

DEAR FUNDRAISING CHAIRPERSON:

Please allow me to introduce a simple yet highly profitable fundraiser to your organization! I know the fundraising products you choose reflect on your organization, and the program you select must be simple enough to make your efforts productive. I've teamed with Gold Canyon to provide an exciting product and program that will make your supporters happy while making selling easier!

Gold Canyon's unsurpassed qualities have earned our candles and Company a reputation as "The World's Finest"® and I'm sure you will quickly agree! Each candle features double lead-free wicks for a clean and even burn, eliminating messy wax buildup in the jar. In addition, we've added exclusive safety wicks to each candle, providing added comfort and safety to those who buy from your organization.

What about the fragrance? From elegant florals and supple fruits to warm spices, Gold Canyon has the perfect candle for all your supporters' needs. We hold a reputation of high quality aromas that we take very seriously. Our long lasting fragrance is the strongest burning candle on the market - guaranteed!

There is an added bonus for choosing Gold Canyon as your partner for fundraising. Not only will your organization benefit by earning profit, but many children in need will, too. Because our Company has been touched by the innocence of less fortunate children, we have turned our hearts and a portion of our profits to various children's charities. Sell with confidence knowing that not only do your fundraiser sales help raise proceeds for your organization, but they also help children in need!

See for yourself what benefits "The World's Finest" Fundraising program can provide to your supporters and to your organization!

BENEFITS FOR YOUR SUPPORTERS:

PERFECT PRODUCTS Candles appeal to all types of consumers!

UNSURPASSED QUALITY Rest assured that your supporters will be 100% satisfied!

SUPERIOR SCENTS We have a variety of aromas to please everyone!

AFFORDABLE With our pricing, all supporters can afford to participate!

BENEFITS FOR YOUR ORGANIZATION:

POWERFUL PROFIT POTENTIAL Earn a gross profit of 38 to 40% off each candle sold! (That's \$8.36 to \$8.80 US for each 26 oz. candle sold!)

SATISFIED SUPPORTERS Follow-up requests from customers will prove that Gold Canyon is your best avenue of profit for years to come!

EASE & CONVENIENCE We've made the fundraising process simple. Use our convenient "rub to discover" scratch-and-sniff Seller Packets. Submit your order and we do the rest!

REPUTATION We'll provide you with a quality product that will represent your organization well!

I've enclosed a sample of our "rub to discover" scratch-and-sniff Seller Packet, which will be used by all your sellers, along with a Step-by-Step to Fundraising Success page, a Fundraising with Gold Canyon Q & A sheet, a Fundraising Matrix, a New Fundraiser Application and a Fundraiser Master Order form. These are excellent resources for your review.

I appreciate your time. I know that by teaming with "The World's Finest", your organization can earn its fullest profit potential yet! Please contact me today to schedule your next fundraiser.

Sincerely,

The Organization's Step-by-Step

to fundraising success

A FUNDRAISING PLAN MADE SIMPLE:

CANDLE SIZE	SELLING PRICE	ORGANIZATION'S 40% PROFIT*
26 OZ.	\$22.00	\$8.80
16 OZ.	\$18.50	\$7.40
8 OZ.	\$14.50	\$5.80

MAXIMIZE YOUR PROFITS AND SAVE YOUR SELLERS' TIME WHILE PROVIDING A TOP QUALITY PRODUCT STEP BY STEP!

- 1 . Each of your sellers will receive a "rub to discover" scratch-and-sniff Seller Packet that consists of a one-page catalog to show products, an order form and an envelope to carry collected monies. All unused Seller Packets must be returned to me, your Gold Canyon representative, upon the completion of your Fundraiser to receive a credit. (This cost is deducted from the organization's profits.)
- 2 . It is the chairperson's responsibility to tally all the seller's totals and complete the Fundraising Master Order form. This Master Order form should be accompanied by each seller's order form for separation and distribution purposes.
- 3 . Orders will be delivered to one location. An estimated date of delivery will be given to you once the Master Order form is submitted to me (The average turnaround time is two weeks.). The chairperson and any volunteers must be present to receive delivery, unless otherwise agreed upon.
- 4 . Checks received from supporters are to be made payable to the organization. The organization will make one check payable to me when your Master Order form is submitted.
- 5 . A copy of the Master Order form will be provided to the organization for your records.
- 6 . If your organization is tax exempt, you must furnish proof of your organization's tax exemption prior to the fundraiser's being approved. Please note that a Federal ID number does not constitute sales tax exemption. If your organization is not tax exempt, it is responsible for collecting and paying all applicable sales taxes, unless otherwise agreed upon. Refer to your sales tax exemption qualifications.
- 7 . It is recommended that you add 5% plus any applicable sales tax percentage to the selling price of each candle to cover shipping and any taxes. You will be responsible for remitting 5% for shipping on orders over \$1,500 and a flat rate of \$75 for orders under \$1,500. It is best to add the applicable shipping amount plus any taxes to the final selling price to the customer. Special shipping charges for Alaska, Hawaii and U.S Territories will apply.
- 8 . I highly recommend your organization provide a Sales Booster letter to each of your sellers, providing deadlines, whom to make checks payable to and delivery and pick up information! In addition, please educate your sellers on the made in the USA quality of product they will be selling to their supporters along with the devotion Gold Canyon has toward children's charities. Knowledge is key to successful sales!

* 40% gross profit is based on an organization submitting an order over \$2,500 US/\$2,900 CDN; organizations submitting fundraiser orders under \$2,500 US/\$2,900 CDN earn a gross profit of 38%.

Q & A

THERE ARE SO MANY OTHER CANDLE COMPANIES, WHY GOLD CANYON CANDLES?

Gold Canyon was founded with the intent to create a candle with superior aroma and extraordinary burn. After years of perfecting the art of candle making, we are proud to produce “The World’s Finest”® quality candle at a very reasonable price. It is an even greater pleasure for us to extend this quality product to assist organizations, such as yours, earn money!

HOW MUCH WILL OUR ORGANIZATION EARN?

The amount your organization raises is entirely up to you, but we’ve taken great strides to make sure you earn serious “scents”. Our program is set up for you to see a generous gross profit of up to 40% from the price of each candle sold!

SELL	EARN
50 CANDLES	\$366.60*
100 CANDLES	\$733.20*
500 CANDLES	\$3,666.00*

Get started today. Set your goal. Collect the profits!

HOW LONG SHOULD OUR FUNDRAISER LAST?

The length of the Fundraiser is up to you and your organization. The average selling period for a successful Fundraiser is 2-3 weeks. Gold Canyon recommends staying within this timeframe for it to be the most effective.

HOW DO I CALCULATE THE FINAL SELLING PRICE FOR EACH CANDLE?

Use the grids provided below to determine the final selling price to the customer including shipping and any applicable taxes. Once you have calculated your final selling price, you should transfer this price to the blank spots on the top left hand corner of the Seller Packet order form.

26 ounce candle	
Selling Price	\$22.00
Recommended Freight @ 5% (selling price x 1.05)	_____
Sales Tax if applicable	_____
Sales Tax on Freight if applicable	_____
Final Selling Price	_____

16 ounce candle	
Selling Price	\$18.50
Recommended Freight @ 5% (selling price x 1.05)	_____
Sales Tax if applicable	_____
Sales Tax on Freight if applicable	_____
Final Selling Price	_____

8 ounce candle	
Selling Price	\$14.50
Recommended Freight @ 5% (selling price x 1.05)	_____
Sales Tax if applicable	_____
Sales Tax on Freight if applicable	_____
Final Selling Price	_____

Q & A

WHAT IF THE FUNDRAISER ORDER IS GOING TO BE LESS THAN \$1,500?

Any Fundraiser order under \$1,500 will be charged a flat shipping rate of \$75. This means you will need to calculate a shipping rate higher than 5%. See the grid below for the applicable percentages to add to the selling price to get to the \$75 shipping rate. Special shipping charges for Alaska, Hawaii and U.S Territories will apply.

Shipping Rate Percentages for Orders Under \$1,500		
Order Amount	Shipping to Charge	Shipping Rate
\$200.00	37.5%	\$75.00
\$300.00	25.0%	\$75.00
\$400.00	18.8%	\$75.00
\$500.00	15.0%	\$75.00
\$550.00	13.6%	\$75.00
\$600.00	12.5%	\$75.00
\$650.00	11.5%	\$75.00
\$700.00	10.7%	\$75.00
\$750.00	10.0%	\$75.00
\$800.00	9.4%	\$75.00
\$850.00	8.8%	\$75.00
\$900.00	8.3%	\$75.00
\$950.00	7.9%	\$75.00
\$1,000.00	7.5%	\$75.00
\$1,050.00	7.1%	\$75.00
\$1,100.00	6.8%	\$75.00
\$1,150.00	6.5%	\$75.00
\$1,200.00	6.3%	\$75.00
\$1,250.00	6.0%	\$75.00
\$1,300.00	5.8%	\$75.00
\$1,350.00	5.6%	\$75.00
\$1,400.00	5.4%	\$75.00
\$1,450.00	5.2%	\$75.00

WILL OUR SUPPORTERS LIKE THE FRAGRANCES YOU ARE PROVIDING US?

Certainly! We have hand chosen our personal favorites and best selling fragrances with your organization in mind. With a wide array of succulent fruits, blooming florals and warm spices to choose from, the selection of aromas will appeal to every supporter of your organization!

ARE YOU PROVIDING A LOT OF PRODUCT SELECTIONS THAT WILL BE CONFUSING FOR OUR SELLERS?

No! We know that your goal is to keep your sellers motivated to earn profits in the most effective way possible. This is why we've made the process as simple as one – two – three! Your sellers will offer three of our most popular Signature Series™ sizes in a wide selection of fragrances to your supporters.

HOW DO WE BEGIN SELLING "THE WORLD'S FINEST"®?

After reading through your Step-by-Step to Fundraising Success page, just complete and submit your New Fundraiser Application to me. I will quickly help you determine your goals and provide you with the selling tools you'll need to make your Fundraiser a profitable success!

WHAT IS THE CATALOG SCHEDULE IF OUR ORGANIZATION HAS ANOTHER FUNDRAISER?

There are two catalogs per year that support your organization. The first is effective for orders placed on January 1 to July 15. The second catalog reflects holiday fragrances and is effective for orders placed on August 1 to December 15.

**Earning potential based on average of three fundraising candle sizes; 40% gross profit is based on an organization submitting a fundraiser order over \$2,500 US/\$2,900 CDN; organizations submitting fundraiser orders under \$2,500 US/\$2,900 CDN earn a gross profit of 38%.*

Fundraising Matrix

The following charts can help your organization determine the seller's candle goal to achieve the desired amount your organization needs.

Average Size Organizations

Selling Price	Organization's 40% Profit*	Number of Candles Needed to be Sold by Each Seller to Achieve Organization Goals								
		Number of Sellers								
		10	20	30	40	50	75	100	150	200
\$1,500	\$570	8	4	3	2	2	1	1	1	0
\$2,500	\$1,000	14	7	5	3	3	2	1	1	1
\$5,000	\$2,000	27	14	9	7	6	4	3	2	1
\$7,500	\$3,000	41	21	14	10	8	6	4	3	2
\$10,000	\$4,000	55	27	18	14	11	7	6	4	3
\$12,500	\$5,000	68	34	23	17	14	9	7	5	3
\$15,000	\$6,000	82	41	27	21	16	11	8	6	4
\$17,500	\$7,000	96	48	32	24	19	13	10	6	5
\$20,000	\$8,000	109	55	36	27	22	15	11	7	6
\$22,500	\$9,000	123	61	41	31	25	16	12	8	6
\$25,000	\$10,000	136	68	46	34	27	18	14	9	7
\$27,500	\$11,000	150	75	50	38	30	20	15	10	8
\$30,000	\$12,000	164	82	55	41	33	22	16	11	8
\$32,500	\$13,000	177	89	59	44	36	24	18	12	9
\$35,000	\$14,000	191	96	64	48	38	26	19	13	10

Large Size Organizations

Selling Price	Organization's 40% Profit*	Number of Candles Needed to be Sold by Each Seller to Achieve Organization Goals							
		Number of Sellers							
		300	400	500	600	700	800	900	1000
\$15,000	\$6,000	3	2	2	1	1	1	1	1
\$17,500	\$7,000	3	2	2	2	1	1	1	1
\$20,000	\$8,000	4	3	2	2	2	1	1	1
\$22,500	\$9,000	4	3	3	2	2	2	1	1
\$25,000	\$10,000	5	3	3	2	2	2	2	1
\$27,500	\$11,000	5	4	3	3	2	2	2	2
\$30,000	\$12,000	6	4	3	3	2	2	2	2
\$32,500	\$13,000	6	4	4	3	3	2	2	2
\$35,000	\$14,000	6	5	4	3	3	2	2	2
\$38,000	\$15,200	7	5	4	4	3	3	2	2
\$40,000	\$16,000	7	6	4	4	3	3	2	2
\$45,000	\$18,000	8	6	5	4	4	3	3	3
\$50,000	\$20,000	9	7	6	5	4	3	3	3

* Numbers of candles sold based off average of all three sizes; 40% gross profit is based on an organization submitting a fundraiser order over \$2,500 US/\$2,900 CDN; organizations submitting fundraiser orders under \$2,500 US/\$2,900 CDN earn a gross profit of 38%.

New Fundraising Application

Please Print the Following:

*Denotes required fields.

ABOUT YOU

ORGANIZATION NAME*

ORGANIZATION E-MAIL*

TAX IDENTIFICATION NUMBER (Applications will not be processed without a copy of the tax exempt certificate.) IS TAX EXEMPT? YES NO

ORGANIZATION'S ADDRESS*

CITY, STATE AND ZIP*

CONTACT NAME*

CONTACT PHONE*

CONTACT E-MAIL*

TIMEFRAMES

FUNDRAISER START DATE* FUNDRAISER END DATE*

GOALS

NUMBER OF ACTIVE SELLERS*

ORGANIZATION'S DOLLAR GOAL*

ORDERING

TOTAL NUMBER OF SELLER PACKETS NEEDED

Your organization is responsible for the cost of the Seller Packets and packaging per order. A credit may be given to the organization for all unused Seller Packets. This is not applicable with Gold Canyon, as all supply orders are final.

Master Order Form

Fragrance	26 oz.		16 oz.		8 oz.	
	ITEM #	# ORDERED	ITEM #	# ORDERED	ITEM #	# ORDERED
APPLE SPICE	52100		51100		50100	
CINNAMON	52109		51109		50109	
CINNAMON VANILLA	52110		51110		50110	
CLEAN SHEETS	52207		51207		50207	
COTTON SPLASH	52341		51341		50341	
CRANBERRY ORANGE	52297		51297		50297	
CUCUMBER MELON	52154		51154		50154	
FRESH ORANGE	52112		51112		50112	
GINGER LIME	52183		51183		50183	
GRAPEFRUIT SPLASH	52215		51215		50215	
POMEGRANATE	52127		51127		50127	
ROSE	52301		51301		50301	
STRAWBERRY SHORTCAKE	52163		51163		50163	
SWEET PEA	52188		51188		50188	
WILDFLOWERS	52133		51133		50133	
COLUMN TOTALS (A)			(A)		(A)	
		C		D		E

DEMONSTRATOR INFORMATION

DEMONSTRATOR NAME _____

PHONE _____

ORGANIZATION INFORMATION

NAME OF ORGANIZATION _____

CHAIRPERSON _____

ORGANIZATION SHIP-TO ADDRESS _____

PHONE _____

PAYMENT INFORMATION

The organization will pay the Demonstrator for this order. I agree to pay this fundraising order directly to Gold Canyon based on the current remittance process.

DEMONSTRATOR SIGNATURE _____

	Final Selling Price	Total Qty.	Total
26 Ounce (shipping + tax)			\$-
16 Ounce (shipping + tax)			\$-
8 Ounce (shipping + tax)			\$-
Sum of Final Selling Price			1 - Total \$ \$-
	Gold Canyon Price (US)	Total Qty.	Total
26 Ounce	\$22.00		\$-
16 Ounce	\$18.50		\$-
8 Ounce	\$14.50		\$-
Sum of Gold Canyon Price			2 - Total \$ \$-
If line 2 is \$2500 or greater, multiply by .40; if under \$2500, multiply by .38			3 - Organization's Gross Profit \$-
If Line 2 is less than \$1500, then multiply by 5% and subtract from \$75			4 - Less Shipping Shortfall \$-
Qty. x number of packets			5 - Less Seller Packet \$-
Subtract lines 4 & 5 from 3			6 - Organization's Net Profit \$-
Subtract lines 6 from 1			7 - Total Paid to Demonstrator \$-