



• **FINANCE YOUR PROJECT** •

• • • **REACH YOUR GOALS WITH** • • •

• ***Mom's Pantry*** •

• **CANADA'S FUNDRAISING SPECIALISTS** •

• **FUNDRAISING INFO KIT** •

**GET STARTED NOW**

• - 2016/2017 - •

• **PARTNER OF MORE THAN 5000 CANADIAN GROUPS!** •

**MAKING FUNDRAISING EASY**



NEW OPTIONS

# CONGRATULATIONS

BY PICKING UP THIS FUNDRAISING INFO KIT, YOU'VE TAKEN  
THE FIRST STEP TOWARD FUNDRAISING SUCCESS.

NEW PRODUCTS

As Canada's fundraising specialists, Mom's Pantry has more than 30 years of experience helping schools, community clubs, sports teams, and other organizations achieve their fundraising goals. That experience has allowed us to continually improve and perfect our fundraising system to

make it one of the easiest, most proven programs anywhere. Now you too can benefit from that experience. Inside this info kit you will find everything you need to start fundraising the Mom's Pantry way.

## NEW THIS YEAR

MOM'S PANTRY IS PROUD TO UNVEIL SOME  
NEW PRODUCTS AND PROGRAMS THIS YEAR.



Your choice of three exciting program options, including our updated Classic Fundraising Program, Cookie & Muffin Fundraising Program, and Dry-Only Fundraising Program.



New & healthier product choices, including vegan and organic options in the new **Superfoods** category.



A decorative graphic featuring a hot air balloon in the background and two children, a boy and a girl, playing basketball in the foreground. The boy is on the left, leaning forward, and the girl is on the right, holding a basketball. The entire image is overlaid with a light blue tint.

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# 10 CHOOSE MOM'S PANTRY AS YOUR REASONS OF FUNDRAISING PARTNER



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WHY DO THOUSANDS OF CANADIAN SCHOOLS AND GROUPS TRUST THEIR  
FUNDRAISING TO MOM'S PANTRY? HERE ARE TEN GOOD REASONS:  
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## PROVEN FUNDRAISING FORMULA



Over the last 30 years we've helped thousands of groups raise millions of dollars. When it comes to fundraising, we know what works, and -more importantly- what doesn't. Our turn-key fundraising system is perfect for any group or school and takes all of the guesswork out of managing a

successful fundraising campaign. If you're looking for the easiest, most profitable, and most proven fundraising program available, then look no further; you've found it with Mom's Pantry.





### WHOLESOME PRODUCTS

Like our name suggests, Mom's Pantry's product selection includes everyday foods, baking supplies and spices found in most families' kitchens - products that families actually want and need. Additionally, we offer many gluten-free and sodium-reduced items so that people for whom these foods are an issue can still participate in your fundraiser. We even include full nutritional labelling on our products and on our website to help families make smart eating decisions.



### LARGE SELECTION

Three decades of fundraising experience has taught us that the secret to fundraising success is to sell something that people can actually use. That's why Mom's Pantry offers more than 170 different products ranging from pantry essentials such as baking supplies, spices and seasonings to premium quality prepared items such as pierogies, spring rolls and samosas. Sales are easier because there's truly something for everyone!



### GENEROUS COMMISSIONS

Another secret to successful fundraising is to maximize your earnings with each sale. Mom's offers 40% commission on most items, and 20% to 30% on more expensive items, which means that your fundraisers won't have to sell a lot to make a lot. For example, just \$100 in sales (easy to do for most fundraisers) can earn your program up to \$40 in profits.



### THREE PROGRAM OPTIONS

Not all groups have the same needs. Not all groups have the same goals. At Mom's, we now offer three different programs: Our Classic Fundraising Program containing our entire diverse product line (now always peanut-aware); our Cookie and Muffin program, which can simplify the fundraising process for some groups; and finally, Mom's Dry-Only Fundraising Program, for smaller fundraisers concerned about order minimums!



### EASY ORDERING

To make things as easy as possible for you we offer two convenient ways for your customers to place their orders. The first is Mom's famous Blue Order Form which provides a complete list of all of Mom's products and prices. Your customers simply fill it out and hand it back to your sellers complete with payment. For those who prefer a greener and more direct method, we also offer online ordering and payment. With this method customers get access to our full catalogue, and you receive your full payment without having to deal with cash or cheques.



### LESS WORK, FEWER HASSLES

At Mom's our goal is to make fundraising as simple and hassle free as possible for you. From pre-written fundraising letters and free shipping to pre-sorted orders and detailed reports, Mom's takes care of the details so that you can focus on what's most important: the selling, itself. After all, you're fundraising for a reason and you want the rewards to be worth the effort you and your team put in.



### FREE ASSISTANCE & MOM'S CARES HELPLINE

When you fundraise with Mom's you're never alone. Whether this is your first time leading a fundraising project, or you're a fundraising veteran, Mom's is here to support you every step of the way. Should you encounter an unforeseen hurdle during your campaign, or just need help answering a quick question, simply call our Mom's Cares Helpline, or drop us an email for the assistance you need. If you do, you'll quickly discover that the real secret behind Mom's Pantry is our friendly, helpful people who truly care.

1 800 350-6667

or [info@momspantry.ca](mailto:info@momspantry.ca)



### 100 % MONEY BACK GUARANTEE

When you sell Mom's Pantry products you can do so with confidence. Not only do we work hard to source nothing but quality products made with quality ingredients, we then back every one of our products with Mom's famous 100% Money Back Guarantee. If any of your customers ever have an issue with any of our products, simply let us know and we'll cheerfully replace the product or refund the purchase price in full.



### WE GIVE BACK

Mom's Pantry has been helping schools and groups with fundraising for years, and believes strongly in its role as a community support partner. That's why over the years we've sponsored, or supported through donations, numerous organizations and programs across Canada. It's our way of giving back to the communities that have helped make Mom's Pantry what it is today - Canada's most trusted fundraising partner.

# 3 STEPS TO FUNDRAISING SUCCESS

FUNDRAISING ALWAYS GOES SMOOTHER WHEN IT IS PLANNED AND ORGANIZED.  
HERE ARE THREE STEPS YOU CAN TAKE TO SET YOURSELF UP FOR A SUCCESSFUL CAMPAIGN.

## 1 GET ORGANIZED



### ASSEMBLE YOUR TEAM

Fundraising is a team sport, so start by identifying who will be participating and what their roles will be. Make sure each participant is briefed about how the fundraiser works and what their responsibilities will be.

### CHOOSE YOUR FUNDRAISING PROGRAM

Mom's Pantry offers three unique programs to help your group reach their goals. Choose from:

- A** Mom's Classic Fundraising Program
- B** Mom's Own Cookie & Muffin Program
- C** Mom's Dry-Only Fundraising Program





### DETERMINE WHEN THE CAMPAIGN WILL TAKE PLACE AND ITS DURATION

**You'll want to determine the following key dates for your fundraiser in advance:**

- A** Date to distribute Mom's Pantry letters / forms to your group
- B** Date to collect forms back from your group.
- C** Date to submit completed order forms to Mom's Pantry
- D** Date of desired delivery.



### CHOOSE YOUR PROGRAM

**Mom's Classic Fundraising Program** is our most comprehensive program. With over 170 diverse items, from spices, to cookie dough, to frozen pizza snacks and pierogies, it's easy to accommodate everyone's tastes! New this year, Mom's Classic Fundraising Program is always peanut-aware, meaning we no longer stock any products that list peanuts as an ingredient. We hope this will help manage risk, and keep your families safe.

**Mom's Own Cookie & Muffin Program** is a completely new take on Mom's Pantry Fundraising. Using only one form per seller, this form offers 15 different styles of cookie dough and muffin batter, and also includes our famous garlic spread.

**Mom's Dry-Only Program** is exactly as it sounds. Keep your fundraiser more manageable by eliminating all the frozen products, and therefore also eliminating any order minimums. Free shipping across Canada, no matter the size of your fundraiser!

### REGISTER YOUR FUNDRAISER

Call Mom's Pantry at 1-800-350-6667, or go to [momspantry.ca](http://momspantry.ca) (click on 'Create your own fundraiser'), to register your fundraiser. You will be issued an Order Number and instructions on activating your fundraiser online. While registering you will also be able to request the number of order forms that you will require for your fundraiser. We recommend requesting at least three order forms per seller, plus a few extras as spares.

### PERSONALIZE THE MOM'S PANTRY FUNDRAISING LETTER

For your convenience, a pre-written fundraising letter can be personalized with your organization's name and a closing date for orders. This letter introduces sellers to the Mom's Pantry program by providing them with selling instructions, and other vital information pertaining to their fundraiser.

*Download the letter here:*

[momspantry.ca/fundraisingletter.doc](http://momspantry.ca/fundraisingletter.doc)

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## ESTABLISH YOUR SALES GOALS



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ONE OF THE KEYS TO A SUCCESSFUL CAMPAIGN IS TO HAVE EACH OF YOUR SELLERS EQUIPPED WITH A SALES TARGET THAT THEY CAN WORK TOWARDS. HERE'S HOW TO DO THIS.

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### DETERMINE YOUR FINAL PROFIT GOAL FOR THE CAMPAIGN

To help ensure you reach that goal, we recommend setting a target about 10% to 20% higher than the actual amount you need. For example, if you need to raise \$1,000, set your profit goal at \$1,100 or \$1,200.

### DETERMINE YOUR SALES GOAL IN MOM'S PANTRY PRODUCTS

You can easily achieve a rough estimate of the total value of Mom's Pantry products that you will need to sell to achieve your profit goal by multiplying it by the factor of 2.78 (based on a blended commission of 36% - see upper right for details). For example, if your target profit is \$1,000 then your total sales goal would be \$2,780.

### DETERMINE THE SALES TARGET FOR EACH SELLER

To do this, divide your total sales goal by the number of sellers you have on your team. For example, if your total goal is \$2,780 (continuing the previous example) and you have 30 sellers, the sales target for each seller would be \$92.67.





## BLENDED COMMISSION STRUCTURE

Mom's Pantry offers a blended commission structure. The majority of our items offer 40% commission to the group. However, some of our more unique and expensive items vary from 20% to 30% commission.

This means that the commission your group earns may vary depending on which items are sold, the total volume sold, and the ratio of 40% items vs. 20% and 30% items. The average fundraiser earns approximately 36% commission on total sale.

## PROFITING WITH MOM'S PANTRY

Because most Mom's Pantry products are items that families can use everyday, it usually doesn't take many customers for a seller to reach his or her sales target. In fact, most sellers quickly reach their sales goal by selling to their neighbours, relatives, coworkers and even their immediate family. Here is one example of how easy it is to raise money with Mom's Pantry.

### PRODUCT

### PROFIT

1 x Butter Tart Filling Mix

$1 \times \$13.90 \times 40\% = \$5.56$

4 x Mom's Own Garlic Spread

$4 \times \$6.90 \times 40\% = \$11.04$

3 x Chocolate Chunk Cookie Dough

$3 \times \$18.90 \times 40\% = \$22.68$

1 x Cinnamon Rolls

$1 \times \$27.90 \times 30\% = \$8.37$

### TOTAL PROFIT:

**\$ 47.65**

### IMPORTANT NOTE:

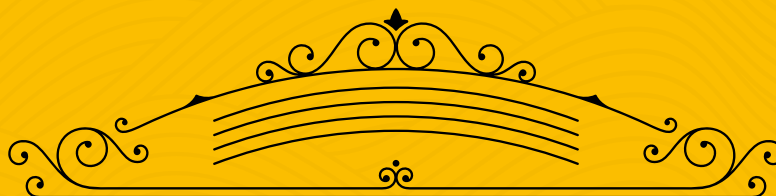
Please be aware that there are order targets (based on your Canadian location) that your fundraiser should achieve in order to receive free shipping. Please see page 10 for more details.

THIS SELLER EARNED ALMOST \$50  
JUST BY SELLING THESE FEW ITEMS!

NOW IMAGINE A GROUP OF 30 PEOPLE ALL DOING THE SAME :

$30 \times \$47.65 = \$1,429.50.$

IT'S EASY TO SEE HOW QUICKLY YOUR EARNINGS ADD UP!



« THE MEDICINE HAT CHRISTIAN SCHOOL RECEIVED OUR MOM'S PANTRY ORDER YESTERDAY AND I JUST WANTED TO SAY THANK YOU. THE DRIVER WAS COURTEOUS AND PUNCTUAL. THE ORDER WAS CLEARLY LABELLED AND EASILY DISTRIBUTED TO ALL OF OUR HAPPY CUSTOMERS. WE WERE SO PLEASED WITH HOW FAST AND EASY IT WAS TO HAND OUT. BEST OF ALL, MY FAMILY TRIED SOME FOR BREAKFAST THIS MORNING AND IT WAS DELICIOUS! »

**Michelle Stigter**  
Medicine Hat Christian School  
Medicine Hat, Alberta



## FREE SHIPPING SYSTEM

Mom's Pantry will ship your fundraising order free of charge. However, shipping frozen goods can be very costly. We therefore ask that your order achieve a minimum amount according to this chart.

These order volumes are instrumental for us to maintain our free shipping model for all groups across Canada. If your order falls short of the target, please call us and let us know. In many cases we can still offer free shipping and on-time delivery by combining your order with other fundraisers in your area. 1-800-350-MOMS (6667)

REGION	ORDER TARGET	REGION	ORDER TARGET
Québec	\$ 1,500	Alberta	\$ 1,500
Ontario	\$ 1,500	Vancouver & Victoria (British Columbia)	\$ 2,000
Manitoba	\$ 1,500	All other British Columbia points	\$ 2,500
Saskatchewan	\$ 1,500	Territories & Maritime Provinces	\$ 4,000



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## EQUIP YOUR SELLERS FOR SUCCESS



MAKE SURE YOU HAVE ENOUGH ORDER FORMS FOR YOUR FUNDRAISER. WE RECOMMEND PROVIDING EACH SELLER WITH AT LEAST TWO OR THREE ORDER FORMS. MAKE SURE THAT YOUR SELLERS KNOW WHERE TO GET MORE IF THEY NEED THEM.

### GIVE CLEAR INSTRUCTIONS

**Make sure that sellers understand their responsibilities fully, including:**

- A** Their individual sales target;
- B** Why online ordering is a great option (better for the environment, better for you);
- C** The importance of having both the buyer's and the seller's names written clearly on the front of the order forms;
- D** The deadline for getting the forms back to you;
- E** The need to collect payment with the orders;
- F** Who to have cheques payable to (your school or organization).

### TWO TO THREE WEEKS, IS BEST!

For maximum impact, Mom's Pantry recommends that your fundraising campaign last between two and three weeks. One week doesn't give people enough time, and anything over three weeks leads people to forget and/or put it aside thinking they have lots of time.

### GET THE WORD OUT!

Do what you can to promote and publicize your fundraising campaign to your group and your community. Use newsletters, posters, emails, community newspapers, social media - anything you can think of to let people know when the fundraiser will be happening!

### TIP

Online Orders do not need Blue Order Forms!



## MEET

BELIEVE IT OR NOT, THERE IS A REAL MOM BEHIND MOM'S PANTRY PRODUCTS! LEONIE OLCEN, MOM, WORKS ALONGSIDE MOM'S PANTRY'S STAFF TO ENSURE THAT EVERY FUNDRAISER IS A SUCCESS AND THAT EVERY PRODUCT OUT OUR DOOR MEETS HER HIGH STANDARDS.

ALONG WITH HER HUSBAND, JIM, THE TWO HAVE WORKED FOR OVER 30 YEARS HELPING GROUPS REACH THEIR FUNDRAISING GOALS. MOM'S PANTRY IS PROUD TO ANNOUNCE THEIR NAMESAKE PREMIUM BRAND, «JIM & LEONIE».

JIM & LEONIE

*Mom's Pantry*

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