



HOW OUR FUNDRAISING PROGRAM WORKS

Except during the fall, when our Gift Basket Line is also available, we now have 12 types of cheese in our fundraising line, a colourful, tasty and varied selection: 400g blocks of Medium, Old, Extra Old, Marbled, and Caramelized Onion* Cheddar, Gouda*, Havarti, Brick with Hot Pepper, and Brick with Onion & Parsley; 200g pieces of 12-year-old White Cheddar*; and 400g bags of Pizza Blend Shred* and Grated Parmesan Blend.

* Denotes a product new to the line-up as of the Fall of 2023.

Once you decide to conduct a campaign, the steps that you need to take are as follows:

1. Determine the approximate number of people who will be involved. We require that information for planning purposes and so that we can provide you with an appropriate number of order forms with photographs of the cheese on the front side if you want print-based copies. Please note that the front and back sides of the order form can also be supplied as a PDF file, which many groups now choose to use exclusively.
2. Contact us to obtain your campaign supplies. The information that we require includes:
 - a) The name of the fundraising group
 - b) Campaign starting date
 - c) Number of participants
 - d) Order Form Preference: Hard Copies _____ How Many? _____ and/or PDF Version _____
 - e) The delivery address and directions if necessary
 - f) The address to which you would like print-based order forms sent (if desired) if that differs from (e).
 - g) The name(s) and telephone number(s) of your campaign contact person(s)
 - h) The e-mail address(es) of your campaign contact person(s)
 - i) The organization's fax number, if applicable
 - j) Your program selection: Cheese Only _____ Cheese & Gift Baskets _____ Gift Baskets Only _____. Please note that the latter two options are only available for fall campaigns.
 - k) Your order placement date
 - l) Your desired delivery date, which must be at least 14 days after your order is placed. (Please refer to #5).
3. Upon receipt of your campaign supplies, distribute forms to participants, who will then pre-sell the cheese. Please refer to our "Helpful Hints" for suggestions on organizing a successful fundraising campaign, which we composed based on feedback from other groups.
4. Request that your participants hand in the entire form with totals calculated and cross-matched for accuracy.

Springbank



Cheese Co.

A WORLD OF CHEESE

5. Request the campaign organizer(s) to calculate, on a separate order form or spreadsheet, the total number of pieces of each product sold, the overall total of cheese pieces and/or gifts, and total sales amount (in dollars). Once that calculation has been completed, place your order by telephone, e-mail, or fax at (519) 539-0294 or (403) 282-8356. Please note that we do not have a full-case requirement, which means that you can order the exact number of pieces of each product sold, and thus won't have left-over products at the end of your campaign. Once your order has been placed, we will send a Sales Order Acknowledgement form to the campaign organizer(s) for double checking and make tentative delivery arrangements, which will be finalized closer to the delivery date.
6. Receive your order on the agreed-upon delivery date. If requested, we include bags for individual participant order sorting and distribution. Each box is labelled, and two picking sheets will accompany your order, including a detailed one listing the contents of each. Please ensure that you verify the quantities received before you sort and distribute the cheese. We take every precaution to ship exactly as ordered and label each case accurately. If, however, any corrections are required to the quantities shipped, that must be reported to us prior to distribution.
7. Distribute the cheese to the participants with the request that they deliver it as soon as possible, collecting funds when they do if they didn't at the time the order was received. Please keep in mind the fact that our product is perishable and should be stored in a cool place, but not frozen. This generally means that distribution should not be delayed. Also, please remind participants that, if they are accepting cheques, these should be made payable to your group.
8. Pay the invoice that accompanies your order. You will be billed for the total number of pieces ordered, based on the pricing information provided, plus a modest delivery fee if applicable. (Please refer to the next page for specifics). Invoices can be paid in cash if being delivered by our driver, or by cheque, credit card or electronic funds transfer – whatever works best for your group. Our payment terms are net 15 days.

We are available to you by telephone or e-mail and will be pleased to provide guidance or answer any questions that may arise during your fundraising project:

OUR TOLL-FREE FUNDRAISING TELEPHONE NUMBER IS 1-800-265-1973 Extension 26
OUR E-MAIL ADDRESS IS fund@springbankcheese.ca



Fall 2023

PRICING & PROFIT INFORMATION

INDIVIDUAL CHEESE PIECES/BAGS

The following chart details your cost and profits based on a selling price of \$15.00 per package:

Your Cost per Piece/Bag: \$9.75
Mark-up on Cost: 53.8%
Profit Margin on Sales: 35%
Your Profit per Piece/Bag: \$5.25

GIFT BASKET LINE

The following chart details your cost and profits based on an \$85 gift (Gift 4 - Gourmet Fare):

Mark-up on Cost: 53.8%
Profit Margin on Sales: 35%
Example Gift Cost: \$55.25
Example Gift Profit: \$29.75

Gift selling prices range from \$30.00 to \$145.00
The profit margin percentage reflected above is constant for all gifts.

SHIPPING/DELIVERY CHARGES

We have established a relatively easily attainable minimum invoice amount to qualify for free delivery, with shipping level determined by geographic proximity to one of our two warehouse locations. Most fundraising groups far exceed that minimum.

To discover your shipping/delivery charge (if applicable), please refer to our Shipping Policy at www.fundraisingwithcheese.com. You will need to have on hand the postal code of the address to which you would like your order delivered.

Alternatively, please call or e-mail us for assistance:

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“HELPFUL HINTS” FOR A SUCCESSFUL FUNDRAISING CAMPAIGN

Communication:

The key to the success of any project is good communication among those involved. Make sure there are clear, open lines of communication between the campaign organizer(s) and group leaders, teachers, parent helpers, etc. and - most importantly, the participants, who will be your salespeople. Effective two-way communication keeps everyone interested, informed, and enthused.

Organization:

As in most endeavours, the degree of organization can make the difference between success and failure. Setting up a sequence of events for your fundraising project - what happens and who is responsible - will make your campaign run smoothly and without confusion, since everyone will know exactly what is expected.

Recruiting Help:

Recruiting the assistance of parents and/or other adults has proven to be extremely beneficial for fundraising activities involving children. Such volunteers typically provide help with organizing, coordinating, calculating total orders, and distributing cheese to participants.

Motivation:

One of the biggest motivators for fundraising activities is making the participants aware of the purpose of your campaign. When they know why you are raising funds and why their participation is important if the campaign is to be successful, they are far more motivated to go out and get positive results. When younger children are involved, sending an informative note or newsletter to parents is also very effective. Doing so may result in the parents providing assistance by reinforcing the importance of each and every participant and encouraging sales efforts. Children are typically very proud when they are able to say that they did their part in achieving the group's fundraising goal.

Product Knowledge:

We believe that it is important for the participants to be able to tell their customers a little bit about the product. They should therefore be informed that the cheese that they are selling is of the highest quality and comes with a satisfaction guarantee; cheese is a wholesome and nutritious food that is consumed in most homes, which is a good source of calcium and protein; and cheese gifts are popular with relatives, friends, and/or clients. Letting customers know the benefits of purchasing the product, as well as the purpose and worthiness of your project, tends to lead to a positive response.



Pre-sell:

We recommend that your participants pre-sell the product. This requires that orders be taken by each participant and totalled by the fundraising organizer(s) prior to placing your group order. Some groups also collect payment as orders are being taken. Participants should inform their customers of the expected delivery date of their individual orders.

Younger participants should be told to have each customer complete the information on the order form (name, telephone number, number of pieces, and amount). Parents or older siblings can assist in calculating totals.

Using the Telephone, Text Messaging and/or E-mail:

The telephone, text messaging and/or e-mail can be excellent sales tools for your participants, particularly younger ones who are not expected to make their sales in person. Inform the participants of how they can contact friends and relatives to ask for their support. Parents can be helpful in preparing an appropriate list of names and telephone/text numbers or e-mail addresses.

Set Individual Targets for Participants:

Let participants know how many pieces of cheese and/or the number of gifts each should try to sell in order to meet the group's total goal. Tell the participants what the total goal is and how, if each attains the personal target set, the group will be successful. They will then be able to see the link between individual contribution and the success of the campaign.

Rewards and Recognition:

Establish a system of rewards and/or recognition for achievement. For example, awarding prizes, special privileges, etc. or mentioning successful achievers at school assemblies or in group meetings establishes a sense of accomplishment and pride, and fosters friendly competition between participants. Also, recognizing the assistance given by parents, community business representatives, teachers, organizers, etc., makes a positive impression that will foster willingness to assist again in the future.

Suggestions and Comments:

We are always pleased to receive comments and suggestions regarding fundraising experiences, since we like to pass along helpful hints that we receive to future fundraising groups.

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COMPANY PROFILE

Springbank Cheese Company is an independent, Canadian-owned company that has been operated over the years by three generations of the Hemsworth family, with the assistance of experienced, capable, and friendly staff members. The Hemsworths have been in the cheese business since 1960.

The company is named after the Springbank Snow Countess, a celebrated Holstein cow who was a “world champion producer.” A statue in her honour was erected in Woodstock on the site where Springbank Farm (her home) was once located. She is also featured in the firm’s logo.

Today, Springbank Cheese offers more than 400 varieties of cheese, including a complete line of Canadian favourites, as well as quality imports from around the world.

At the plant in Woodstock, bulk cheese is cut and packaged into deli- and consumer-size pieces that are sold under the firm’s brand name and private labels according to customers’ requirements. Specialty shred products are also produced. This facility is licensed by the Ontario Ministry of Agriculture, Food and Rural Affairs and under the *Safe Food for Canadians Act*. Regulatory compliance with the strict standards associated with dairy products is monitored through regular plant and product inspections, conducted by the Canadian Food Inspection Agency.

Markets are varied:

- Wholesale Customers: Food-service sector organizations, including restaurants, hotels, caterers, dining establishments, distributors, and institutions.
- Retail sector organizations, including grocery stores, cheese shops, deli counters and farm-markets vendors, and industrial users.
- Fundraising Groups: Schools, sports groups, church groups, and other not-for-profit organizations across Canada, which access this highly effective means of raising funds for their projects.
- Gift Basket Clientele: A complete cheese gift line is offered seasonally to retail customers, stores, fundraisers, and corporations.
- Retail Customers are welcomed at our small outlet in Woodstock and our four much larger and more elaborate stores in Calgary, situated at 2015 14th Street NW, Willow Park Village Shopping Center, Crowfoot Corner, and Garrison Gateway (Marda Loop).

At Springbank Cheese, all team members are committed to the highest standards of quality and customer service and value every customer and order. Experienced cheese experts in Woodstock and Calgary offer prompt, friendly service, along with advice and guidance if desired. All products come with a satisfaction guarantee.

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Springbank Cheese Co.



A WORLD OF CHEESE



Medium Cheddar
400g



Old Cheddar
400g



Extra Old Cheddar
400g



12-year-old Cheddar
200g



Gouda
400g



Havarti
400g



Marbled Cheddar
400g



Caramelized Onion Cheddar
400g



Brick Hot Pepper
400g



Brick Onion & Parsley
400g



Pizza Blend Shred
400g



Grated Parmesan
400g



All of our gifts are attractively boxed.



Gift 1 - \$30.00
Crackers & Cheese
Please



Gift 4 - \$85.00
Gourmet Fare



Gift 2 - \$40.00
Canadian Cheese Lovers'
Collection



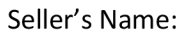
Gift 5 - \$115.00
International Flair



Gift 3 - \$60.00
Tasty Canadian &
European Treats



Gift 6 - \$145.00
Buried Treasure



Customer Phone

Cheese Pieces \$15.00

Gift Baskets

ORDER
TOTAL

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