

Cadbury Fundraiser



2017 Catalogue

Meet your
fundraising
goals fast

www.fundraising.com.au

Welcome to Cadbury Fundraiser

Cadbury Fundraiser is a simple way to raise money for your cause, club, social group or organisation. Your biggest challenge is choosing which delicious treats to sell!

If you're new to fundraising, our friendly team of local consultants are available on **1800 809 444**. They have years of experience and can help you choose from our great range of products and provide handy advice about rallying the troops to boost sales.

Visit www.fundraising.com.au for fundraising tips, ideas and success stories to get your fundraising project off the ground. It's easy to start fundraising with Cadbury Fundraiser. We can't wait to help you.

Best of Luck,
The Team at Cadbury Fundraiser



"Cadbury puts the FUN back into Fundraising" - Kerri, Southern Highlands Vaulting Team

Why Fundraise with Cadbury?

Easy fundraising

Who can resist delicious products like Cadbury Dairy Milk, Freddo and Cherry Ripe? Cadbury Fundraiser's formula makes fundraising easy.

Genuine support

Our experienced consultants are available on **1800 809 444** to help you plan your fundraising drive.



Reach your goal faster

We can help you calculate the best mix of Cadbury products to assist you in reaching your Fundraising goal. Here, we show potential profits selling Cadbury Mixed Blocks Boxes, including Bonus Box Rewards.+



* All profits quoted are gross profits before expenses based on recommended selling prices and full boxes sold. Assumes customers are non-GST registered and product is not mixed between boxes. Profit calculation based on Cadbury Dairy Milk Mixed Blocks Box only. Profits may vary depending on type of Cadbury Fundraising boxes sold and actual selling price.
+ Bonus carry box must not exceed the value of any single box purchased.

Bonus Box Rewards



Purchase any 50 Cadbury Fundraiser carry boxes in a calendar year to receive one free carry box to add to your fundraising. *+

BUY 50 = **1** free

All profits quoted are gross profits before expenses based on recommended selling prices and full boxes sold. Assumes customers are non-GST registered and product is not mixed between boxes.
*No returns for unsold or excess products. See back cover for full purchase terms, returns policy and profit assumptions.
+ Bonus carry box must not exceed the value of any single box purchased. See www.fundraising.com.au for Bonus Box rewards.

10 Steps to Fundraising Success

Follow our 10 easy steps to fundraising success! You can download handy tools like **checklists, letter templates, calculators, tally sheets** and more from our website at any time: www.fundraising.com.au



1

Plan ahead

Think of the who, what, why and how of your fundraising. A little pre-planning ensures a much smoother, stress-free and ultimately successful fundraising campaign.

2

Gather the troops

Fundraising is a team effort. A week before kick-off, send our letter template #1 – this builds excitement and lets everyone know exactly what you're fundraising for. Remember, adults should organise fundraising activities and also do all the selling.

3

Place your order

Mix and match products from our delicious range. Remember, there's a minimum order of 10 carry boxes. Order at www.fundraising.com.au (T&Cs apply).

4

Confirm your order

Your consultant will call within one working day to confirm your order and discuss delivery.

5

Delivery

It's free when you order over 16 boxes! Deliveries are Monday to Friday, and usually take 2-3 days in metro areas. When you receive your carry boxes, store them in a cool, dry place.

6

Start selling

Organise and advertise a day to distribute carry boxes and tips for selling to your sellers. As you hand out boxes, keep track of where they go on your tally sheet.

7

Keep sellers motivated

Use the Cadbury Fundraiser target poster, your website, newsletter and social media to keep everyone up-to-date. To get people across the finish line, send out letter template #3 one week before the fundraiser ends.

8

Collect the funds

Now the most important bit! It can help to give sellers an incentive to get their money back by a certain date. Your local Cadbury Fundraiser consultant may have some ideas. Use our tally sheet to help you keep track.

9

Pay your Cadbury Fundraiser invoice

If you haven't already paid your invoice, this is due 28 days from date of delivery.

10

Celebrate success

Use letter template #4 to thank everyone and announce how much money you raised. You can use this letter to advertise upcoming fundraising events, too.

Easy Ordering Solutions



The minimum order is 10 carry boxes made up of any combination from the range.



Payment is subject to credit approval and required 28 days from delivery.



Delivery is usually 2-3 working days in metro areas but check with your Consultant for times in your area. We deliver Monday to Friday.



FREE delivery on orders over 16 boxes (equivalent to \$460.80) Orders below 16 boxes will incur a delivery fee#

#See www.fundraising.com.au for current delivery terms and conditions

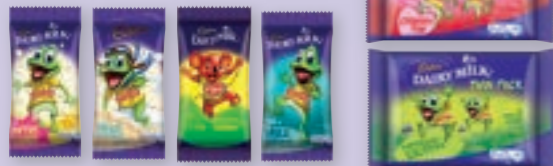
Fun Box

OUR BEST SELLER!

Up to **\$1 RRP** **\$20 PROFIT*** per carrybox



Contains a mix of:



Units per box	50 x 35g
Buy Price (Carry box)	\$30.00
Sell Price (Carry box)	\$50.00 RRP

Your profits at a glance

Carry Boxes Purchased	Bonus Box Rewards	Your Profit* inc bonus box
10 (minimum order)	-	\$200.00
50	1 = \$50.00	\$1050.00

*See page 14 for full purchase terms and profit assumptions. No returns for unsold or excess products. If variant is not available it will be replaced with a product of greater or equal value§

Europe Bars Pack

Up to **\$1 RRP** **\$20 PROFIT*** per carrybox



Contains a mix of:



Units per box	50 x 40g
Buy Price (Carry box)	\$30.00
Sell Price (Carry box)	\$50.00 RRP

Your profits at a glance

Carry Boxes Purchased	Bonus Box Rewards	Your Profit* inc bonus box
10 (minimum order)	-	\$200.00
50	1 = \$50.00	\$1050.00

*See page 14 for full purchase terms and profit assumptions. No returns for unsold or excess products. If variant is not available it will be replaced with a product of greater or equal value§

Goody Box

Up to **\$1 RRP** **\$20 PROFIT*** per carrybox



Contains a mix of:



Units per box	50 x (30g-38g)
Buy Price (Carry box)	\$30.00
Sell Price (Carry box)	\$50.00 RRP

Your profits at a glance

Carry Boxes Purchased	Bonus Box Rewards	Your Profit* inc bonus box
10 (minimum order)	-	\$200.00
50	1 = \$50.00	\$1050.00

*See page 14 for full purchase terms and profit assumptions. No returns for unsold or excess products. If variant is not available it will be replaced with a product of greater or equal value§ § speak to your local consultant to confirm contents

The Natural Confectionery Co. Lolly Box

Up to **\$3 RRP** **\$25 PROFIT*** per carrybox



Contains a mix of:



Units per box	20 x (180g-200g)
Buy Price (Carry box)	\$35.00
Sell Price (Carry box)	\$60.00 RRP

Your profits at a glance

Carry Boxes Purchased	Bonus Box Rewards	Your Profit* inc bonus box
10 (minimum order)	-	\$250.00
50	1 = \$60.00	\$1310.00

*See page 14 for full purchase terms and profit assumptions. No returns for unsold or excess products. If variant is not available it will be replaced with a product of greater or equal value§ § speak to your local consultant to confirm contents

Cadbury Singles Unmixed Boxes

Up to **\$19.20 PROFIT*** per carrybox

Choose ONE product per unmixed carry box:



Units per box	48 x 35g
Buy Price (Carry box)	\$28.80
Sell Price (Carry box)	\$48.00 RRP

Your profits at a glance

Carry Boxes Purchased	Bonus Box Rewards	Your Profit* inc bonus box
10 (minimum order)	-	\$192.00
50	1 = \$48.00	\$1008.00

*See page 14 for full purchase terms and profit assumptions. No returns for unsold or excess products.

Cadbury Dairy Milk Mixed Blocks

Up to **\$30 PROFIT*** per carrybox



Units per box	24 x (68g - 70g)
Buy Price (Carry box)	\$30.00
Sell Price (Carry box)	\$60.00 RRP

Your profits at a glance

Carry Boxes Purchased	Bonus Box Rewards	Your Profit* inc bonus box
10 (minimum order)	-	\$300.00
50	1 = \$60.00	\$1560.00

Contains a mix of:



*See page 14 for full purchase terms and profit assumptions. No returns for unsold or excess products. If variant is not available it will be replaced with a product of greater or equal value. Speak to your local consultant to confirm contents.

Easter Eggs Mix Box

Up to **\$4 PROFIT*** per carrybox



Units per box	20 x 125g
Buy Price (Carry box)	\$50.00
Sell Price (Carry box)	\$80.00 RRP

Your profits at a glance

Carry Boxes Purchased	Bonus Box Rewards	Your Profit* inc bonus box
10 (minimum order)	-	\$300.00
50	1 = \$80.00	\$1580.00

Contains a mix of:



All our Easter products have a best before date 12 months from manufacture. *See page 14 for full purchase terms and profit assumptions. No returns for unsold or excess products. If variant is not available it will be replaced with a product of greater or equal value. Speak to your local consultant to confirm contents.

Cadbury Dairy Milk FAIRTRADE Blocks Box

Up to **\$30 PROFIT*** per carrybox



Units per box	24 x 68g
Buy Price (Carry box)	\$30.00
Sell Price (Carry box)	\$60.00 RRP

Your profits at a glance

Carry Boxes Purchased	Bonus Box Rewards	Your Profit* inc bonus box
10 (minimum order)	-	\$300.00
50	1 = \$60.00	\$1560.00

Contains:



Learn more at www.fairtrade.com.au

*See page 14 for full purchase terms and profit assumptions. No returns for unsold or excess products.

Giant Novelty Products

10kg Cadbury Dairy Milk block (1 Metre tall!)

\$210
RRP*



NO MINIMUM ORDER



\$121
RRP*

4.5kg Toblerone bar



* See page 14 for full purchase items and profit assumptions. No returns for unsold or excess products.
§ Raffles are subject to regulations in each state/territory and permits may be required. Customers should check with their local authority for further information.

Sweet Treats Box

Up to **\$25 PROFIT*** per carrybox



Contains a mix of:



Units per box	30 x (45g - 55g)
Buy Price (Carry box)	\$35.00
Sell Price (Carry box)	\$60.00 RRP

Your profits at a glance

Carry Boxes Purchased	Bonus Box Rewards	Your Profit* inc bonus box
10 (minimum order)	-	\$250.00
50	1 = \$60.00	\$1310.00

*See page 14 for full purchase terms and profit assumptions. No returns for unsold or excess products. If variant is not available it will be replaced with a product of greater or equal value§

All-Stars Box

Up to **\$25 PROFIT*** per carrybox



Contains a mix of:



Units per box	30 x (46g - 55g)
Buy Price (Carry box)	\$35.00
Sell Price (Carry box)	\$60.00 RRP

Your profits at a glance

Carry Boxes Purchased	Bonus Box Rewards	Your Profit* inc bonus box
10 (minimum order)	-	\$250.00
50	1 = \$60.00	\$1310.00

*See page 14 for full purchase terms and profit assumptions. No returns for unsold or excess products. If variant is not available it will be replaced with a product of greater or equal value§ § speak to your local consultant to confirm contents

Community Grants 2017

Bringing community projects to life

\$60,000 in grants available to help you realise your fundraising goals

In 2017, we have a \$60,000 grant pool. It's our way of giving back to the wonderful volunteers who donate their time to worthy causes.

How to apply

Go to www.fundraising.com.au/community-grants to find out how to apply including application conditions

2016 grant recipients

Our grants helped some very worthy causes in 2016 including:

- Comets Softball Club
- Wynnum Manly Physical Culture Club
- St Mary's Netball Club
- Harvest Lakes Playgroup
- Ferntree Gully Pre-school
- Lara Lakes Primary School Fundraising Group
- All Hallows School Parents and Friends Group
- Seeing Eye Dogs Australia and many more!

Kylie – a volunteer with Seeing Eye Dogs Australia



Responsible Fundraising

We Believe in Responsible Fundraising

All Cadbury Fundraiser products are designed to help organisations raise funds in the community. Please ensure adults organise the fundraising activity and sell Cadbury Fundraiser product.

Sustainably Sourced Cocoa

At Cadbury, we know that without successful farmers and thriving cocoa-growing communities to produce our cocoa, we cannot bring consumers the chocolate they love.

The importance of a sustainable supply of cocoa has driven our work with Fairtrade and the creation of Cocoa Life, an industry-leading independently verified program to support sustainable cocoa production.

These programs give you confidence that whenever you buy a CADBURY DAIRY MILK fundraiser box or block it will not only taste good, but make a difference too.

Learn more at www.cocoalife.org



Be Treatwise

Cadbury encourages everyone to be Treatwise

Confectionery is a treat to be enjoyed in moderation as part of a balanced diet and active lifestyle.

To learn more go to www.betreatwise.info

Be treatwise®
Enjoy a balanced diet

Purchase terms

1. No returns for unsold or excessive stock will be accepted.
2. Minimum order of 10 carry boxes on all \$1RRP Fun Box, \$1RRP Goody Box, \$1RRP Europe Bars Pack, \$3RRP TNCC Lolly Box, \$1RRP Unmixed, \$2RRP Sweet Treats Box, \$2RRP Allstars Box, \$2.50 Cadbury Dairy Milk Blocks, Mixed Blocks Box, \$2.50RRP Cadbury Dairy Milk Fairtrade Blocks Box, and \$4RRP Easter products (when available).
3. All RRP's are recommended retail prices only and you are not obliged to sell the products at the RRP's.
4. Product specified within mixed boxes may change; replacement product will be of equal or greater value.
5. Free delivery Australia wide for orders of 16 or more carryboxes.
6. All sales are subject to credit approval, payment is 28 days from delivery for orders of 16 or more carryboxes.
7. The information, including pricing and product details, contained in the Cadbury Fundraising website, catalogue or order forms may include inadvertent and occasional errors due to typographical mistakes, miscommunication and technical glitches. Cadbury Fundraiser reserves the right to cancel orders and refund customers' money due to these errors on the website, advertising material or order forms.
8. Terms may be updated from time to time without prior notice, Cadbury Fundraiser recommends checking at the time of ordering or go to fundraising.com.au for more details and the most up to date terms and conditions.

Please talk to your Cadbury Fundraiser Consultant for more information on any aspect of our sales.

Profit Assumptions:

All profits quoted are gross profits before expenses based on recommended selling prices and full boxes sold. Assumes customers are non-GST registered and product is not mixed between boxes.

All prices are recommended retail prices/RRP

\$1.00 Fun Box Products- assumes 50 units per carry box

\$1.00 Singles Unmixed products- assumes 48 units per carry box

\$1.00 Goody Box products- assumes 50 units per carry box

\$1.00 Europe Bars products- assumes 50 units per carry box

\$2.00 Sweet Treat products- assumes 30 units per carry box

\$2.00 All-Stars products- assumes 30 units per carry box

\$2.50 Cadbury Dairy Milk Blocks products- assumes 24 units per carry box

\$2.50 Cadbury Mixed Blocks products- assumes 24 units per carry box

\$3.00 TNCC products- assumes 20 units per carry box

\$4.00 Easter products- assumes 20 units per carry box



Call

1800 809 444

to speak with your local Consultant

To place your order go to

www.fundraising.com.au