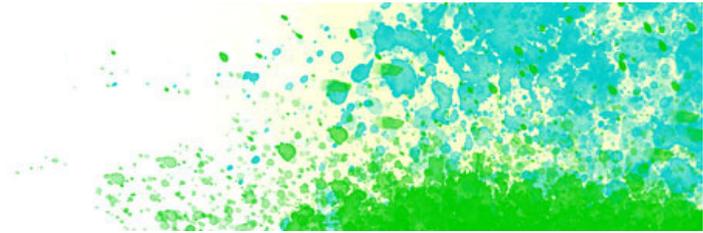




Charity Partner Newsletter - November 2013 -



Hello Richelle

Now that Halloween is over, the countdown to the holiday season is on, and we're only 7 weeks away from Christmas! A record year for online shopping is predicted for Canada, as Google forecasts **42% of Canadians will do holiday shopping online this year**. And, as reported by the **Toronto Sun**, holiday shoppers are expected to spend 2-3.5% more this holiday season and more are moving towards online shopping.

This is great news for you because the more online shopping your supporters do via ShopandShare.ca, the more automatic donations you'll receive! And to help boost your donation numbers this holiday season, starting in November, we'll be sending out **weekly** 'Shop and Share and SAVE' newsletters to remind your supports of all the great savings online.

Here's what you'll find in this month's newsletter:

- New Retail Partners - **We've officially hit 200** and are still growing!
- Featured Non-Profit for November
- National Awareness Days

And as always, we're here to help with whatever you need, so please contact us at **1-888-466-2499** or **support@shopandshare.ca** if you have any questions, comments or feedback. You and your supporters can also keep in touch with us on **[Twitter](#)**, **[Facebook](#)** and **[Pinterest](#)**.



New Retail Partners

We're very excited to announce that we've hit **200 Retail Partners**, with even more on the way! Recently, we added these great retailers to our list of partners:

- [Under Armour](#) (4% donation amount)
- [Keurig](#) (5%)
- [Nygard](#) (3%)
- [French Connection](#) (2.5%)
- [Naartjie Kids](#) (2.5%)
- [Lonely Planet](#) (7.5%)
- [Wool Overs](#) (1.5%)
- [Canadian Cartel](#) (4%)
- [La Vie En Rose](#) (4%)
- [iNet Video](#) (2.5%)
- [Jag Jeans](#) (4%)
- [Grafic](#) (3%)
- [AutoPartsWay](#) (2.5%)

- [Trend Trunk](#) (2.5%) -- and be sure to check out Trend Trunk on **Dragon's Den** this Wednesday, November 6th!



Featured Non-Profit

[Crime Stoppers Association of Edmonton and Northern Alberta](#) - Crime Stoppers is a charitable not-for-profit organization that provides an anonymous phone line and cash rewards, for individuals who report tips regarding crimes. The program is administered in Edmonton and the province, from Hobema north. This is particularly fitting for the month of November, which is *National Safety and Crime Prevention Month*.

Could your organization benefit from extra exposure and donations? Silly question - of course it could! Let us know what makes your non-profit special, and why you should be our next Charity of the Month. And be sure to have your supporters brag about all the great work you're doing on our social media pages too. We'd love to hear about all the great work you're doing!



November: National Awareness Days

November is a very busy month for awareness days, so it's a great opportunity to jump onto the buzz about some causes that may be in line with your non-profit's message. Promoting these days is a great way to remind your supporters about what you do and why you do it.

Month-long:

Crohn's and Colitis Awareness Month
Diabetes Month
Lung Cancer Awareness Month
Movember (Men's Health)
National Community Safety and Crime Prevention Month
Osteoporosis Month
Pancreatic Cancer Awareness Month
World Equality Month

Week-long:

First week: Down Syndrome Awareness Week
First Week: Pain Awareness Week
First Week: Veterans Week
Second Week: Addiction Awareness Week
Second Week: Seniors' Safety Week
Third Week: Bullying Awareness Week

Days:

November 14: World Diabetes Day
November 15: Philanthropy Day

20: International Children's Day
25: Elimination of Violence Against Women Day

Know of an awareness day we missed? Let us know about it on Twitter: **@ShopandShare**.



ShopandShare.ca / 3801 - 16 Street SE / Calgary, Alberta T2G 4W5
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