

Co-op Week Toolkit

A practical Guide to Planning
Your Co-op Week Celebrations!

Presented by: Saskatchewan Co-operative Association

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The Saskatchewan Co-operative Association is pleased to present this toolkit to help Saskatchewan Co-operators create memorable and successful Co-op Week Celebration events. We hope you find this toolkit useful in your planning.

We'd also like to hear from you, and find out what you are doing to celebrate Co-op Week in your community. Let us know about your successes and your challenges. Help us to keep our toolkit up to date with the latest in Co-op Week Celebration events.

Good luck and have fun!

What is Co-op Week?

Co-op Week is a time that Canadian co-operative and credit union members celebrate the significant role their co-operatives have played in helping to build this country. For these organizations there is a lot to celebrate and to be proud of. Co-op Week is a time when people can acknowledge the continuing contributions that the co-operative system makes at home and abroad.

Co-op Week celebrations began in Canada in 1981 in the Maritimes and Saskatchewan. In 1982, the celebration went national with the encouragement of the Co-operative Union of Canada, a predecessor of the Canadian Co-operative Association (CCA).

Co-op Week appears to be a uniquely Canadian phenomenon. In the US, October is Co-op Month, and the International Co-operative Alliance and United Nations have an International Day of Co-operatives on the first Saturday in July.

Let's Celebrate Co-op Week

The rich co-operative heritage of Saskatchewan, often told in the tales of pioneer farmers, brings to mind the friendships, the sharing, the concern for one's neighbour and the coming together of people working toward a common purpose.

Today we see the fruits of such beginnings reflected in a wide variety of co-operative development in Saskatchewan, ranging from the credit union system to agriculture to the co-operative retailing system.

Saskatchewan Industry and Resources proclaim Co-op Week each year with the support of the Saskatchewan Co-operative Association.

Why Promote Co-op Week?

Co-op Week has the potential to be the biggest publicity event of the co-operator's year. It is an annual opportunity to make co-operation better known and understood in your community.

It is a time to celebrate with co-op members, community members and other community co-operatives and organizations.

Imagine, a week that your community looks forward to all year. A time that you can come together and celebrate the positive impact that co-operatives have on your life and your community. For most co-operatives and credit unions, there is no better opportunity than Co-op Week for developing good public relations.

Co-op Week is the ideal time to:

- ~ Encourage member participation
- ~ Demonstrate appreciation to members for their support and loyalty
- ~ Promote and educate on the co-op movement
- ~ Inspire pride in co-op members, volunteers and staff for their role within the movement
- ~ Encourage recognition for the role that co-ops play in the community and the support that they provide (highlight your community programs)
- ~ Reinforce co-op values to current members and promote them to non-members
- ~ Grab attention by keying in on benefits of being a co-op member (example: dividends/cash repayment)
- ~ Donate to worthwhile community groups or charities
- ~ Promote shopping locally instead of urban franchise stores
- ~ Increase in-co-operative traffic
- ~ Recruit new members
- ~ Reach out to youth
- ~ Work together with other co-operatives in the community
- ~ Have lots of FUN!

Where to Start?

As you know, successful promotional events do not just happen spontaneously. They take careful planning and advance preparation.

Start early to build interest through newsletters, special mailings, posters, reminders, early bird draws and references in meetings. Don't be shy about it! This is something special, and enthusiasm is contagious.

As soon as possible, touch base with other organizations in your area to identify possibilities for joint efforts. At the same time, set the stage for some practical, in-house co-operation. Appoint a committee to organize, promote, and publicize your own program of events.

This committee needs to be oriented for ACTION! Look for people with special skills and contacts to take the key roles; a cheerful leader who is good at delegating and follow-up to take the chair, and a top communicator to handle publicity and media relations.

It is important that the committee starts planning early. A Co-op Week event is a lot of work and the more time to prepare – the better.

Note: each year, along with the experienced core members of the committee be sure to add a few new-comers to the group. Co-op Week activities are a good way to encourage participation and team spirit, and help develop the skills of less experienced committee members. New faces also bring exciting new ideas to an event.

What To Do?

Past experience has shown that the range of Co-op Week activities is limited only by the imagination of the planners. Brainstorm with the committee to get some fresh ideas flowing.

Think about the important goals and priorities of your organization. The program that your committee arranges should be influenced by the public relations needs of your particular organization.

Following are some activity ideas that have been successful for many co-operatives. Ideas are organized according to the principal benefit which is most likely to be realized from each.

A) Co-ops & Community Service

- Fundraising event for local charity or community project
 - Host a \$2.00 donation:
 - ~ BBQ (include free drink & ice cream or cake)
 - ~ Hotdog Sale (include free drink and ice cream or cake)
 - ~ Beef on a Bun (include free drink and ice cream or cake)
 - ~ Soup Pot (offer free drink and ice-cream or cake)
 - ~ Pancake breakfast (offer with free juice and coffee, sausages, strawberries, and whip cream)
- You can include in this event:
 - ~ A game night (Spin the Wheel to win prizes such as pens, Frisbees, co-op products, gift certificates, etc.)
 - ~ Entertainment (local choir or band, youth theatre troupe, etc.)
 - ~ Have the Board of Directors serve food to members
 - ~ Have a silver collection plate at the door for extra donations
 - ~ Pre-sell tickets to increase awareness of the event and who it will benefit
 - ~ Match the money raised by the event and then donate to a local charity or a worthy community project
- Sponsor a useful consumer information course such as:
 - ~ Household security
 - ~ RRSP planning
 - ~ Home maintenance or decorating
 - ~ Home budgeting
 - ~ Buying a home (this will really appeal to youth in 20's and early 30's)
 - ~ Energy conservation tips
 - ~ Car maintenance made easy
 - ~ Nutrition and health
 - ~ Parenting

Note: Offering special prices or discounts to the people that take part in your information courses will likely increase attendance.

- Have staff and members work on a community project (painting, building, repairing, etc.) so that each year during Co-op Week your co-op achieves something visible in the community.

B) Building Membership

- Conduct a membership drive
- Present a membership information session; invite members and guests to attend.
 - ~ Offer a 1-month interest-free loan or 3 months of no service charges for new members
 - ~ Offer a 15% discount to new members
- Hold an open house to demonstrate the value of membership
 - ~ Customer Appreciation: offer free coffee, juice, donuts, cupcakes, muffins, cake, cookies, etc.
 - ~ Have door prizes or small giveaways for everyone that comes to the co-operative (pens, Frisbees, etc.)
 - ~ Have a coloring contest for kids from Kindergarten to grade four, supply table with pictures and crayons so kids can colour while parents enjoy the open house.
 - ~ Hand out helium balloons
 - ~ Decorate the co-operative with balloons, streamers, flowers, etc.
 - ~ Have a meet and greet with Board of Directors and staff
 - ~ Have staff visit with the members and non-members that come in. Continue offering regular services, but have staff spend time with the members celebrating with them all day
- Make a presentation at the school and educate students on co-operatives and the value of membership

C) Co-ops and Education

- Offer schools resource speakers on;
 - ~ agriculture
 - ~ personal finances
 - ~ insurance
 - ~ starting a co-op
 - ~ Co-operation
 - ~ The Saskatchewan Co-operative Youth Program
 - ~ wholesale/retail marketing
 - ~ health care
 - ~ housing
 - ~ Co-operative and leadership opportunities
 - ~ Co-operative movement
- Ask a local school to have one grade provide artwork (with a co-op theme) to put on display in your co-operative. Then provide the grade a tour of the building, offer donuts and juice and reward each student with a toonie, a toque or another promotional item for their artwork efforts
- Sponsor a school essay or poster contest on a co-op theme
- Hold a student speech contest
- Announce a Scholarship or Bursary
- Invite classes from the school to tour the co-operative and learn about your operations

D) Building Traffic

- Sponsor in-facility promotions or demonstrations featuring your products and services
 - ~ Offer Co-op Week specials, a door prize or draw
 - ~ Offer food sampling stations and discount sample items
 - ~ Offer a special 1-day sale in all departments
 - ~ Have daily in-store draws (win your grocery purchase back or free gas)
 - ~ Print off in-store coupons and hand out the booklets to members throughout the week
- Hold a kids day, a seniors day or a teen day with contests, draws, door prizes, etc.
 - ~ Host a Teen Fear Factor, Survivor competition, or pool party
 - ~ Offer to have staff or Board of Directors pick-up seniors who cannot easily get out and bring them to the co-operative for coffee and snacks and to visit with staff
 - ~ Host a BBQ or Hot Dog Sale in partnership with a local school and donate proceeds to the school

E) Members and General Public

- Have a previous SCYP participant speak at an event about their Youth Program experience
- Contact CCA and have a previous Youth Experience International participant speak at an event about their experience working with co-operatives in developing countries
- Have the Mayor declare Co-op Week during a flag-raising ceremony
- Place information displays in shopping malls or community centres with elected reps to answer questions
- Provide interviews and features on radio and TV
- Hold a dinner, dance, games or fair night, flea market, community garage sale or other social event
- Hold a Pumpkin Growing Contest – this will allow you to advertise long before Co-op Week!
- Hold a Halloween Haunted House for youth in the community
- Advertise in a local newspaper, write a newspaper article to explain co-ops, put an insert in your paper ~ with articles and advertisements for co-ops
- Celebrate jointly with other co-ops by having or hosting a pancake breakfast, lunch or barbecue. Have local entertainment perform at the event and donate all proceeds to a local charity or community event/organization
- Hold a bowling, curling or indoor baseball tournament jointly with other community co-operatives
- Hold a noon luncheon and invite a speaker to speak on an issue related to co-ops. Invite members, elected officials, Chamber of Commerce, community or government officials to attend
- Host a Trade Fair for co-operatives in your community to show the community members the role co-operatives play and the 'good things' they bring/offer to your community

- Order promotional materials for Co-op Week from CCA. Distribute the promotional items as well as brochures about your co-op to the community
- Organize co-op tours for the community
- Donate \$1 from every (x) that is sold to a local project, charity or the Co-operative Development Foundation (CDF)
- Send a letter to local leaders promoting co-ops
- Draw for a free membership
- Have a person decked out in full costume to open the door, welcome members and visitors, hand out balloons, etc.
- Have Board of Directors perform carry-out services
- Hold a co-operative awards night to honor dedicated co-op members
- Treat members and their families to a free photo sitting. Members could receive the sitting and an 8x10 for free.
- Organize an arts and crafts show ~ have local co-operatives donate gifts/prizes and set up a display
- Initiate a poverty awareness lunch and raise money for the food bank (World Food Day, October 16, often falls during Co-op Week)
- Hold a fashion show
- Sell sweatshirts, hoodies or t-shirts with a co-operative slogan.
- Sponsor a 'free' brunch in conjunction with a local event
- Promote the Co-operative Principles and how they make co-operatives different from other types of business
- Hold special sales or a service promotion
- Encourage donations to a community-based charity
- Raffle a grocery hamper at a local co-op ~ have all co-ops in the area sponsor it
- Have general managers and elected officials serve celebratory Co-op Week cake to members and community
- Raffle off tickets to a Roughriders football game
- Organize a Fall Fair and Fun Night: activities could include bingo, fish pond, bean bag toss, ball throw, 3-legged or wheelbarrow races ~ tin cans, candy floss, popcorn, clowns, free face painting, free balloons, co-operative games, bake sale, square dancing demonstration, dance instruction, live music, ice cream, hot dogs

F) Co-op and Credit Union Staff

- Hold a cafeteria program (guest speakers, slides, videos, free lunch)
- Have a casino night for staff, board and committee members (use play money)
- Have a staff draw for prize tickets to a social or recreational event
- Have a co-op quiz contest for employees
- Organize an 'Awards' night or luncheon to honor dedicated staff

The list could go on and on. Hopefully these suggestions will stimulate ideas from within your Co-op Week committee. The main thing is to keep things moving all week long in order to hold community interest at its peak.

Co-op Fun Facts

Co-operative Multiple Choice Test

1. If a co-op has a surplus at the end of the year, the members could decide to:
 - a. distribute it to the stockholders
 - b. distribute it to the members**
 - c. use it to make the co-op stronger
2. The board of directors wants to change one of the co-op's bylaws. They would:
 - a. change it
 - b. change it and notify the membership
 - c. ask the members to make a decision**
3. A member is unhappy with a board decision. She can:
 - a. bring it up with other members
 - b. go to the board**
 - c. forget about it – the decision has been made
4. Co-ops are organized to:
 - a. serve needs**
 - b. make a profit for stockholders
 - c. get cheap labour
5. The first co-op was started in:
 - a. Rochdale, England**
 - b. Rochdale, Ontario
 - c. Rochdale, Ireland
6. Co-ops are found
 - a. only in rural areas
 - b. only in urban areas
 - c. everywhere around the world**
7. The following is a co-op:
 - a. Sunkist**
 - b. Esso
 - c. McDonald's
8. Co-ops can have:
 - a. 200 members
 - b. any number under 200
 - c. any number over 3**
9. the general manager of a co-op works for:
 - a. the stockholders
 - b. the board and the members**
 - c. nobody – the co-op belongs to the general manager

10. Co-ops are:

- a. Charities
- b. Government-run organizations
- c. **Businesses**

11. A member with 10 shares has _____ votes compared to a member with one share.

- a. 10 votes
- b. 100 votes
- c. **the same votes – one**

12. co-ops support communities by:

- a. **creating jobs**
- b. **keeping profits in the community**
- c. creating democratic businesses

13. These businesses could be co-ops:

- a. book stores, clothing stores, craft shops, factories, printers
- b. health centers, travel agencies, insurance companies, designers
- c. **All of the above**

14. People become members of a co-op when they:

- a. pass a skill testing question
- b. have lots of money to invest
- c. **need the services and accept membership**

Co-ops come in all shapes and sizes, and provide many types of services, products and goods. Many well-known brand names come from co-ops. Many of these co-ops produce other products:

Question and Answer:

1. How are co-ops different from other businesses such as partnerships, investor-owned corporations, individual enterprises, etc.?

They are owned by their user/worker member-owners. Profits are returned to members according to use.

2. How are co-ops similar to other businesses?

Co-ops produce and provide services, and pay taxes.

3. How do you think size affects the goals of a co-operative?

The bigger the co-op, the harder for members to participate: the smaller, the harder to succeed in the marketplace.

Did You Know

- There are more than 12 million people who are members of over 7,000 co-operatives in Canada.
- Saskatchewan was the first province outside of Quebec to form a central credit union system (1941).
- There are almost 100 student supply co-ops in Canada that provide students with books, computers and even groceries in some cases.
- Co-operatives and credit unions employ over 160,000 Canadians.
- There are 8,000 individual members of fishing co-operatives.
- Worldwide, one billion people are members of a co-operative or credit union.
- Co-operatives around the world employ 20% more people than do large multinational corporations.
- Canadian co-operatives and credit unions have combined assets of approximately \$167 billion.
- Three quarters of co-ops consult with members and board members to determine community needs.
- Sean Connery earned a living driving a co-op horse-drawn milk float in Edinburgh before he turned to acting.
- Across Canada, some 2,100 non-profit housing co-ops are home to about a quarter of a million people in 90,000 households.
- In 900 communities across Canada, a credit union is the only financial institution.
- 35% of the world's maple sugar production is from maple sugar co-operatives.

Did You Know...The Saskatchewan Co-operative Sector:

- In 1998 generated revenues of over \$7 billion and savings or earnings of \$210 million.
- Employs more than 15,000 people and pays more than \$440 million in wages annually.
- Co-operative employees account for 3.5 per cent of Saskatchewan's working labour force, and their wages represent four per cent of the provincial total.
- Saskatchewan co-operatives have approximately 960,000 active members.
- Many residents belong to more than one co-operative or credit union.
- Saskatchewan people have approximately \$1.6 billion in equity in co-operatives.

Did You Know... Canadian Co-operatives provide a variety of products and services which include:

- | | | |
|-------------------------|-----------------|-----------------|
| ~ financial products | ~ retail | ~ distribution |
| ~ insurance | ~ informatics | ~ processing |
| ~ agricultural products | ~ investment | ~ publishing |
| ~ fisheries | ~ media | ~ food services |
| ~ manufacturing | ~ real estate | ~ housing |
| ~ marketing services | ~ communication | ~ daycare |
| ~ travel | ~ health care | |
| ~ petroleum supplies | ~ crafts | |

Weyburn Co-op: A Co-operative Celebration Story

The Weyburn Co-op puts on a variety of events each year during Co-op Week. Following is the list of events done in 2004.

Weyburn Co-op held a joint pancake breakfast with Weyburn Credit Union, Saskatchewan Wheat Pool and Access Communications Co-operative. The breakfast was advertised locally on the radio, and in the local paper. Volunteers from the Board and management team of each organization worked at the breakfast and the costs of the event were shared equally between each of the sponsoring co-operatives. The joint breakfast brought attention to all of the co-operatives in the community and showcased how important they are for the community.

The Weyburn Co-op also worked in partnership with their local Knights of Columbus to raise money for the United Way. The Weyburn Co-op donated cabbage rolls, perogies, sausage and buns to the Knights of Columbus who hosted a food booth at the United Way Communithon. The Communithon is always held during the same week as Co-op Week in Weyburn. The Communithon is aired on local cable TV and the event and event sponsors receive extensive coverage from the local radio station and local newspapers. All proceeds from the Knights of Columbus food booth are donated to the United Way.

Weyburn Co-op celebrated their 75th Anniversary in 2004. The co-op decided to expand their Co-op Week events in recognition of their anniversary.

The Weyburn Co-op hired a local photographer to set up a studio in their warehouse. Members of the co-op were then able to book sittings throughout Co-op Week. Members received the photo session and an 8x10 print at no cost. Members could then order more prints from the photographer if desired.

The Weyburn Co-op decided that they would have a major prize draw for 10 winners. The prizes ranged from a toaster oven, to a BBQ, to a plasma flat screen TV and entertainment centre valued at \$7,500. The prizes were put on display in the store. In June, the Co-op began collecting entries from members. Members' names were entered into the draw every time they made a purchase of \$10 or more. The Weyburn Co-op placed an antique telephone booth in the store next to the prize display to hold the entries. 5 weeks before the final draw was made, the Co-op began drawing finalists from the members' entries. Each week, for 5 weeks, 2 names were drawn from the phone booth. Over the course of 5 weeks, 10 finalists were drawn. Each finalist had their photo taken with the in-store display and they were announced in the Co-ops weekly advertisement as finalist members now eligible for the Co-op Week major draw event. On the Thursday of Co-op Week all 10 finalists joined the Co-op Staff and Directors in front of the display of the grand prizes and the draws were made with a large crowd of people present to watch. They began by drawing for the smallest prize and worked their way up to the grand prize. The event created a great deal of excitement in the crowd and the event brought a lot of attention to the celebration of Co-op Week.

Words of Advice:

Following is advice from co-operators around Saskatchewan that celebrate Co-op Week:

“Find another co-operative to work with, it really puts forth the message to the community when they see two co-operatives working together.”

“Pick an event and if it is successful then repeat it!”

“We have to keep blowing our own horns because co-ops do a lot for supporting their communities and trading areas.”

“Members are your reason for being....so take time to bring them into the office and sit with them on a personal level, that's really what building co-operatives is all about..”

“The Board of Directors has to be involved and help in all areas. Staff can't be responsible for promotion, planning, and execution of the week in its entirety.”

“The more effort you put in, the more success you will experience.”

“The key to a successful Co-op Week and Credit Union Day is having staff support. If the staff support these events and believe in them then the members will as well.”

Resources

Following is a list of co-op related web sites:

International Sites

1. The Co-op Union www.cuna.org
2. International Co-operative Alliance (ICA) www.ica.coop
3. National Co-operative Business Association www.ncba.org
4. World Council of Credit Unions www.woccu.org
5. International Co-operative Development www.coopscanada.coop/coopdevelopment

National Sites

1. Canadian Co-operative Association (CCA) www.coopscanada.coop
2. Conseil Canadien de la Coopération (CCC) www.ccc.coop
3. Credit Union National Organization www.cuna.org
4. Canada's Credit Union System Web Site www.cucentral.org
5. Co-operative Development Foundation www.coopscanada.coop/coopdevelopment/
6. Government of Co-operatives Secretariat www.agr.gc.ca/policy/coop/index.html

Provincial Sites

1. Saskatchewan Co-operative Association www.sask.coop
2. Centre for the Study of Co-operatives www.coop-studies.usask.ca
3. Conseil de la Coopération de la Saskatchewan www.ccs-sk.ca
4. Co-operative Health Centres:
 - Prince Albert: www.coophealth.com
 - Regina: www.reginacommunityclinic.ca
 - Saskatoon: www.saskatooncommunityclinic.ca
5. Saskatchewan Council for International Co-operation (SCIC) www.earthbeat.sk.ca
6. Saskatchewan's Credit Unions www.saskcu.com/pages/sites.html
7. Saskatchewan Industry and Resources www.ir.gov.sk.ca

Education and Youth Sites

1. Saskatchewan Co-operative Youth Program www.sask.coop/youth
2. Co-op Awards and Scholarships www.coopscanada.coop/cooplincs/education/
3. Association of Co-operative Educators www.wisc.edu/uwcc/ace/ace.html
4. North American Students for Co-operation (NASCO) www.umich.edu/~nasco/
5. BICS Youth Zone <http://bcics.uvic.ca/youthzone/>
6. Nelson and District Credit Union, British Columbia www.zippitydodog.com
7. Co-op Careers http://www.ontario.coop/careers/index.php?main_id=134

For more co-op information on co-operatives please contact Saskatchewan Co-operative Association.

Advertising

Placing advertisements in local newspapers, or other media forms is a great way to get the word out that your co-operative is celebrating Co-op Week and to invite members and other community members to join in the celebration.

Following are example of print advertisements from the Planet S Magazine, Saskatoon, Saskatchewan.

CO-OPS... A Saskatchewan Success Story

With more than half of the people in Saskatchewan belonging to co-operatives, they are a vital engine of social and economic growth. Co-operatives employ thousands of Saskatchewan Citizens, generate billions in annual revenues and provide important goods and services to their members and patrons.

And they're quick to adapt to changing times.

Co-operatives and credit unions are developing new services, adopting new technology and diversifying their activities while remaining committed to the principles of co-operation.

These principles of open voluntary membership, democratic control, participation, education, co-operation and community reflect the values of our province and our people and their rich history of working together for common goals.

Let us celebrate co-ops....
A great Saskatchewan success story.

For more information or assistance in establishing a co-operative, please call 1-800-265-2001, or visit our web site at www.ir.gov.sk.ca

Co-op Week • October 13 - 19 • 2002

(logo)

Saskatoon
Community Clinic
CELEBRATING CO-OP WEEK

Our mission is to help our members, the people who use our clinic and those who live in our community gain health and well-being through a co-operative partnership of consumers and providers of health services.

We are committed to the co-operative model as a means for providing citizens with a say in their health care and as a tool for community development.

LEARN MORE ABOUT US!

Drop in during Membership Days: Monday, October 27th to Friday, October 31st.

(Logo)

How to Proclaim Co-op Week

Key Elements

1. It has been the practice of the federal government to declare Co-op Week annually. Provincial declarations are also made. Supplemented by a declaration of Co-op Week by your local council, or mayor, these will provide the framework for your Co-op Week program.
2. The signing of the local declaration can be used in conjunction with a “Treasure Chest” presentation where a chest containing documents and articles representing the value of the co-op in the local economy are presented to the council or mayor.

Benefits

1. Opportunity for local publicity.
2. Creates awareness by local council and helps to build awareness in local public about co-ops.

What you will need to do

1. Contact the appropriate council member or mayor requesting that a local declaration be made or asking permission to make a submission in that regard.
2. Seek the co-operation of the council in publicizing the local declaration and arrange for the media to be present for the signing of the declaration if possible. Arrange for photographs for use in an advertisement.

▲ PROCLAMATION

(For civic officials)

Civic Seal

Picture of Mayor

WHEREAS this community benefits from co-operatives and credit unions;

WHEREAS co-ops are community builders, because they help people to take pride in “minding their own business” and because they make people “masters of their own destiny”;

WHEREAS this community benefits from good business conditions;

WHEREAS this community benefits from dollars earned by co-operatives because they remain in this community.

WHEREAS (Name of Co-op) is a group of people within our community working together to provide themselves with goods and services, thus building a better community in which to live.

THEREFORE, I, by virtues of the powers vested in me,

DO HEREBY PROCLAIM civic support for CO-OP WEEK, being observed (Dates of Co-op Week) and call on all citizens to lend their interest, support, and co-operation in making this observance successful in every way.

Date: _____

Signed: (title) _____

**CITY OF
SASKATOON'S CO-OP WEEK
PROCLAMATION**

MAYOR'S PROCLAMATION

WHEREAS co-operatives have demonstrated for more than a century how people can pull together to solve mutual problems; to promote consumer education; and to develop more fully the potential of each human being through co-operative effort; and

WHEREAS the pooling of savings in credit unions enable members to meet their need for credit at fair cost, combating usury, unfair credit practices and encouraging thrift; and

WHEREAS The City of Saskatoon now has over 70 co-operatives whose combined membership represents a significant portion of our population,

I HEREBY DECLARE (date) Co-op Week and (date) Credit Union Day to be observed in Saskatoon and urge our people to join with co-op and credit union members around the world in celebration and recognition of the services and benefits of co-operatives everywhere.

DATED _____

Given under my hand and the seal of

Signature

Signature

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