

# BOX TOP\$

This is not a new fund raiser, but is certainly one in which we could do considerably better. Box Tops for Education is the ticket that is found on the boxes of General Mills Cereal, Betty Crocker products, Lloyd's Barbeque and Yoplait Yogurt. There are more than 330 products on this list. Speaking as a parent, I know that your family consumes any number these products in a given week.

Last year Tomoka earned \$748 in Box Tops. This was twice what we earned the previous year. This sounds like a fair amount of money, especially when you consider that it came straight out the trash can. Last year the leading Box Top collector in Florida earned \$3,384. Pretty impressive you think. The fifth place collector in Florida earned \$1,948. No too shabby.

Well, let me tell you about a school in Kentucky. Last year they earned **\$10,000**. Let me repeat that. Last year a school in Kentucky earned **\$10,000**. Just so you know, that's the maximum amount that Box Tops will award to a school in a year.

Now let's play a numbers game. Each box top is worth \$.10. To earn \$10,000 you must have 100,000 Box Tops. We have about 650 families in our school. To collect 100,000 Box Tops each of our families would contribute 154 per year. To collect 154 Box Tops per year, each family would only need to collect **3 Box Tops per week**. Suddenly \$10,000 looks very doable.

Three Box Tops a week we can do standing on our heads. One box of Go-Gurt, one Box of Cheerios and one box of Fruit Roll-Ups. There you go – how hard was that? One box of Betty Crocker cake mix, one can of Betty Crocker frosting and a carton of Lloyd's Barbecue. See how easy this is.

You do not have to be a Tomoka parent to participate in this program. Call your grandparents, your sister in Chicago, your cousin in Boise, the widow next door. They would gladly give you their trash, I mean, Box Tops, especially when they know it's for a good cause.

For a more complete list of participating products, log on to <http://www.boxtopsforeducation.com/how/brands.asp>

I challenge each family at Tomoka to come up with **3 Box Tops per week**. I know you can do this. It is after all, only trash.