



Home & Community Support Services Grey-Bruce would like to invite local business owners to partner with us for our first fundraising and awareness campaign this June through August 2022.

The Kindness Makes Cents campaign will encourage Grey & Bruce residents to participate in acts of kindness in their community while raising awareness and funds to support our programs and services.

We recognize how very difficult the last two years have been for business owners. Thus, as an alternative to asking for sponsorship funds, we instead would like to help bring more attention and new customers to our local shops.

The Shop Local for Seniors piece of the Kindness Makes Cents campaign is one that will provide benefits for all involved.

YOUR CUSTOMERS WILL BENEFIT FROM:

- your great products/services
- supporting your local business with their purchases
- knowing a portion of their purchase supports local seniors

YOUR BUSINESS WILL BENEFIT FROM:

- a new audience for your business through the Kindness Makes Cents & Shop Local for Seniors promotional materials
- an opportunity to highlight how your business supports its community

HCSS GREY-BRUCE CLIENTS WILL BENEFIT FROM:

- the programs and services that support their independence and enhance quality of life for themselves and their families



TRANSPORTATION



WEEKEND
RESPIRE



HOUSEKEEPING



HOT & FROZEN
MEALS ON WHEELS

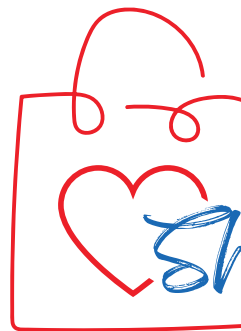


FRIENDLY
VISITING



ADULT
DAY AWAY

Here's how it works!



Shop Local
for seniors



Register as a participating business by contacting:

Rachel Taylor at rtaylor@hcssgreybruce.com or 519-372-2091 Ext. 2014. Need more information? We are happy to connect with you and discuss this opportunity further.



Choose the promotion you will be running, and when it will be running between the months of June to August.

Some examples include:

- Donate a set dollar amount or percentage for a specific item or category of items.
- Donate a percentage of all sales for a set day, week, or weekend.
- Collect tonnies at the till



Let your community and customers know that you are participating.

Spread the word on your website, social media channels and in store. We will provide you with a social media package and all the promotional materials you will need. We will also be promoting your promotion on our social channels and website.



Celebrate with your community!

Take photos of your staff and customers throughout your promotion and share the excitement on social media.

Be sure to share your photos with us and tag @hcssgreybruce



Submit your donation to us by mailing a cheque to:

Home & Community Support Services Grey-Bruce

Attention: Rachel Taylor

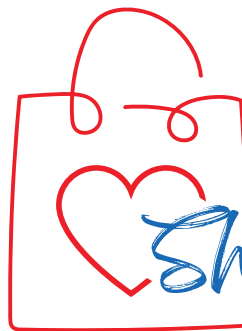
1350 16th Street East

Unit G12

Owen Sound, ON

N4K 6N7

Registration Form



for seniors

Business Name: _____

Contact Person: _____

Address: _____

Phone: _____

Email: _____

PROMOTION DETAILS

Description: _____

Start Date: _____

End Date: _____

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I understand that it is my responsibility to provide a high-quality digital graphic file to HCSS Grey-Bruce as soon as possible and no later than 2 week prior to the beginning of my promotion. Logo files should be high resolution JPG or PNG.

THANK YOU FOR YOUR GENEROUS SUPPORT OF YOUR COMMUNITY!