

WELCOME

Dear School Champion,

The data gathered from this survey will contribute to the expansion and improvement of the Fresh from the Farm program in 2019. It should take about 5-10 minutes to complete. The Fresh from the Farm Advisory Committee appreciates your feedback and values the integrity of the information submitted.

YOUR SCHOOL'S FRESH FROM THE FARM EXPERIENCE

1. How would you compare the total funds raised from the Fresh from the Farm fundraiser to other fundraising campaigns that your school has participated in?

- More funds raised than other fundraising campaigns
- Similar amount of funds raised as compared to other fundraising campaigns
- Less funds raised as compared to other fundraising campaigns

2. How satisfied are you with the funds raised from the Fresh from the Farm fundraising campaign?

- More satisfied than other fundraising campaigns
- Comparable to other fundraising campaigns
- Less satisfied as compared to other fundraising campaigns

3. What motivated your school to participate in Fresh from the Farm? Please check ALL that apply. It was an opportunity to:

- | | |
|--|---|
| <input type="checkbox"/> support Ontario farmers and the local economy. | <input type="checkbox"/> provide additional learning activities related to healthy eating, food, and agriculture. |
| <input type="checkbox"/> raise funds selling healthy food while supporting a healthy school environment. | <input type="checkbox"/> provide funds for our school nutrition program. |
| <input type="checkbox"/> support healthy eating options for Ontario students and their families. | <input type="checkbox"/> donate produce to local food initiatives, (e.g., food bank). |

Please elaborate.

4. What is your role within your school's community?

- School Principal/Vice Principal
- Parent Council Member
- Teacher
- Other, please specify.

5. Which students at your school were eligible to participate in the Fresh from the Farm campaign?

- All students
- Students in certain grades
- Students in certain groups, (e.g., band, sports team)

6. Approximately how many students participated in the Fresh from the Farm campaign this year?

7. What is the best time of year to receive Fresh from the Farm program information and advance enrolment to be made available?

- Spring (April-June)
- Summer/Fall (August-October)

8. What is the best time to deliver Fresh from the Farm during the school year?

- Fall (September-November)
- Spring (March-May)
- Both

LOGISTICS

9. How did the logistics of running the Fresh from the Farm fundraiser compare with other school fundraisers? Please provide suggestions for improvement.

- Less difficult to run than other school fundraisers More difficult than other fundraisers
- Similar to other school fundraisers

Suggestions

10. Did the Fresh from the Farm website www.freshfromfarm.ca provide sufficient information for you to plan and organize your campaign? If you chose 'No', please elaborate.

- Yes No

If 'No', please elaborate.

11. A Fresh from the Farm toolkit (student order forms and brochures) was mailed upon request. Please check ALL that apply and provide suggestions for improvement and additional promotional resources.

- The quantity of 100/150 student order forms/brochures (Kit A) met our needs. The quantity of 200/300 student order forms/brochures (Kit B) did not meet our needs. Please elaborate.
- The quantity of 100/150 student order forms/brochures (Kit A) did not meet our needs. Please elaborate. Our distribution process included providing hard copies to students, as well, digital resources (on-line student order forms/brochures).
- The quantity of 200/300 student order forms/brochures (Kit B) met our needs. We used only digital resources (on-line student order forms/brochures).

Suggestions

DELIVERY, SORTING AND BUNDLING

12. Regarding your delivery date, were you notified in a timely manner, providing sufficient time to advise your customers and organize the distribution process? If you chose 'No', please elaborate.

Yes

No

If 'No', please elaborate.

13. Regarding the delivery of produce, please check ALL that apply.

The delivery and receiving activities at the school went smoothly.

The order was accurate in quantity.

There were errors in our order, however they were addressed quickly and resolved to our satisfaction.

14. If there were unresolved errors in your order, please provide comments and your contact information.

QUALITY & VALUE OF PURCHASE

15. Were you satisfied with the quality and value of the Ontario produce received through Fresh from the Farm?

Yes

No

If you chose 'No', please elaborate.

DISTRIBUTION OF BUNDLES

16. Regarding the distribution process, please check ALL that apply and provide any additional comments regarding the distribution process.

- Distribution of the bundles at the school went smoothly. The Fresh from the Farm bags that were provided were satisfactory and met our needs.
- All bundles were picked up at the school.

Comments

17. Please indicate the number of hours the distribution process took, (i.e., sorting and bundling into Fresh from the Farm bags).

18. How were your customers advised of the pickup day and time?

- School newsletter Other
- School website

Comments

VOLUNTEERS AND RECRUITMENT

19. Please provide information related to the volunteer recruitment process. Please check ALL that apply.

- | | |
|--|--|
| <input type="checkbox"/> Our volunteers included students. | <input type="checkbox"/> We recruited 1-5 volunteers. |
| <input type="checkbox"/> Our volunteers included parents/parent council members. | <input type="checkbox"/> We recruited 6-10 volunteers. |
| <input type="checkbox"/> Our volunteers included staff members. | <input type="checkbox"/> We recruited over 10 volunteers. |
| <input type="checkbox"/> We had no problems recruiting volunteers. | <input type="checkbox"/> Our student volunteers gained valuable volunteer hours. |

PROGRAM AWARENESS AND PROMOTION

20. How did you hear about Fresh from the Farm? Please check ALL that apply.

- | | |
|---|--|
| <input type="checkbox"/> School Board/Principal | <input type="checkbox"/> Social Media (e.g., Facebook/Twitter) |
| <input type="checkbox"/> Radio Interview | <input type="checkbox"/> School Nutrition Program |
| <input type="checkbox"/> Local Newspaper | <input type="checkbox"/> Participated in previous years |
| <input type="checkbox"/> Public Health Unit | |
| <input type="checkbox"/> Other; please specify. | |

21. How did you promote Fresh from the Farm to the school community?

- | | |
|---|--|
| <input type="checkbox"/> Social media | <input type="checkbox"/> School newsletter |
| <input type="checkbox"/> Other; please specify. | |

22. How would you suggest that 2019 program information reaches next year's School Champion? Please check ALL that apply.

- | | |
|---|--|
| <input type="checkbox"/> Contact School Principal | <input type="checkbox"/> Contact Fundraising Chair |
| <input type="checkbox"/> Other; please specify. | |

OTHER

23. Are you aware if your school used the Fresh from the Farm fundraising campaign as an opportunity to link school or classroom educational activities with healthy eating, local food and agricultural literacy?

Yes

No

Please elaborate.

24. Based on feedback received from your school community, what changes would you recommend for future Fresh from the Farm fundraising campaigns? Please check ALL that apply and elaborate.

Offer additional bundle combinations. Please provide examples below.

Offer other produce options, such as, beets, parsnips or squash.

Please elaborate.

25. Do you anticipate your school participating in Fresh from the Farm next year? If you chose 'No', please elaborate:

Yes

No

If you chose 'No', please elaborate.

26. Did your school purchase additional bundles as a donation to the school nutrition program or other local programs, (e.g., food bank)?

Yes

No

Please elaborate.

27. In the future, would you consider purchasing additional bundles as a donation to the school nutrition program or other local program, (e.g. food bank)?

Yes

No

Please elaborate.

28. RECOMMENDATIONS FOR PROGRAM ENHANCEMENT

Please provide additional comments and suggestions regarding the Fresh from the Farm fundraiser that may assist in improving any element of the program based on your experience, or feedback received from the broader school community (parents, students, teachers, staff).