

#MCEQuebec

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MOIS DU COMMERCE ÉQUITABLE DE QUÉBEC



Quebec, Wednesday February 22th, 2017

Madam,
Sir,

SUBJECT : Solicitation of financial partnership for the 2017 Quebec Fair Trade Month

It is with pride that L'AMIE is coordinating the 2017 *Quebec Fair Trade Month* this year. For the 13th edition, the coordinating committee has set itself the mission of promoting *Fairtrade Canada's* designation programs, In partnership with the *Canadian Fair Trade Network (CWB)* and the *Quebec Fair Trade Association (AQCE)*. To do so, our new *Capital-National Equitable* initiative will have two components: youth (for schools, campus and events programs) and general public (for workplace programs, religious groups and events). These programs contain requirements that, once achieved, allow campuses, cities, schools, religious groups, workplaces, ambassadors and events to obtain an official designation from *Fairtrade Canada*.

Also, new this year: the *Quebec Fair Trade Month* material has been translated from French to English to facilitate the accessibility of the allophone population of *La Capitale-Nationale* region to our event.

What's more, the *Quebec fair trade town* initiative, is moving closer to success. In fact, the last two objectives are the only one to be realized: the support of the community and the municipality. The 2017 *Quebec Fair Trade Month* will be a good platform to finalize its final stages before crossing the finish line.

Of course, we will continue our efforts to empower the consumer by turning the banal act of purchase into an ethical act. We wanted to educate "ordinary people" and "non-consumers" to become consum'actors; while supporting small producers beyond our borders by making a gesture of international solidarity accessible to all. We also want to show that at the same time we can support our Quebec economy through the transformation and distribution of these fair trade products by businesses located in the province. What's more, we want to introduce the diversification and diversity of fair trade products to the public while raising awareness, and informing traders to initiate or pursue and increase their offer of fair trade products while integrating an informative dimension in their businesses. Through these actions, we wish to increase the participation of socio-economic actors

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of the community in the movement Quebec, fair trade town; increase the fair trade supply to the consumers of *La Capitale-Nationale* and finally develop partnerships and a structure ensuring the sustainability of the fair trade movement.

However, the co-ordination of this programming of original and various activities could not be orchestrated without the financial contribution of your organization. You will find attached a document presenting the various possible partnerships for the success of this event, and more specifically the benefits of the various partnerships possible. By becoming a partner of the 2017 *Quebec Fair Trade Month*, you will not only be eligible to receive visibility on the various communication tools used during the event, but also be eligible to appear or have a mention in the various media approached for the dissemination of the event according to the type of partnership you choose. We also attach to this request our activity report of the 2016 QFTM where you will be able to see the reached of our event.

We look forward to having you as our partners!

André Jalbert
CEO
L'AMIE

Mathieu Papillon-Darveau
Consortium Coordinator
Quebec Fair Trade Month

Opal Lancaster
Social media Coordinator
Quebec Fair Trade Month