

Community Concerns

Community Fundraising Made Easy

(NAPS)—Warm weather is here and that means youth sports teams, nonprofits, schools, church groups and other community causes are raising money for the season. Through the *Schwan's Cares*™ fundraising network, these groups have discovered a convenient way to earn funds.

How It Works

The *Schwan's Cares*™ fundraising program enables community members to support their favorite causes with a seamless, 100 percent online process. With the *Schwan's Cares*™ fundraising program, children or groups no longer have to handle cash, sell marked-up, generic products in parking lots or storefronts, or deliver or arrange for the pickup of products. In about 20 minutes, charitable groups can use *Schwan's Cares*™ to create a fundraising Web page and run their own campaigns entirely online.

Supporters can then visit the page to shop online, selecting from more than 350 of *Schwan's*® delicious, home-style frozen foods including USDA choice meats and Grade A vegetables, flash frozen at the peak of freshness. Campaign supporters will pay the same everyday price as all Schwan's Home Service customers, and the company's friendly and reliable team members will deliver the high-quality food orders directly to campaign supporters' homes. This means that fundraising groups do not have to worry about getting *Schwan's*® orders delivered—*Schwan's* Home Service handles fulfillment for all orders.

A typical campaign lasts about 45 days and fundraising groups get 20 to 40 percent of the proceeds from these online sales. In addition, they get 5 percent on purchases from their supporters for the rest of the year. The program has several prominent part-



Food for thought: By getting food delivered, you may help deliver needed funds to your school, team, church or other charity.

ners, including the National PTA, USA Hockey, the National Sports Center and the Minnesota Wild of the National Hockey League.

Parent and Teacher Approved

Thousands of groups have already participated, including Pine Grove Elementary's Parent Teacher Organization (PTO) in Pine Grove, Pa. "Pine Grove Elementary's PTO tries to do as much as it can to let the kids have fun," said PTO Vice President Justine Schach. "The *Schwan's Cares*™ platform makes it accessible for anybody to purchase and help out."

Other beneficiaries include the Laurel-Concord/Coleridge School Choirs from Laurel, Neb., raising money to perform for current and retired U.S. veterans, and the Hamline University football team from St. Paul, Minn., raising money to enhance its video equipment and editing systems.

Schwan's Cares™ is a subsidiary of Schwan's Home Service, which markets and distributes top-quality frozen foods through home delivery and mail order.

Learn More

To start a campaign, support a campaign or find further facts and figures, visit www.schwans-cares.com or call (855) 870-7208.