



Kin Canada

Kin Club of Russell

TIM HORTON'S HOLIDAY SMILE COOKIE CAMPAIGN NOV. 17-23, 2025



TIM HORTON'S 2025 HOLIDAY SMILE COOKIE CAMPAIGN



Tim Hortons will launch its 2025 Holiday Smile Cookie campaign on Monday, November 17th to Sunday, November 23rd.

Tim Hortons now runs two Smile Cookie Campaigns a year. Since it started selling Smile cookies in 1996, the charitable campaigns have raised a total of more than \$150 million for charities and community groups across Canada.

In 2024 \$10.7 million was raised!!

Charities and Community groups across Canada are selected every year by Tim Hortons restaurant owners.

The Kin Club of Russell was selected again this year to be a recipient of the campaign!

TIM HORTON'S HOLIDAY SMILE COOKIE CAMPAIGN



The Holiday Smile Cookies will be sold for \$2.00 a cookie this campaign.

100% of the proceeds (the full \$2.00) will be donated to local charities, community groups and Tim Hortons Foundation Camps

50% of the proceeds from each cookie sold from the Tim Hortons' restaurants in Russell and Embrun, will be donated to the Kin Club of Russell. **50%** will go to Tim Hortons Foundation Camps

\$6,500 was raised for the Kin Club in the 2024 campaign!!!

We are very grateful for the support from the two Tim Horton's locations and Tim's has requested that we showcase how the funds will support our community.

HOLIDAY SMILE COOKIE SUPPORT



Extra efforts, resources and commitment that are dedicated to the campaign have a tremendous impact on donations to the charities: YOU can make a difference!

Tim Hortons has provided a “Charity Toolkit” with cookie images, video, logo, customizable posters, press releases, and bulk pre order forms.

All items in the Tool Kit are bilingual, which is new this year.

Millissa, Bill and Sheila are the Club’s Team Leads; but we need your support to promote the campaign and yes to come out and ice cookies!

In 2024 our volunteers iced 1,800 cookies

HOLIDAY SMILE COOKIE SUPPORT



THE KIN CLUB'S 2025 HOLIDAY SMILE COOKIE STRATEGY

- ❖ Pre Launch is Nov. 3-16: Start our promotion strategy
- ❖ Meet with the Tim's Managers in Russell & Embrun
- ❖ Ensure all posts/materials used are bilingual
- ❖ Posts on our website (posters, video)
- ❖ Frequent Posts on our FB Page (posters, video)
- ❖ Tagging Kin Club FB page from personal FB pages
- ❖ Posters at Tim's in Russell, Embrun
- ❖ Letters to our Corporate sponsors
- ❖ Email to all Kin members (Include posters & Bulk Order forms)
 - ❖ Distribute the Customized posters (naming the Kin Club of Russell as a recipient)



THE KIN CLUB'S HOLIDAY SMILE COOKIE STRATEGY

Visit local businesses with the pre-order bulk forms: E.G.s

- ❖ Grocery stores ❖ Russell Meadows ❖ Osgood Care Centre
- ❖ Local restaurants ❖ schools ❖ Lions Club ❖ Curling Club ❖ Russell Legion
- ❖ CTA 7 Charities located in Russell & Embrun (Valoris, 5 Cyclone Cadets, WMDH)
- ❖ The Mayor has already committed to ordering cookies!
- ❖ Contact local media stations to promote the campaign
- ❖ Press Releases
- ❖ Posts on the Lions board, the Arena board



WHAT YOU CAN DO



- ❖ Recruit Volunteers from the club, as well as students
- ❖ Schedule Volunteers at the 2 locations for several nights from 7-9PM to ice cookies
- ❖ You will be given a safety demo
- ❖ You **WILL** have a lot of fun
- ❖ Buy cookies for your family, friends, colleagues
- ❖ Visit local businesses to promote & get bulk orders
- ❖ Post on your FB page (poster)
- ❖ Encourage your boss to buy cookies for the office

OUR 2024 VOLUNTEERS



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COOKIE HEROES



- ❖ We will receive a Certificate from Tim Hortons, recognizing us as a recipient of their 2025 Holiday Smile Cookie Campaign...and a cheque for the funds raised for the Kin Club of Russell!
- ❖ Our Photos will be shared on the Tim Horton's website
- ❖ How will We Do in 2025??
- ❖ Big Thank you in advance to our volunteers and all those who supported the Kin Club of Russell in this campaign!