



Easter Seals NL

PAPER EGG #UNSTOPPABLE CAMPAIGN

MISSION & VISION

Our mission is to engage, inspire, and maximize opportunities for people with disabilities of all ages by providing meaningful programs and services. Our vision is for a community where all people with disabilities live full, healthy, and active lives.

To date, we have over 20 programs that help those with disabilities, ranging from physical activities and summer camp, to music and art, to employment programs that are available across the province. These programs successfully assist those with disabilities in achieving new heights year after year. This includes everything from increased physical ability and self-esteem, to securing meaningful employment.

As a part of our fundraising efforts to continue to provide and expand these programs and services throughout Newfoundland and Labrador, we are looking for community partners to be involved with our 2021 Paper Egg #UNSTOPPABLE campaign.

OUR PAPER EGG #UNSTOPPABLE CAMPAIGN

The annual Paper Egg Campaign is ESNL's signature national fundraising and awareness initiative. During the month of March, our community partners are asked to encourage their customers to purchase colourful Easter Seals Paper Eggs at checkout. Typically, the recommended donation amount is \$2.00; however, customers can donate whatever they can towards the campaign. Customers are asked to sign their name on the eggs which are then proudly displayed on store windows and walls. The accumulating Paper Eggs offer an effective public display of your community involvement and support.

This year, we have made accommodations to the campaign to allow for safe, contactless transactions. Stores have the option to not use the physical eggs and simply ask customers if they would like to donate. We will then provide a thermometer poster to the store for employees to fill in as they raise the funds!

This year's campaign is scheduled to run nationally in the month of March.

Any funds raised through this campaign stay in the province, and allow Easter Seals NL to deliver a variety of transformative and life-changing programs and services for persons with disabilities of all ages living in Newfoundland and Labrador.

If you would like more information on the national campaign, please visit: www.paperegg.ca



FOR FURTHER INFORMATION PLEASE CONTACT:

FUND DEVELOPMENT DEPARTMENT

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