

Grant 2009-2010 Giftwrap & Magazine Fundraiser Summary

Chaired by Paula Gaudet and co-chaired by Maritza Davanzo with startup assistance from Patti Braun.

4 companies were interviewed during the summer, Innisbrook, Sally Foster, Genevieve's and Great American. Innisbrook was chosen because most products are being made in USA, chocolates are made locally in Southern California and most products are made of recycled materials. The focus was on environmental consciousness and awareness of struggles of economical difficulties. We chose Aphearst for magazine sales.

Sales occurred during the time period Sept 22, 2009 to Oct 12, 2009 with a one week extension to the 19th. A few orders came in afterwards as well. Delivery and distribution to classrooms will occur on Nov 10th.

Total sales were \$27,572 as of today, Nov 6th. Our total sales are \$25,530 in Giftwrap and candy, included in this amount was \$2,560 of internet sales delivered directly to customer. We had total magazine sales of \$2,042. We earn 50% of Giftwrap and Candy. We earn 40% of magazines.

Our estimated earnings will be \$13,500 = (\$12765) 50% of 25, 530 plus (\$817) 40% of magazines less shipping costs (unknown amount) for late orders of \$442 placed today. 5 volunteers were used to receive money & orders. 2 volunteers were used to verify deposit totals. 1 or 2 volunteers per classroom are being requested on delivery day. Thank you to Maritza Davanzo, Patti Braun, Karen Schneider, Aneta Mathias, Annie Goren and Mitra Herron and those to come.

There were a total of 220 students that participated. We included the pre-k students as well.

SUNDRY INFORMATION:

The rep of the company has provided the following incentives: Prizes are awarded and distributed with delivery of items to kids based on quantity of items sold. \$1000 is gifted to the school to buy from Innisbrook school supply items. This amount is given to the front office to be used. A Nintendo DSI was raffled off to one student at the end of sale to encourage more participation. And smaller prizes were raffled off during the sale for same reason. A popsicle day was offered at end of sale to all students. The school will provide the following: The top selling classroom will be named in a contribution to "Flocks" or similar nonprofit organization that helps feed poverty level communities. The teachers received wrapping paper at cost – no markup a 50% discount. Mr. Friedenbergs will dye his hair green.

RECOMMENDATIONS:

You may consider having this fundraiser every other year. The fact that there were two sites to order from because of magazines made the instructions more complicated and confusing. The fact that all orders were to be placed online was also complicated. The Innisbrook website was not user friendly nor in keeping with most current online selling sites. The rep, Sue Stone was knowledgeable, helpful, available and easy to work with. You may want to eliminate magazine sales. If magazines are still desired then keep sales under one company umbrella to simplify and eliminate second instructions, website, forms etc. The timing of our fundraiser overlapped JAMS and Scouts sales as well. Different products may be considered than giftwrap in future such as environmental household supplies and more day to day items.

Thank you to Maritza Davanzo, Patti Braun, Karen Schneider, Aneta Mathias, Annie Goren and Mitra Herron and those to come.

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