



fundraising

PROFILE 2016





INTRODUCTION

“it’s easy, it’s simple and you get the rewards”

Ice-Land Group is a family business, locally owned and operated here in Palmerston North.

We have years of experience in helping schools, kindergartens, music groups, sport groups and other community organisations raise funds through frozen food sales.

In this booklet, we explain to you the hassle free fundraising process which generates quick and easy funds for you with no hidden costs, no financial risk and guaranteed profit.

Should you run into any problems throughout your fundraising drive, please remember our friendly staff members are only a phone call away – please be in touch!

OUR CONTACT DETAILS ARE AS FOLLOWS:

ICE-LAND GROUP LTD
Fundraising Division PO Box 5622 PALMERSTON NORTH
P: (06) 355 5057 | F: (06) 355 5058 | E fundraising@ice-land.co.nz

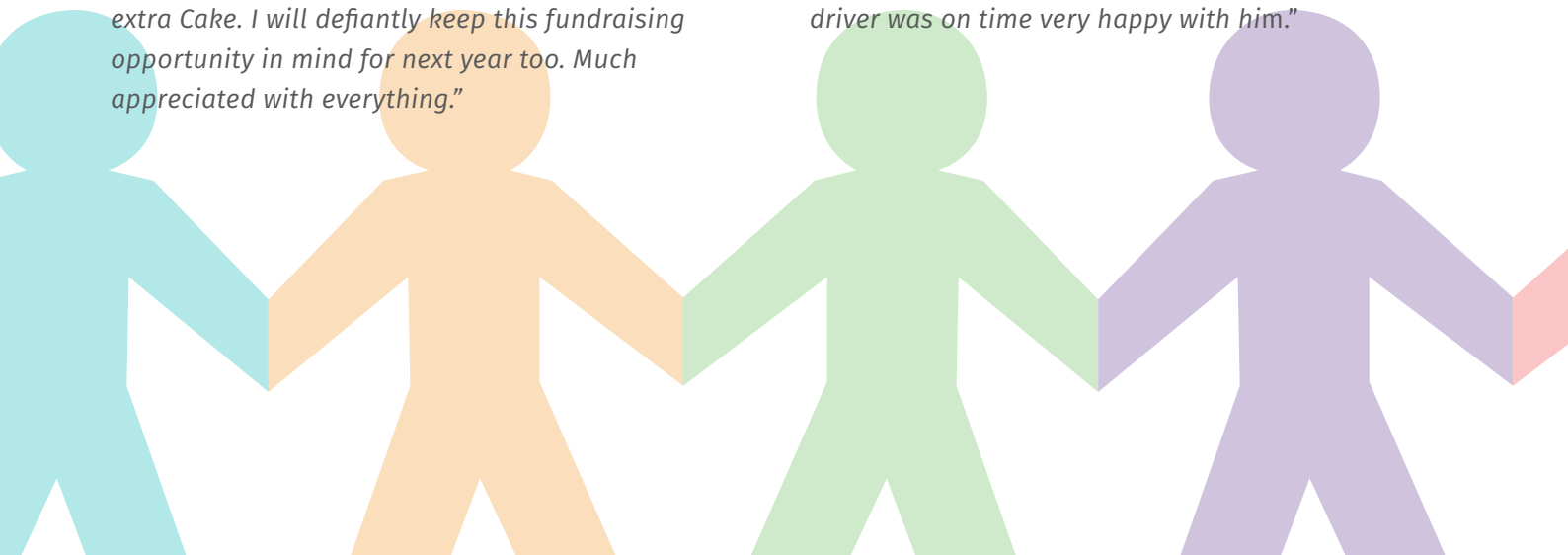
REFERRALS

“We’d like to thank you very much for the order, the delivery was great, the products has been much enjoyed all over Island Bay & beyond – and thank you for the chocolate Cake which the committee organisers divvied it up and enjoyed.”

“Everything went...Thank you so much for the extra Cake. I will defiantly keep this fundraising opportunity in mind for next year too. Much appreciated with everything.”

“I just want to express our heartfelt thanks to you. You have been so helpful and friendly. It has been a pleasure to work with you. Please forward this email to your manager for me so he can also see what a lovely easy process this has been thanks to you.”

“Delivery went fine very happy with our service & the driver was on time very happy with him.”

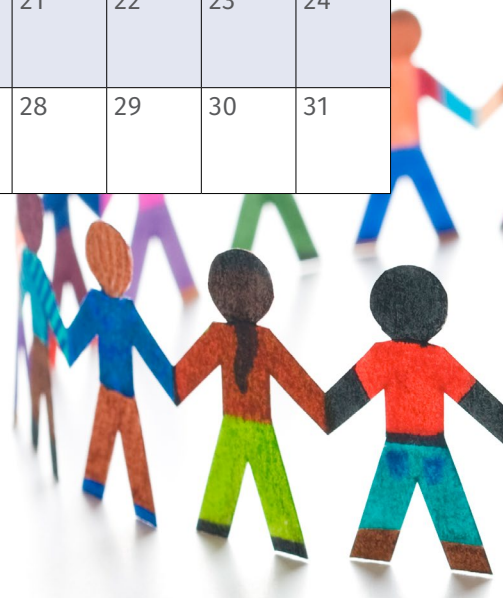
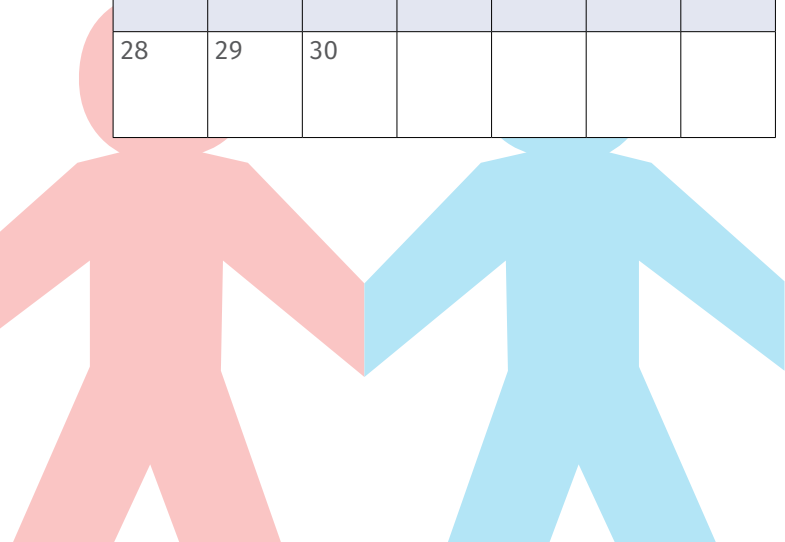


make money easy!

EXAMPLE OF YOUR FUNDRAISING YEAR

MARCH						
Mon	Tues	Wed	Thurs	Fri	Sat	Sun
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15 Ring to book in Ice-land Fundraiser #1	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

SEPTEMBER						
Mon	Tues	Wed	Thurs	Fri	Sat	Sun
				1	2	3
4	5	6	7	8	9	10
11	12	13 Ring to book in Ice-land Fundraiser #2	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31





WE ARE EXCITED TO INTRODUCE OUR NEW FUNDRAISING RANGE FOR 2016!

THE IDEA OF HAVING TWO SEPARATE RANGES IS TO HELP YOU MAXIMISE FUNDS DURING THE YEAR BY RUNNING TWO FUNDRAISING VENTURES. WE SUGGEST RUNNING THE DONUTS AND BISCUIT RANGE SEPARATE TO THE FROZEN FAMILY FOOD RANGE.

ON OFFER IS QUALITY DONUTS AND SWEET BISCUITS. THE DONUTS ARE MADE IN NEW ZEALAND, THEY COME IN AN ASSORTMENT OF FLAVOURS AND ARE FRESHLY FROZEN TO ENSURE THEY ARRIVE TO YOU IN TOP CONDITION. A FAVOURITE FOR CHILDREN AND ADULTS ALL YEAR ROUND! THE BISCUITS ARE ALSO NEW ZEALAND BAKERY MADE. THEY COME IN A FAMILY SIZE RESEALABLE PACK AND ARE SURE TO BE A FAST SELLER!

CONTACT US TODAY TO TALK ABOUT HOW THESE NEW PRODUCTS WILL WORK FOR YOU.

KAYES BISCUITS

- GINGERNUT 20PK
- ChOC ChiP 20PK
- ANZAC 18PK
- afGHAN 18PK



New!

New!



DONUTS

- MOCK CREAM 4PK
- MINI DONUTS 13PK
- SUGAR COATED 6PK
- CHOC COATED 5PK
- STRAWBERRY COATED 5PK
- COLOURED SPRINKLES 6PK
- CHOC SPRINKLES 6PK





WELCOME TO OUR ORIGINAL FROZEN FAMILY FOOD RANGE FOR 2016.

FAMILY PIES



SAVOURIES



HASHBROWNS / GARLIC BREAD



THESE PRODUCTS ARE TRIED AND TRUE HOUSEHOLD FAVOURITES, THEY NEVER FAIL TO RAKE IN THOSE MUCH NEEDED FUNDS EVERY YEAR!

WITH A WIDE SELECTION ON OFFER THERE IS SOMETHING FOR EVERYONE TO CHOOSE FROM, THIS IS A WELCOME CHANGE FROM THE TYPICAL FUNDRAISING SCHEMES OF JUST ONE PRODUCT!

CONTACT US TODAY TO SECURE YOUR BOOKING.

SAUSAGE ROLLS



LAMINGTONS / CROISSANTS



CHEESECAKES



SPRING ROLLS & SAMOSAS SHEPHERDS PIE



PRICELIST PROFIT SCHEDULE

NEW FUNDRAISING RANGE	Cost	Sell	Profit
NEW! DONUTS			
Mock Cream 4pk			
Mini Donuts 13pk			
Sugar Coated 6pk			
Choc Coated 5pk			
Strawberry Coated 5pk			
Coloured Sprinkles 6pk			
Chocolate Sprinkles 6pk			
NEW! KAYES BISCUITS			
Ginger 20pk			
Choc Chip 20pk			
Anzac 18pk			
Afghan 18pk			

CONTACT US
FOR PRICING
AND TO BOOK
**YOUR NEXT
FUNDRAISER!**

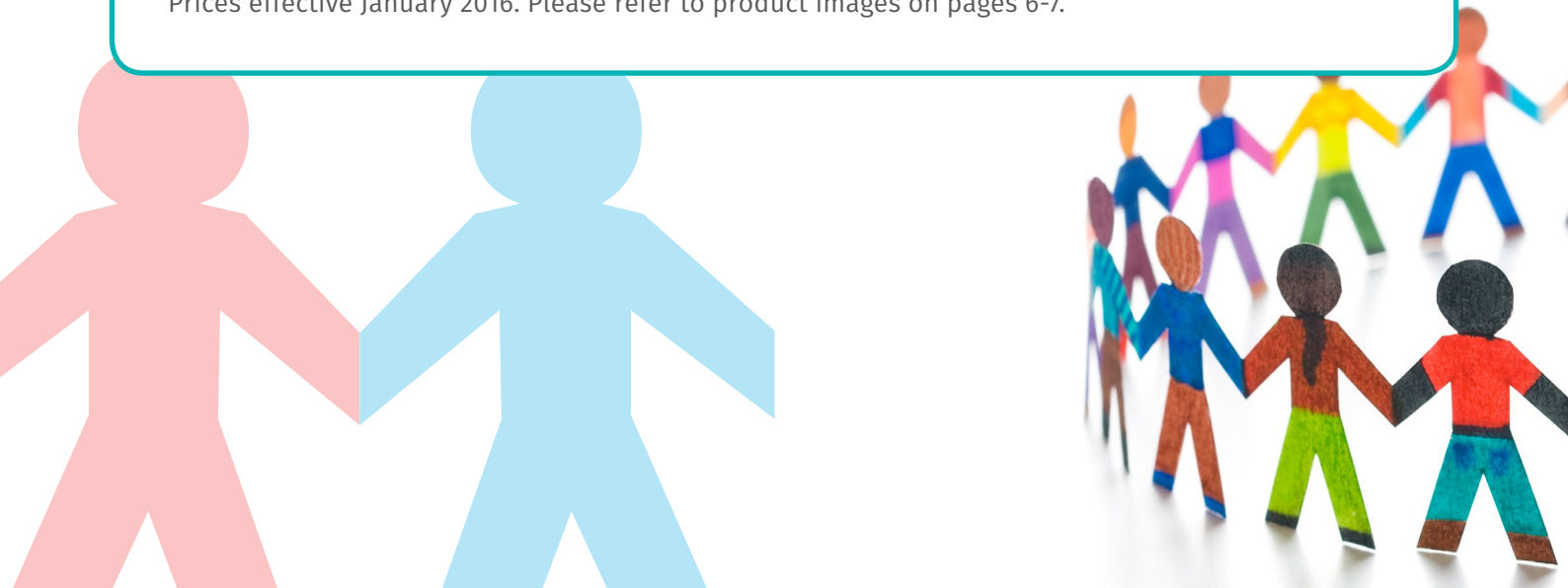
Prices effective January 2016. Please refer to product images on pages 4-5.

PRICELIST PROFIT SCHEDULE

ORIGINAL FROZEN FAMILY FOOD RANGE	Cost	Sell	Profit
PRODUCTS			
Savouries 12pk			
Savouries 50pk			
Sausage Rolls 1kg			
Original Sausage Rolls 800g			
Sage & Onion Sausage Rolls 800g			
Mince with Onion Pie 520g			
Steak with Onion Pie 520g			
Mince & Cheese Pie 520g			
Steak & Cheese Pie 520g			
Potato Hashbrowns 20pk			
Twin Pack Garlic Bread			
Mini Spring Rolls 750g			
Mini Samosas 750g			
Shepherd's Pie 750g			
Lemon & Gingernut Cheesecake 470ml			
Mixed Berry Cheesecake 470ml			
White Chocolate Bavarian 470ml			
Lamington 12pk			
Croissants (15x60g)			

**CONTACT US
FOR PRICING
AND TO BOOK
YOUR NEXT
FUNDRAISER!**

Prices effective January 2016. Please refer to product images on pages 6-7.





the PROCESS

IF THERE IS ONE THING WE HAVE LEARNT SINCE OUR INCEPTION, IT IS TO KEEP THINGS AS SIMPLE AND AS HASSLE FREE AS POSSIBLE. AS YOU READ ON, WE THINK YOU WILL FIND WE HAVE GONE A LONG WAY TO PERFECTING THIS MOST EFFECTIVE-WAY OF FUNDRAISING.

“keeping it simple”

SO, HERE'S HOW IT WORKS:

By following these 3 simple steps, your fundraising drive can be up and running within a few days:



BOOKING

CALL ICE-LAND TO ARRANGE THE DATES OF YOUR FUNDRAISING DRIVE.

Fill these dates in on the Booking Sheet and email/ fax this to Ice-Land. We suggest a 2 week selling period from the time you distribute the order forms to the time the orders are due back to you.

Money should be obtained with orders. You may use the orderforms included in this pack or you may devise your own.



FUNDRAISING

THE ORDERFORMS ARE THEN RETURNED AT THE END OF THE SELLING PERIOD TO THE DESIGNATED COORDINATOR WITHIN YOUR ORGANIZATION.

They are summarised and the Totals Sheet (included in this pack) is filled out and emailed/faxed back to Ice-Land. As a proportion of our baking is contracted out, we require a minimum of 7 working days between when we are supplied with the order totals to when you require delivery.

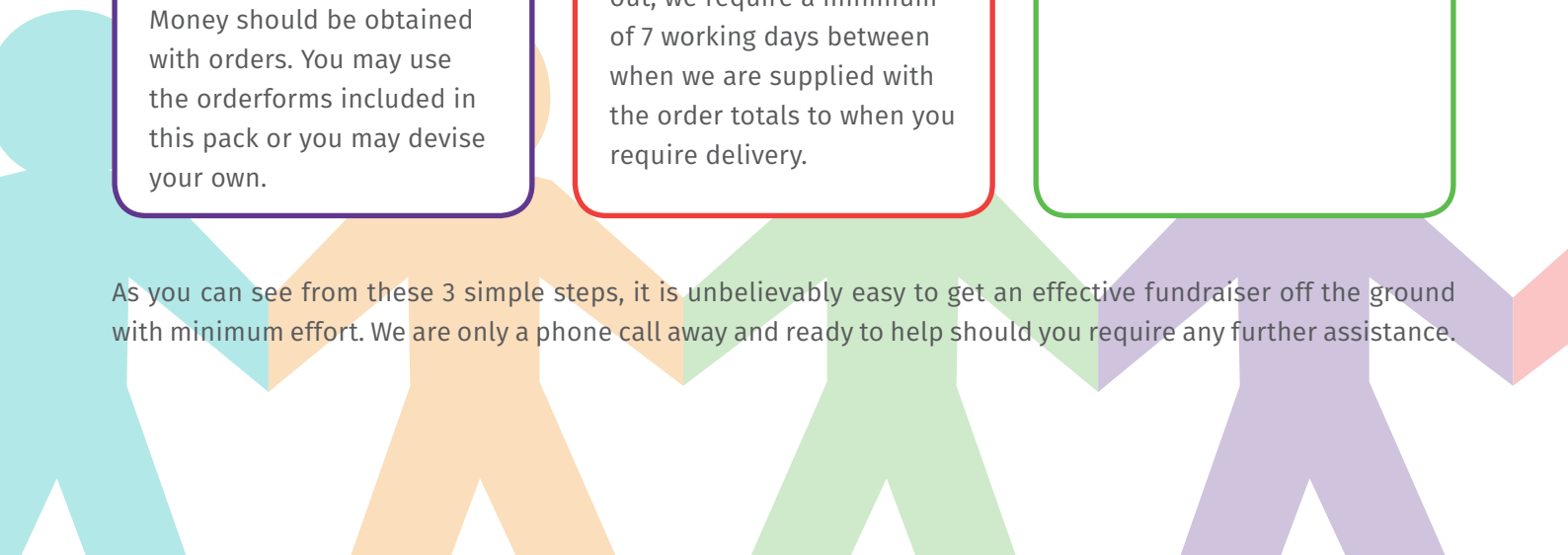


DELIVERY

THE ORDER IS DELIVERED TO YOU AND PAYMENT IS TRANSFERRED.

After the order has been delivered, all you are required to do is place the individual orders into the bags provided.

As you can see from these 3 simple steps, it is unbelievably easy to get an effective fundraiser off the ground with minimum effort. We are only a phone call away and ready to help should you require any further assistance.



the Benefits

WE OFFER YOU THE FOLLOWING BENEFITS:

- free BAGS to pack your individual orders into.
- free DELIVERY AND free Gift when your order is over \$600
 - Great PRODUCT RANGE
 - NO hidden COSTS
 - NO financial RISK to the FUNDRAISER
- Great PROFIT FROM SELLING QUALITY PRODUCTS
- EASY TO USE FUNDRAISING PACK WITH ALL DOCUMENTS PROVIDED.

NEED TO KNOWS...

PLEASE ENSURE YOU HAVE READ & UNDERSTAND THIS INFO BEFORE YOU SIGN UP FOR A FUNDRAISER. SHOULD YOU HAVE ANY QUESTIONS, PLEASE CALL US ON 06 355 5057.

FROZEN PRODUCT

Please note that ALL our products arrive to you FROZEN.

They are all frozen straight from manufacture.

PAYMENT ON DELIVERY

We require payment on or prior to delivery (however is easiest for you).

You will be contacted with the total amount so you are able to prepare payment.

MINIMUM ORDER 9TY

Unfortunately, we have to set a minimum order of \$600 for organisations that are situated outside Palmerston North.

If this is not attainable, a freight charge will apply unless arranged otherwise. Please contact our team to discuss if you have any queries.

Thank you

YOU SHOULD HAVE RECEIVED THE FOLLOWING IN THIS PACK:

FUNDRAISING PROFILE 2016

This booklet outlining the process, pricing and products.

FUNDRAISING BOOKING SHEET

To send in to book your fundraiser when you have confirmed our fundraising dates.

FUNDRAISING ORDER FORM

You can use this if you wish, or you can use it as a template for your own.

FUNDRAISING TOTALS SHEET

You send this to us once you have totalled your orders.

Thank you for your interest in our fundraising process.

WE LOOK FORWARD TO HEARING FROM YOU TO CONFIRM YOUR FUNDRAISING DATES.

Please note—You do not have to fundraise with all the products in the range. You may decide for example to fundraise with the pies & savouries first, then later in the year run with the other products. This gives you the opportunity for a greater profit as there is more focus by the sellers on the product, resulting in greater sales volume.

CONTACT US



ICE-LAND GROUP LTD
Fundraising Division, PO Box 5622,
PALMERSTON NORTH
P: (06) 355 5057 | F: (06) 355 5058
E: fundraising@ice-land.co.nz