



Rural Municipal Administrators' Association of Saskatchewan

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PRESIDENT
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Rouleau

December 07, 2020

Dear RMAA Members:

SILVER FOR GOLD aka "Pop Can Tab Collection for Childhood Cancer"

Each year, at our Annual Convention, the RMAA has a fundraiser for a special cause. In the past we have raised fund for MS, Canadian Blood Services and the Food Bank to name a few.

During a recent meeting of the RMAA Executive, Division 4 Director Barry Hvidston shared with our RMAA Executive Council that his youngest daughter, Sophia, was diagnosed with leukemia in 2015. A Canora business owner, Dallon Leger from EcoGenX Agriculture Recycling Ltd, approach his family to see what EcoGenX could do to help the families of children who have cancer. While having coffee and brainstorming ideas Sophia started playing with a pop can and the idea of recycling pop tabs was formed.

Dallon and Barry's wife Shanna contacted *Small but Mighty* YXE, which is a group of pediatric oncology families looking to spread awareness of childhood cancers in Saskatchewan. *Small but Mighty* jointed them with a campaign to collect tabs and recycle them. All proceeds go to childhood cancer research. So, in 2017 Silver for Gold was born.

Since 2017 there have been approximately 200 business and families providing collection sites with over 8.5 million tabs collected. This has resulted in \$15,000 being donated to childhood cancer research. The money raised goes directly to families who need help with the costs of treatment and also to research to develop suitable treatment for children.

What can you and your RM Office do? You can share the attached poster with your ratepayers, on social media etc and most importantly be a physical drop off spot for the tabs.

When we meet again for our in person Annual Convention bring the tabs that you have collected. We will weigh them and whichever division has the most pounds will win bragging rights. So how many tabs does it take to actually make money? 1250 pop tabs equal one pound and each pound equals \$0.80.

Thank you in advance for becoming a drop off site and for promoting this cause. Merry Christmas and Happy New Year!

Yours truly,

Cheryl Barrett
Division 1 Director

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