CookieGRAMs - 2021

This has been an incredible 12 months!!

From the youngest Spark to the most young at heart Guider, our members have risen to the challenge of our times! So many things are different, yet so many things are very much the same. Outdoors and crafts, promises and program, and nobody could forget cookies cookies cookies!!!

In typical Girl Guide fashion, we have found another way to Share and Lend a Hand…

Girl Guide Cookie Grams

Beginning this week, once we have contacts for distribution worked out, SVI Area GGC will use a Facebook event to invite the public to gift Girl Guide Chocolatey Mint cookies to Health Care Workers (HCW) in Hospitals and Urgent Primary Care Centers to thank them for their ongoing work associated with the pandemic. Purchase of cookies to send as gifts will be done by e-transfer to [svigirlguides@shaw.ca](mailto:svigirlguides@shaw.ca).

**Step 1:**

Help gain traction ‘on air’ or ‘in print.’ Do you have a close contact who is in the media that would be willing to help us reach out? If yes, please send information to [peninsulashores@gmail.com](mailto:peninsulashores@gmail.com) or tag the media outlet in Facebook ( **Say Thanks to Health Care Workers with Girl Guide 'cookie grams' )**. Our Cookie Gram Team will connect with media contacts as required.

**Step 2:**

Volunteer to have members of your unit create Thank You Posters and Notes. Pictures of youth and adult members holding posters and/or cookies can be sent to [peninsulashores@gmail.com](mailto:peninsulashores@gmail.com). These will be shared on social media, so please ensure that permissions are granted and image release is checked. Notes to be included in cookie gram deliveries can be mailed or dropped off to

SVI Area, 661 Linnet Lane, Victoria, BC V9E 2B1 or

2683A Selwyn Road, Victoria, BC, V9B 3L2.

\*\*\*a photo is needed for the FB event which will be live in the next few days. I need help with this, please send one asap if you could make one! :o)

**Step 3:**

Share the plan far and wide! Invite family, friends, and associates to our Facebook event! You could create your own social media post with the following info as a guideline for your post (please avoid the word donation!):

Thank you Health Care Workers for all that you do! (could be accompanied with a photo of yourself/your girls in uniform with a sign saying ‘Thank you Health Care Workers).

As a thank you to Health Care Workers in the Greater Victoria area, Southern Vancouver Island Area Girl Guides (Girl Guides of Canada) will send a ‘cookie gram’ in the form of chocolate mint cookies on your behalf! To send your gift, please e-transfer your chosen amount of money to [svigirlguides@shaw.ca](mailto:svigirlguides@shaw.ca). For every $5 sent, one box of cookies will be gifted on your behalf. Girl Guide cookies are used for fundraising to support Girl Guide activities and programming.

**Step 4:**

Your Cookie Gram Team will deliver our great big Thank You Cookie Grams to our Health Care Personnel.

**FAQs**

Q: Who is a Health Care Worker (HCW)

A: A HCW for the purposes of this campaign is any staff member of the 3 Hospitals and 3 Urgent Primary Care facilities in Greater Victoria

Q: Which Hospitals/facilities are being included?

A: Victoria General Hospital, Royal Jubilee Hospital, Saanich Peninsula Hospital, James Bay Urgent Primary Care, North Quadra Urgent and Primary Care, and Westshore Urgent Primary Care.

Q: Will Immunization Clinic staff be included?

A: While many health care workers are currently working in Immunization Clinics, we are concentrating our efforts at this time on the facilities supporting those with active cases of Covid 19.

Q: Where will the cookie funds go?

A: Funds realized will be attributed to the Units/ Districts/Area they were supplied by, to support Girl activities and program.

Q: Are these ‘old cookies’?

A: All cookies are within their ‘best before’ date.

Q: What happens if there is more money sent than cookies available.

A: The intention is that the campaign will only last until all available cookies are sold, which is why we are using a FB event as the technique to get the word out. The event will be removed as soon as possible once this point is reached. In the event more funds are realized than cookies are available, cookies will be sought to fill those orders.