



## MILK-FOR-BRITAIN CAMPAIGN

# 1941-48

# FIRST NATIONAL PROJECT FACT SHEET

Was the Kinsmen "Milk-for-Britain" Campaign a Miracle?

**50 Million Quarts**  
**3 Million Dollars**  
(equivalent to  
**\$42 Million Today**)

The Milk for Britain Campaign of WWII was organized and led by Kin Canada members.

Over the course of seven years, Kin raised millions of dollars and shipped 50 million quarts of milk to Britain – all to help feed the starving children and adults who were suffering under bombing raids and the destruction of supplies.

### MAGAZINE COLLECTION

- Sole organizers and collectors of magazines for the Merchant Marines.
- In 1942, 22 million magazines had been collected – they stopped counting for the rest of the war.

### FORMATION OF THE KINETTES

- Female auxiliary of the Kinsmen.
- Provided major support for their respective Kinsmen clubs, as well as running their own fundraising events.

### THE ROLE OF WOMEN

### HALLOWE'EN SHELL-OUT

- Instrumental in ensuring the success of the Halloween Shell-out.
- Helped keep kids enthusiastic and supportive, and arranged many of the events for the campaign.

### FUNDRAISING

- Took over collection of the milk bottles from many Kinsmen clubs and came up with a more efficient means of collecting.
- Kinettes received their own space in the monthly "KIN Magazine" to record their fundraising efforts separate from the Kinsmen clubs.

## CONTRIBUTING CAMPAIGNS

### MILK FOR BRITAIN WEEK

- June 9 to 16, 1945
- Organized to continue rallying support for Britain.
- Resulted in enough funds raised to purchase all allotted milk for remainder of 1945, and all of 1946.

### HALLOWE'EN SHELL-OUT

- 110,000 kids participated and over \$75,000 was raised.
- 768,671 quarts of milk were purchased as a result.
- Quickly became an annual event.

### MILK FOR BRITAIN TAG CAMPAIGN

- Official Milk for Britain tags were sold in bulk, ranging from \$1.75-1.45 per thousand tags, depending on quantity.
- Those who donated to the milk bottles on "Tag Days" received a tag to signify that they had donated.

### MILK BOTTLE CAMPAIGN

- Run mainly by women (i.e. the auxiliary Kinettes).
- Very successful, especially during the summer months, quickly becoming most successful collection method.
- Spare change dropped into milk bottles in stores, or on milkmen's runs and collected later.

### LICK HITLER CAMPAIGN

- Initiated by the Kinsmen Club of Halifax in early 1940, but quickly spread across Canada.
- \$2 for 200 stamps with caricature of Hitler and the slogan of "HELP LICK 'IM!"

### OTHER CAMPAIGNS

- Kinsmen clubs came up with many of their own unique ways to fundraise.
- Beauty pageants, dances, peanut and gum selling days, carnivals, house building and raffling, and various sweepstakes and contests were just some of the methods.
- To find specific fundraising examples, look at the "List of Historic Club Contributions" on our website at [kincanada.ca](http://kincanada.ca).



**Kin Canada**  
Kinsmen • Kinettes • Kin