting, you can purchase an Indigo eGift Card, shop at any of the Indigo stores or online and have the books shipped to the National Office so that you don't have to carry them in your luggage. If your chapter is purchasing books or gift cards for end of year prizes or books for the Princess Charlotte project these too can be purchased using your Indigo eGift Card. Any money left over can be used at another time. Indigo eGift Cards do not expire.

**Thank you for participating in this new fundraising campaign and teaching IODE members how to get involved. Introduce Us to the Next Local Hero!**

[www.IODE.ca](http://www.IODE.ca)

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