

# The TrustedPros Fundraising Program

*The only way your school can raise 5K without spending a dime*

Bake sales, pizza lunches, merchandise sales.

What do these all have in common? **They all ask your students' families to support enhanced educational programs at school.**

But **times are tough**, and some families can't support your school as much as they would like to.

That's why TrustedPros has come up with a fundraising program that **includes every family** in your school's fundraising activities. We're here to support your school's amazing enhanced education programs too.

## WHAT'S HAPPENING?

Canada's leading contractor review platform is offering your school a fundraising opportunity that can **help your school can raise up to \$5,000. And TrustedPros will contribute all of it.**

## HOW IT WORKS

1. Participants submit reviews for contractors (for plumbers, electricians, landscapers, builders, etc.) whom they have hired in Canada in the last 5 years to your school's campaign page.
2. **TrustedPros will send \$5 to your school** for every validated submission that follows our [Review Guidelines](#).
3. Share this page with your students' families. They can share this page with friends and family across Canada.  
*Anyone in the country can help your school raise money!*
4. *Voila!* TrustedPros will send **all** funds raised to your school at the end of your campaign!

## WHY IT'S AMAZING!

- ✓ TrustedPros contributes all funds raised to your school. Your school can raise up to **5K** through our program!
- ✓ No sales or donations from participants necessary.
- ✓ No entry, exit, or subscription fees. This program is **completely free** to participate in.
- ✓ Pick a timeline that works for your school.
- ✓ Practically every family has hired a contractor in the past 5 years, and this can help your school raise money.
- ✓ To help you get started, TrustedPros will open the fundraiser with a \$500 donation.

## ABOUT TRUSTEDPROS

TrustedPros began in 2004 with a mission to change the home improvement and contracting industry. Normally, homeowners hire contractors based on directory ads, or vague word of mouth. The issue is that it's difficult to tell who you're hiring when you don't have any knowledge of their work and performance history. TrustedPros is on a mission to provide homeowners with clear information about contractor work and performance history.

We're helping homeowners hire contractors through an objective credibility system that Canadians can trust.

TrustedPros is a peer-review platform for the home improvement industry. Businesses have profiles filled with valuable, true, transparent information—positive or negative—provided by their past clients.

### TRUSTEDPROS HAS TWO GOALS:

1. Enable homeowners. An ever-growing home improvement industry requires an informed consumer. Homeowners must be able to make educated choices based on real information such as a contractor's TrustScore, experience, quality, and skill.
2. Award exceptional contractors based on merit. It's easy to see who is good at what they do on TrustedPros.ca! We display all client wins and losses, and we never hide information. The best companies will rise to the top in the TrustedPros system, naturally.

You can find the best professional in your area with TrustedPros for free. You can also post your job for free, and watch as local professionals come to you with quotes for your project.

The days of risk-taking are over. We help homeowners know what they are paying for.



## SO, HOW DOES IT WORK?

TrustedPros has designed a unique webpage for your school. View it here:

<https://trustedpros.ca/support/balaclava>

1. Share this page with students' families. Encourage them to share the page with anyone they choose.
2. Individuals use this page to submit reviews for any contractor they have hired in the past 5 years in Canada.
3. Each submission to your school's page will earn your school a \$5 donation from TrustedPros. Reviews must follow our [Review Guidelines](#) to qualify for donations.
4. You school can run your fundraising program for as long as need be in order to reach your fundraising goal
5. TrustedPros will send you the amount of money your school has raised at the end of your campaign!

## BONUS DONATIONS

TrustedPros wants to help your school raise as much money as possible!

To help you get started, TrustedPros will open the fundraiser with a \$500 donation. \*

\*Donation will be provided once your school has a made a complete effort to promote the fundraiser (i.e. ensure all material promoting the fundraiser has been distributed to all participants)



## FAQ'S

### *Do fundraiser participants need to make any donations, buy any products, or pay to use the TrustedPros website?*

- Participants don't need to contribute any money whatsoever to help your school raise money. TrustedPros.ca will always be a free service for homeowners to use!

### *Are there any processing fees that TrustedPros deducts off of the program?*

- There are no processing fees or operating charges that participants need to worry about. No money is deducted from the funds raised for any participating school.

### *Why is TrustedPros fundraising the best platform for my school?*

- Unlike other crowdfunding opportunities, TrustedPros does not turn a profit from processing fees participants, nor does TrustedPros charge any processing fees to make a profit off of your campaign. It is the best way for your school to raise money because it doesn't place an economic burden on families who want to improve their child's educational experience

### *Is there set a deadline for the campaign?*

- No. Your fundraising committee can set the deadline for your school. The campaign can run as long as need be in order to reach the donation limit. TrustedPros will cap campaign when you reach our donation limit of \$5,000.00.

### *Are participants limited to a certain number of review submissions?*

- No. One can submit as many reviews as they like, so long as they submit one review per contractor, per household. For example, Mom and Dad can't both submit a review for the same contractor that they hired to renovate their kitchen. Every review submitted must follow our Review Guidelines to earn TrustedPros donations!



***How does our school collect funds?***

- A participant must submit a review through your school's unique webpage. These reviews must follow the TrustedPros Review Guidelines. Next, the participant will receive a confirmation email that they must verify. Once the review is confirmed by the author, it is placed in queue for our Validation Team to examine. Approved reviews will earn your school a \$5 donation. The validation process can take between 2-5 business days to complete.

***We have a small student enrollment. Will we be able to raise enough money for our cause?***

- Absolutely! You can reach out to *anyone* you know to submit a review, *anywhere* in Canada! You can submit as many reviews as you have had contractors work for you—roofers, electricians, landscapers, builders... The sky is the limit!

***I've never used TrustedPros to hire a contractor before, can I still write them a review?***

- Absolutely. You can write a contractor review for any contractor whom you've hired in Canada! Even if you found them elsewhere.

***What if I had a negative experience with my last contractor? Is it ok to post about it on TrustedPros.ca?***

- It is extremely important that you post this review on TrustedPros.ca! The homeowner community needs to be aware of disreputable contractors so that they can avoid them, and support the most skilled professionals in their area.  
Constructive feedback will also help contractors improve their service.



TRUSTEDPROS

## TrustedPros Announces Fundraising Initiative for Schools, Sports Teams and Non-Profits

In keeping with its tradition of giving back to the community, Canada's leading home improvement website TrustedPros has announced a unique fundraising initiative for schools, sports clubs, and non-profit organizations.

The LIFE, or Local Initiatives to Fundraise for Everybody Program, helps interested parties raise the funds they need without asking for donations from participants. It takes advantage of a crowdfunding model, but is funded through donations made by TrustedPros. The company will provide groups with money in return for review submissions from participants, which are collected on the TrustedPros website.

When an individual, school, team or non-profit signs up for the program, they will be assigned a dedicated page on TrustedPros.ca. They can share this page with their friends, family members, colleagues, and social connections to participate in the fundraiser. Participants submit reviews to this page for the services of any home improvement contractor that they've hired in the last five years. TrustedPros is ready to donate an extra \$100 to every team that is able to raise \$500 during their campaign.

At the end of the campaign, TrustedPros will donate a fixed sum of money for each review that is collected through an organization's page and approved by their Validation Team. Canadian homeowners are likely to have hired multiple contractors in the last five years. That's why participants can easily raise a significant amount of money for their community groups, while bypassing ticket and product sales.

The LIFE Program helps groups raise the money they need for out-of-budget essentials. The program doubles as a catalyst to help all Canadian homeowners make the right choice when hiring contractors for home improvement projects.

The latest social service venture comes at the heels of several other opportunities. These include the 2015 Student Works Program, and the annual \$1,000 Academic Scholarship program. The LIFE Program helps community service contributors tap into the funds hidden within their homes.

For more information, please contact the Fundraising Team at [fundraising@trustedpros.ca](mailto:fundraising@trustedpros.ca).

Get your campaign started at [www.trustedpros.ca/fundraising](http://www.trustedpros.ca/fundraising)

