PULL TOGETHER

I'd like to introduce you to a new campaign called Pull Together: pull-together.ca

It's a fundraising campaign in the style of Run for the Cure and the Ice Bucket Challenge. We're using the same strategy that we used to stop the Northern Gateway pipeline. Only this time, the cause is rallying the majority of British Columbians who don't want the Kinder Morgan pipeline and tankers project to happen.

First Nations have luanched legal challenges to stop the TransMountain pipeline in the courts. Communities in B.C. and the San Juan Islands have stepped up with fundraising efforst, and are challenging the rest of us to do the same.

I'm reaching out to business owners who understand that many of the incredible values that make our community strong are threatened by this project. The campaign offers a tangible way to stand in solidarity with First Nations.

There are typically three ways businesses are choosing to engage:

1. **Donate a portion of proceeds** from a day, a week, or from a specific product/service.

   * During the first Pull Together campaign, Ernest Ice Cream, Uprising Breads and the Soap Dispensary all donated a portion of proceeds from a week in June to Pull Together. *

   * Denman Island Chocolate created a special chocolate bar for Pull Together. *

2. **Hold an event**

   * Salt Spring Coffee had a special "Lattes for the Coast" event at their cafe and raised $2000.*

3. **Create an online fundraising team** with your staff.

   * Bandidas Taqueria had servers and staff sign up to fundraise as a team, then matched employee giving with a $1000 donation. *

59 First Nations including almost every coastal nation directly impacted by tanker traffic, 21 BC municipalities including Vancouver, North Vancouver, Victoria, and Burnaby, and over 210,000 citizens have signed petitions opposing the pipeline and tanker project. One of the exciting things about Pull Together is that it brings together a diversity of people and organizations behind the strong leadership of First Nations.

To learn more about us, visit our website. **pull-together.ca**

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The benefits to supporting the campaign are:

- show your customers that you are a progressive business that cares about a healthy environment and First Nations rights

- connect your brand with one of the most popular issues in BC (stopping the Kinder Morgan pipeline)

- enjoy beautiful social media graphics that we will create for you; promote your business to our wide network, letting people know that you stand for sustainability and social justice.

"We raised $13,000 by hosting yoga classes, film screenings that were related to the pipeline at our Victoria studio." — Lena Simmons, Moksha Yoga Victoria

"I feel that it's really important not to just cheer from the sidelines for First Nations but to actually participate in enabling their legal fight." — Daniel Terry, Denman Island Chocolate

We are going to stop this project, and Pull Together is a strategic way to do so.

Please let us know if you are interested to support Pull Together. We can offer poster templates, materials for hand-out, event planning and promotion, and technical support. For more information & to sign on, contact Mary Lovell by email, maryjlovell@gmail.com.

Pull Together is being organized jointly between RAVEN Trust, Sierra Club BC and Force of Nature Alliance. Donations are tax deductible.

pull-together.ca

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