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Shelburne Rotary Club partners with Tim Hortons for 2026 Smile Cookie campaign

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LOCAL JOURNALISM INITIATIVE REPORTER

The Smile Cookie Campaign will run from April 27 to May 3 in Shelburne.

The spirit of giving is coming back in tasty form, as Tim Hortons' annual spring campaign gets underway next week.

The Shelburne Rotary Club will once again partner with Tim Hortons for this year's Smile Cookie campaign, raising funds to support vital community programs as local needs continue to grow.

Caroline Mach, from the Shelburne Rotary Club, said the partnership is an important part of securing funding for community-focused programs and initiatives.

?This is the fourth or fifth year that we've had a partnership for the spring Smile Cookie Campaign, and it's fantastic for us because it's a great way of supporting some of our programs,? she said. ?In the past, we've supported things like the food bank or the splash pad with the money. This year it's going to be mainly going to the backpack program and the Christmas hamper program.?

According to Shelburne Rotary, each of these programs requires several thousand dollars annually to operate, though the exact amount varies with demand, which is rising every year.

Mach notes that the pressure comes from a combination of higher living costs and rapid population growth in Shelburne.

?In Shelburne, rising demand is caused by a combination of things,? she said. ?Prices are getting higher, and the population of Shelburne is going up, too. Those pressures sort of compound the issues we are dealing with.?

With the town's wastewater plant now planned for expansion to accommodate even more homes, community support will only become more critical in the years ahead.

This year's Smile Cookie Campaign runs from April 27 to May 3. Each Smile Cookie costs $2, with 100 per cent of the proceeds staying in the community to support local programs.

Shelburne Rotary encourages residents to take part by purchasing Smile Cookies throughout the campaign week, noting that every cookie sold helps support families and individuals right here at home. The Tim Hortons at 301 Col Phillips Dr. will be the location to visit, as the other Shelburne location off Highway 10 will be undergoing renovations.