



# Scout Seeds Fundraiser

## Info & FAQ for Groups and Scouters

Scout Seeds 2025 | January 8 to March 14

**We are pleased to announce that Scout Seeds will return for its fourth year as a Scouts Canada National Fundraiser! This could not be done without the hard work and quality products from our partners at Make It Sow. We can't wait to see what adventures you dig into this year.**

### About Make It Sow

Make It Sow (MIS) is a Canadian, family-owned and operated business out of Ayr, Ontario. We have partnered with MIS for 4 years now to provide Groups with various seed kits that are sold in their communities. MIS specializes in traditional Canadian seed varieties that are non-invasive and non-GMO. From salsa kits to floral gardens, Make It Sow has seed plots for everyone.

Fun fact: Business owner, Don Gayford, is a proud former Scout!

Learn more and visit [their website](#).

### New for 2025

Have you joined the Fundraising Group on Workplace? We encourage the Fundraising Coordinators at the Group level to connect on Workplace for info, updates and collaboration.

[Click here](#) to apply to join. Once accepted, ask to [join Fundraising Coordination](#).

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## Getting Started

### Step One: Register.

Register [your Group here](#).

We ask that all groups or sections register themselves annually to ensure that we have proper group names, up to date banking information and correct contact information.

Once you have registered, you will receive a confirmation email within 2 business days. This means that your Group is now available to choose from at the [scoutseeds.ca](#) online checkout for customers to allocate donations to. This also means that you can access your Scout Seeds online sales Dashboard to track your progress. Access [your Dashboard here](#).

## Step Two: Explore Groups Resources in D.A.M.

### Scout Seeds 2025: [\*\*SCOUT SEEDS D.A.M. FOLDER\*\*](#)

We have added all the updated materials offered to Groups in the D.A.M. Brand Folder for easy access. Find things like:

- Brochures
- Order sheets
- Marketing materials
- FAQ pages

Please take the time to explore all assets. Some have editable features so you can update them to fit how you're conducting your fundraiser.

## Step Three: Decide how you want to sell.

As always, Groups can sell products through our national fundraisers using the method that works best for them. Here are three ideas—feel free to use one, many or even try something new!

**1. Show and Sell:** Place your order then sell in person. Using the Group Bulk Order form, place an order for a large quantity of seeds. Then show-and-sell (door-to-door, local bazaar, outside local shops, etc.) the product you have.

**Note:** This method has proven to have the best result but involves Groups paying for product upfront (potentially including shipping costs) and collecting profits later once product is sold.

**2. Take Orders:** Collect orders from individuals in your community. This can be through door-to-door, social media, outside local shops, etc. Once you have finished collecting orders, place one large Group Bulk Order ([\*\*Group Bulk Order Smart Sheet\*\*](#)) for your entire Group. Using this method means you collect funds used to pay for your Bulk Order before placing your Bulk Order.

**Note:** This method is the most common but also holds the most responsibility as Groups are responsible for distributing the Scout Seeds product to the individuals who placed orders in your community. Groups are responsible for any shipping costs when they place their Groups Bulk Order.

It is a good practice to provide customers with contact information so they may reach out to your Group if they need to follow up about their order.

**3. Online Sales:** Direct customers to [scoutseeds.ca](http://scoutseeds.ca) to complete their purchase. Customers are able to select the items they want, pay online and have their purchase shipped to their door. When completing the checkout process, the customer chooses what Group their donation is allocated to. For your Group to be available to choose from, you must [\*\*register for Scout Seeds 2025\*\*](#).

**Note:** This method is the easiest to manage but means that the customer is responsible for completed the ordering process and paying for shipping.

## Step Four: Campaign wrap up

The **final day** to place online orders and Group Bulk Orders is **March 14, 2025**. Scouts Canada will email reports of Group earnings through [\*\*Scoutseeds.ca\*\*](http://Scoutseeds.ca), including all sales activity and the youth whose sales are to be attributed to them. You will have 1 week to verify the statement details and report any issues before receiving your deposit.

## Pricing & Bulk Orders

There are two different prices for Scout Seeds product:

1.The Retail price 2.The Bulk Order price.

**Orders placed online have the Retail price** and are more expensive. This is because the Group portion is included in the price. The Group portion will be paid to allocated Groups at the end of the campaign by Scouts Canada. This is why it is important for us to have your up-to-date banking information.

**Note:** Need to update your banking info? Fill out [the attached form](#) (p.7) and follow the instructions to submit.

**With Bulk Orders prices**, Groups keep their portion and are only paying for the cost of the product. By placing a Group Bulk Order, you save your Group from waiting until the end of the campaign to receive your fundraised amounts and potentially save on shipping. The Group portion is 40% of the Retail price.

To earn 40% profit from the fundraiser, we suggest Groups sell products to customers no lower than the Retail price. To increase profits and help offset shipping costs, Groups are free to increase the price that they sell seeds to customers. Below is a chart which gives the Bulk Order price and Retail price for all products.

Product	Bulk Order Price	Retail Price
A. Pepper Garden Plot	\$6.00	\$10.00
B. Cut Flower Bouquet Plot	\$7.20	\$12.00
C. Perennial Garden Plot	\$7.20	\$12.00
D. Kid's Garden Plot	\$7.20	\$12.00
E. Butterfly & Bird Gardens	\$7.20	\$12.00
F. Garden Vegetable Plot	\$12.00	\$20.00
G. Chef's Herb Garden Plot	\$10.80	\$18.00
H. Gourmet Salad Plot	\$12.00	\$20.00
I. Fall Harvest Garden Plot	\$7.20	\$12.00
J. Strange & Fun Garden Plot	\$6.00	\$10.00
K. English Cottage Garden Plot	\$12.00	\$20.00
L. Salsa Garden Plot	\$7.20	\$22.00
M. Patio Garden Plot	\$7.20	\$12.00
N. Pet Grass Garden Plot	\$6.00	\$10.00

## Shipping

When ordering online through [scoutseeds.ca](#), shipping costs \$3.00 per plot. Keep in mind that each plot contains 5–10 seeds packets. Product is shipped through Canada Post.

When ordering through the Group Bulk Order form, shipping on orders over \$250 is free. Group Bulk orders that are under \$250 will be charged the standard \$3.00 per plot. Depending on package size, product is shipping through Canada Post or another available courier.

Place [your Group Bulk Order here](#).

## Online Sales Dashboard

Access [your online dashboard here](#).

After you have registered for Scout Seeds, the individual whose name and email are on the registration form will have access to the Group's sales Dashboard. This will allow you to track the ongoing online sales being allocated to your Group through [scoutseeds.ca](#). Customers purchasing through [scoutseeds.ca](#) will be able to choose a Scout Group from the dropdown list and type in the name of the Scouting youth to be recognized with the purchase.

**Note:** If you do not register for Scout Seeds, your Group will not be available to be chosen in the dropdown menu at the online checkout. Find [our registration page here](#).

## Share your Fundraiser

Create a link to allow customers to purchase Scout Seeds online! Select your Group, copy the link and paste it. Customers will then have your Group name automatically chosen for them at the checkout page when they complete their purchase. Create [your sharable link here!](#)

# FAQ for Groups

## When is the Scout Seeds 2025 fundraising campaign?

Scout Seeds starts on January 8 and ends on March 14, 2025.

## What products do you have available?

Find all [our garden plots online here](#).

We also have a printable brochure available [here](#).

## How do I purchase Scout Seeds?

Groups and youth are encouraged to place a Group Bulk Order from combining all collected orders. Orders totalling over \$250 will receive free shipping. Find the Group Bulk Order form [here](#). Customers can purchase Scout Seeds online at [Scoutseeds.ca](#). Customers can also find their local Scout Group and purchase in-person through a Scouter.

## What payment methods are accepted?

You can pay online using Visa, Mastercard, Visa Debit, Mastercard Debit, Apple Pay, Google Pay and PayPal. You can also mail a physical cheque.

## Where do I send my cheque?

All cheque payments must be sent to Scouts Canada's national head office (please include your contact, Group/Section and order number). Before mailing the physical cheque, please email a picture to [seeds@scouts.ca](mailto:seeds@scouts.ca).

Attn: Scout Seeds—Revenue Development  
1345 Baseline Rd  
Ottawa, ON K2C 0A7

## What is a Bulk Order?

A Bulk Order is a large order placed by a Scouter on behalf of the entire Group. This can be done at any point throughout the campaign. Placing a Bulk Order lets Groups keep their fundraising portion of the sale and are only paying for the cost of the product. This saves your Group from waiting until the end of the campaign to receive your fundraised amounts. The Group portion is 40% of the Retail price. Bulk Orders over \$250 will receive free shipping.

Bulk Orders must be placed through the Group Bulk Order form found [here](#).

## Why is the price of seeds different online compared to when I place my Group Bulk Order?

Online orders are more expensive because the Group portion is included in the price. The Group portion is 40% of the retail

price and will be paid to allocated Groups at the end of the campaign by Scouts Canada.

With Bulk Order prices, Groups keep their portion (the 40%) and are only paying for the cost of the product. This saves your Group from waiting until the end of the campaign to receive your fundraised amounts.

## What are the profits for Groups on Bulk Orders?

The profits from a Group Bulk Order are determined by the price that the Groups sells the seeds for. It is recommended that Groups stick to the Retail Price to earn a 40% profit from the fundraiser.

## What percentage of the revenue goes to my Group and to Scouts Canada when Customer orders seeds through Scoutseeds.ca?

40% of product sales goes directly to Groups.

The remaining 60% covers the cost of the product.

## How does my Group receive donations from online sales?

You first need to register for the Scout Seeds 2025 campaign. Register your Group [here](#).

Once you have registered, your Group name will appear in the dropdown menu at the checkout. Customers will be able to select which Group they would like their donation to go to from their Scout Seeds purchase. There is also an option for them to type in the name of the youth they would like to attribute the sale to.

## My customer made a mistake and did not allocate the sale to the correct Group or youth, now what?

This is an easy fix! Please have the customer email [seeds@scouts.ca](mailto:seeds@scouts.ca) with their Order Number, Name of Group and Name of youth that they want the order credited to.

## Can customers receive a tax receipt for making a charitable donation?

Tax receipts are issued at the end of the campaign to customers who make a NOLB donation of \$20.00 or more. Receipts will be sent by regular mail.

When collecting orders in person, if a customer makes a NOLB donation over \$20 and would like a tax receipt, you must collect the following information from them: (1) Customer name, (2) Customer address, (3) Customer phone number, (4) Customer email address and (5) Amount donated. Please note of the payment method. If an electronic method was used, then you must also make note of the transaction

number. Without this information a tax receipt cannot be issued. Please email a list of eligible customers with the above information to [seeds@scouts.ca](mailto:seeds@scouts.ca) once you have finished collecting orders.

When shopping online, Scouts Canada has all the necessary information from the checkout process to issue the customer a receipt.

#### **Can I view my Group's allocated online sales?**

Yes, in your online Dashboard.

Access [your online dashboard here](#).

After you have registered for Scout Seeds, the individual whose name and email are on the registration form will have access to the Group's sales Dashboard. Note: If you do not register for Scout Seeds, your Group will not be available to be chosen in the dropdown menu at the online checkout.

Find our registration page [here](#).

#### **What is expected shipping time?**

Orders will be fulfilled and shipped within 2–3 days. Expected delivery times are between 1–2 weeks, depending on delivery location. Please allow for slightly longer fulfillment times near the end of the campaign.

#### **How does my group receive our funds from online retail sales?**

Groups will be paid out by Scouts Canada via direct deposit within 60 days of the end of the campaign.

Note: Need to update your banking info? Fill out [the attached form](#) (p.7) and follow the instructions to submit.

#### **What are your shipping rates?**

When ordering online through [scoutseeds.ca](http://scoutseeds.ca), shipping costs \$3.00 per plot. Keep in mind that each plot contains 5–10 seeds packets.

When ordering throughout Group Bulk Order form, shipping on orders over \$250 is free. Group Bulk orders that are under \$250 will be charged the standard \$3.00 per plot.

#### **Is there a 2025 Scout Seeds crest available?**

Of course! Seeds Crests are available for purchase in the Scout Shop this year. You must place your order separately from your Group Bulk Order and online order. Crests cost \$1.69 + tax + shipping. [Here is the link](#).

#### **Who is the supplier this year?**

Make It Sow is a Canadian, family-owned and operated business out of Ayr, ON. We have partnered with MIS for over

3 years now. The owner, Don Gayford, is a proud former Scout! Learn more through [their website](#).

#### **How long will the seeds last?**

If stored properly, in a cool dark place, the seeds can last up to 2 years.

#### **Do any seeds contain or have any GMO content?**

Make It Sow does not handle or supply any GMO seeds.

#### **Are the seeds good to grow in all regions of Canada?**

Yes. The seeds are very traditional Canadian established seed varieties. Some seeds may require a longer growing time and indoor germinating (with greenhouse kits or peat pots) if planted in colder areas (for example this applies to tomatoes and peppers). A [Heat Zone Map of Canada](#) will help guide you. Here is a [guide to seed planting](#) for your specific area.

#### **How does the Scout Seeds campaign integrate into the sustainable development goals (SDGs?)**

Please visit UNESCO's site and Scout Canada's Scouts for Sustainability program [here](#) for more information. We also have a Scout Seeds Trail Card to help you learn about how you can make a positive impact on your environment by starting your own vertical garden at home!

#### **I still have more questions, what now?**

Please send all further questions to [seeds@scouts.ca](mailto:seeds@scouts.ca).

## **FAQ for Customers**

**To help you answer common customer questions that may come up while you're fundraising.**

#### **When can I order?**

Scout Seeds runs from **January 8 until March 14**. Orders can be placed online during this time.

Local Groups may choose to run their fundraiser across different dates. Please check with your local Group if you plan to purchase seeds in person.

#### **How do I purchase seeds?**

You can purchase Scout Seeds online at [\*\*Scoutseeds.ca\*\*](http://Scoutseeds.ca).

Customers can also find their local Scout Group and purchase in-person through a Scouter.

**What payment methods are accepted online?**

Visa, Mastercard, Visa Debit, Mastercard Debit, Apple Pay, Google Pay and Pay Pal.

**What products do you have available?**

Find all [our garden plots online here](#).

**Where do you ship?**

Shipping is limited within Canada.

**What is the expected shipping time?**

Orders will be fulfilled and shipped within 2–3 days. Expected delivery times are between 1–2 weeks, depending on delivery location. Please allow for slightly longer fulfillment times near the end of the campaign.

**What are your shipping rates?**

When ordering online through [scoutseeds.ca](#), shipping cost \$3.00 per plot. Keep in mind that each plot contains 5–10 seeds packets.

**What percentage of the revenue goes Scout Group when I order through Scoutseeds.ca?**

40% of product sales goes directly to Groups.

**How do I allocate my online order to a Scout Group?**

At checkout, customers can select their preferred Group from a drop-down menu.

**How do I allocate my online order to a specific youth?**

At checkout, customers can type the name of the youth they wish to credit their order.

**Can I donate to Scouts Canada as a whole?**

Yes. Please select “Support Scouts Canada” at checkout.

**Am I able to receive a tax receipt for making a charitable donation?**

Tax receipts are issued at the end of the campaign to customers who make a NOLB donation of \$20.00 or more. Receipts will be sent by regular mail.

When shopping online, Scouts Canada has all the necessary information from your checkout process to issue you a receipt.

When shopping in person, you must provide the Scout or Group taking your order with your (1) Name, (2) Complete address, (3) Phone number and (4) Email address. Scouts Canada will send your receipt by regular mail at the end of the campaign.

**I made a mistake and did not allocate the sale to the correct Group or youth, now what?**

This is an easy fix! Please email [seeds@scouts.ca](mailto:seeds@scouts.ca) with your Order Number, Name of Group and Name of youth you would like the order credited to.

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**I still have more questions, what now?**

Please send all further questions to [seeds@scouts.ca](mailto:seeds@scouts.ca).



# SCOUTS CANADA

## GROUP FINANCIAL INFORMATION

### REQUEST FORM

Please fill out the below information and return the completed form along with the group's void cheque (which can also be scanned) to [vendorcontrol@scouts.ca](mailto:vendorcontrol@scouts.ca).

**Please submit the form and void cheque.**

#### GROUP INFORMATION

Group Name: \_\_\_\_\_ Council: \_\_\_\_\_

Please provide the contact information for the person who manages the Group's bank account.

Group Contact: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Email: \_\_\_\_\_

#### BANK INFORMATION FOR DIRECT DEPOSIT

Name of Account Holder (As it appears on the bank statement/cheques): \_\_\_\_\_

Bank Name: \_\_\_\_\_ Branch Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Transit #: \_\_\_\_\_ Institution #: \_\_\_\_\_ Account #: \_\_\_\_\_

*Please also provide a copy of a void cheque with this form.*

X

Signature of Signing Officer No. 1

Please Print Name

Date

X

Signature of Signing Officer No. 2

Please Print Name

Date

