



## SCOUTS CANADA

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TO: Council Commissioners  
Council Executive Directors  
Council Field Executives  
Community Development Workers

FROM: Rob Stewart, Executive Commissioner & CEO

DATE: September 17, 2004

RE: Hot Chocolate

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Dear Scouters,

As you know, Scout Hot Chocolate was introduced in 2003 as a new official Scouts Canada fundraiser. It was established to replace revenues that various levels of the organization once derived from the sale of calendars.

The Scout Hot Chocolate program has received mixed response over the past two selling seasons. Feedback suggests that some groups have embraced this as a welcome avenue through which to raise much needed dollars, while many have felt that it was an ill timed, poorly implemented initiative.

I have been hearing from a significant number of Scouters, both directly and indirectly, that Scout Hot Chocolate is not something that they want to be involved with. As a result, we acknowledge that there is limited opportunity for a long-term profitable Hot Chocolate campaign. As such, immediately following this year's upcoming Scout Hot Chocolate sale, Scouts Canada will no longer run this fundraiser.

Due to low sales levels of Scout Hot Chocolate, we have determined that the upcoming sale will be comprised of last year's stock only, with no new stock being ordered. Please note that this stock's shelf life extends past our sale period to July 2005. As an organization, we will need to work together with groups across the country to help make our final Hot Chocolate sale as profitable as possible by eliminating all outstanding inventory.

We've heard loud and clear that our volunteers are over-extended in terms of fundraisers. As we go forward, Scouts Canada will focus on one major official fundraiser: Scout Popcorn. This campaign will be fully supported and resourced in order to allow Scouting groups the opportunity to make this their one and only fundraiser each year.

Our focus for Scoutrees will continue to be one of environmental appreciation and community development in order to support the Canadian Scout Brotherhood Fund.

I would ask that you pass on this information to Area Commissioners and Section Scouters so that we can all work as a team to sell off the remaining Scout Hot Chocolate inventory and move forward to a more focused, prosperous fundraising arrangement. Thank you for your support.

Yours in Scouting,

A handwritten signature in black ink, appearing to read "Rob Stewart". The signature is written in a cursive, flowing style.

Rob Stewart  
Executive Commissioner and CEO

cc: Operations Advisory Committee  
Board of Governors