

'Fundraising with The Rocky Road House'



FUNDRAISING KIT



Gluten, Peanut & Egg Free

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The Rocky Road House Fundraising Kit

About Us

The Rocky Road House has the hottest new fundraising product that is allergy free and 'built with delicious chunks of love'! At the Rocky Road House we are proud to be able to bring to you our products that everyone can enjoy while your organisation reaps the rewards of the fundraiser.

The Rocky Road House was established in November 2012 and is a family owned and operated business. We are a local business in the Port Stephens NSW area and are proud to be currently involved in a number of school fundraising programs. All of our products are hand made with the finest ingredients and as we continue to grow our products we will be able to offer a greater range of rocky road flavours. Launched in 2016 we introduced the new 'Funny Bunny' range; we have seen an increase in interest to include our Bunnies to our fundraising Packs and now have three exciting fundraising options for you.

The fundraising kit includes:

- ❖ About The Rocky Road House
- ❖ Product & Nutritional Information
- ❖ Allergy Information
- ❖ How It Works?
- ❖ Fundraising Terms & Conditions
- ❖ Fundraising Tips

"We invite you to take a walk along our rocky road!"

The Rocky Road House Fundraising Team

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w: www.rockyroadhouse.com.au

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Product information - 100g Bars

White Cranberry Close



Honeycomb Crunch Crescent



Jolly Jaffa Way



Milk Choc Lane



Peppermint Place



Popping Candy Drive



Raspberry Road



Salted Caramel Corner



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Product information - Funny Bunnies - 105g (3 X 35g)

Milk Choc

Salted Caramel

White Bunny

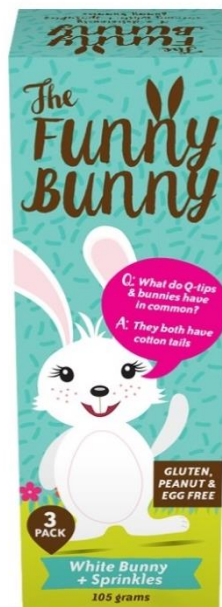
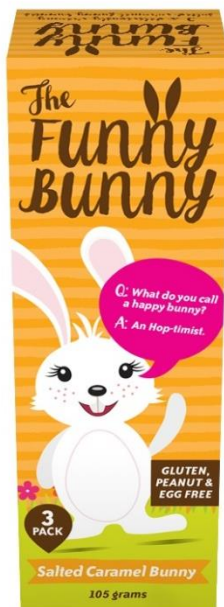
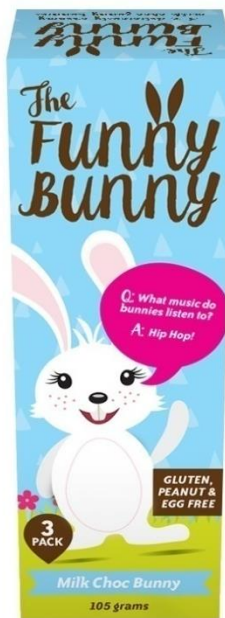
White

Bunny

Bunny

+ Sprinkles

Bunny



If you would like to view our nutritional information please head to our [website](#).

'Fundraising with The Rocky Road House'

Allergy information

At The Rocky Road House we pride ourselves on our allergy free products that are safe for allergy sufferers. All of our bars are gluten, peanut and egg free. With an increase in allergies throughout children and after experiencing this first hand we are happy to be able to provide a product that is safe and enjoyable to eat for everyone!

All of our rocky road products are made in a gluten, peanut and egg free environment!

About Gluten Free Products!

What is gluten?

Gluten is a protein found in wheat, rye, barley and oats and ingredients derived from these grains. There are however a number of gluten free products available to substitute for their gluten containing counterparts. The following information will assist those responsible for catering for someone with coeliac disease...

How do I identify gluten free products?

There are three broad groups of food that are suitable for those on a gluten free diet:

- Naturally gluten free foods
- Food labelled as 'gluten free'
- Products that are gluten free by ingredient

1. Naturally gluten free foods

There are a wide variety of foods that are naturally gluten free.

2. Food labelled 'gluten free'

A number of products are labelled gluten free. If a food (including imported products) is labelled gluten free, it must contain 'no detectable gluten' according to the Australian Food Standard.

Consequently there is no need to be concerned about the product's ingredients.

The gluten free label overrides the ingredient listing

For example, if a product is labelled gluten free but 'Maltodextrin (wheat)' is listed as an ingredient, the gluten free label overrides the product's ingredient listing and it is suitable for inclusion in a gluten free diet.

3. Products that are gluten free by ingredient

If a product is not labelled as gluten free, it is important to check the ingredient listing on the packet.

A number of products, although not made specifically for the gluten free market, simply happen to be gluten free by ingredient.

Under the Australian Food Standards Code, if an ingredient is derived from wheat, rye, barley or oats, then this must be declared. Consequently ingredients where the source grain is not identified are therefore from a non-gluten containing grain and are gluten free. Ultimately, if you don't see wheat, rye, barley, oats or gluten on a food label, there are no ingredients derived from gluten containing grains.

Exceptions... Some ingredients are so highly processed, that they are gluten free even though a gluten source is indicated. The most commonly used are:

- Glucose or glucose syrup from wheat, ▪ Caramel colour (150) from wheat, ▪ Dextrose from wheat

These ingredients are suitable for a gluten free diet.

Reference: The Coeliac Society of Australia Inc (www.coeliacsociety.com.au)

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How it works

At The Rocky Road House we are able to offer a fundraising opportunity that is profitable, fun and like no other. With our allergy free products that everyone can enjoy they will be walking out the door and your school or group will be reaching your target fundraising goals before you know it. The return on our fundraising boxes is very profitable.

We have three fundraising variety boxes. Each fundraising box comes filled with assorted flavours:

Option 1 - 12 x 100g Bars (Flavours may vary)

Option 2 - 8 x 100g bars + 4 Funny Bunnies (Flavours may vary)

Option 3 - 6 x 100g bars + 6 Funny Bunnies (Flavours may vary)

Based on each box sold your group could benefit greatly. With a buy price per box of \$36.00 and a RRP for resale of \$48.00 your group will raise \$12 per box sold. The more your group sells the more profits made as you can see in the sample table below:

Total Fundraising Boxes	Total Profit
Minimum 16 boxes	\$192
100 boxes	\$1,200 + BONUS \$75 in Gift Cards
200 boxes	\$2,400 + BONUS \$200 in Gift Cards
300 boxes	\$3,600 + BONUS \$350 in Gift Cards
The More you order the more you receive in BONUS GIFT CARDS	

How to get started:

Step 1. Place your order [online](#), through your Fundraising Consultant or if you require assistance please contact us via [email](#)

Step 2. Your order will be processed and shipped for FREE

Step 4. Once you receive your fundraising boxes, distribute them

Step 5. Send a newsletter out to inform the participants of the amount of money raised and the profits achieved from their fundraising event

Step 6. Most importantly congratulate everyone for their hard work

Step 7. If you are a registered organisation payment will be required '30 days from date of invoice'. If you are an individual undertaking a fundraising event, payment will be required prior to shipment of your fundraising order.

Step 8. Book in for next year, and we'll commit to giving your organisation next year's fundraiser, at this year's price!

By taking a walk along our rocky road we are certain that you will break your previous fundraising records – and when you do, please let us know at The Rocky Road House - we always love to hear about your fundraising success! Send us in a photo of your fundraising success and we will include it on our new [website](#) or [Facebook](#) page for all to see. Phone us today to book in early to secure your fundraising date.

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Fundraising Terms and Conditions

1. No returns for unsold or excessive stock will be accepted.
2. Effective from 1 July 2013 a minimum order of 16 boxes will apply. This minimum order applies for every delivery.
3. All RRP's are recommended retail prices. In order to maximise your benefits and reach your fundraising goals through The Rocky Road House fundraisers these sell prices are highly recommended.
4. Delivery is FREE Australia Wide. In our local area we love to get out and about and as a result we are able to personally deliver some of our orders in our Rocky Road House Rocket (van).
5. All orders for registered organisations must be paid for within '30 days from date of invoice'. For individuals undertaking a fundraising event and who are not registered then payment is required prior to delivery. An invoice will be sent out once the order has been placed.
6. The person responsible for payment of goods ordered is the person responsible for fundraiser on the named fundraising order form.

Please talk to The Rocky Road House Fundraising Team or your direct Fundraising Consultant for more information

Email: info@rockyroadhouse.com.au

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Fundraising tips

- Planning - Taking the time to make a plan is key to getting the most out of your group's fundraising program.
- Appoint a fundraiser co-ordinator so that you have a primary contact for each fundraiser held
- Set a goal - Have a clear set of goals of what your group wants to achieve in terms of improvements/additional equipment etc. and the necessary funds to be gained through fundraising to achieve these goals.
- Timing of the fundraiser - make sure you select an appropriate time to undertake your fundraiser (ensure children are not away on camps/excursions etc). Effective fundraisers can be for Mother's Day, Father's Day, Easter, Christmas, Spring Fairs, Fetes etc

So, what have organisations have been up to in the past.....

The Rocky Road House has been involved in various fundraising events throughout the local schools and we have found that our fundraising boxes are run the smoothest for most schools. We have also been involved in a number of schools that run their fundraisers a little different and purchase our larger 200g bars at a reduced price and sell for the RRP and as a result are able to see a very profitable return as well.

With a buy price of \$4.50 and a sell price of \$6.00 the profit for each bar is \$1.50. **PLEASE NOTE: (minimum order is 128 x 200g bars – assorted flavours)**

Details of the alternative fundraising option we have been involved in is outlined below and can be used as a guide to ensuring you produce the best fundraiser for you and your requirements. The benefit of this option is you already have the numbers up front and paid for prior to order so you order exactly what you need.

Alternative Fundraising Option (200g rocky road bars - individual):

1. Select an event such as Mother's Day or Father's Day
2. Issue the attached vouchers to all children in the school to take home so they can order the required number of rocky road bars (our logo can be provided on request for your vouchers/material)
3. Ensure the vouchers are returned to school by the required timeframe along with payment
4. Collate all the vouchers and tally the required number of rocky road bars **(minimum order is 128 x 200g bars – assorted flavours)**
5. Place your order [online](#), through your Fundraising Consultant or if you require assistance please contact us via [email](#) (assorted flavours)
1. As payment has been received upfront your group is able to pay for your order immediately and then your order will be delivered to your school (allow 3 weeks). Of course you can still choose to pay within '30 days from date of invoice'
2. Set up your stall the week prior to Mother's Day or Father's Day and let the children come along with their pre-purchased vouchers and choose what flavour they would like from the stall
3. Enjoy the profits for your school and book in for next year at this year's prices!

When it comes to fundraising the skies the limits, choose your event and how you would like your fundraiser to run as "We invite you to take a walk along our rocky road"

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Product information - 200g Bars

Honeycomb Crunch Crescent



Jolly Jaffa Way



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Raspberry Road



Salted Caramel Corner



White Cranberry Close



'Fundraising with The Rocky Road House'

Father's Day Stall Fundraiser

(Your Schools Name) and The Rocky Road House have teamed up this Father's Day

Make dad feel really special this Father's Day with a gift chosen from your child off the Father's Day Stall.

The Father's day stall will be held on **(your selected date)**.

This is an opportunity for your child to select their own special gift for Dad, or Grandpa, or Pop for only \$6.00 each

- Complete the voucher below
- Return the voucher and the required amount of money in an envelope clearly marked "Father's Day Stall" to the school office by

(your specified date)

- Coupons to purchase gifts from the stall will be given to your child's class teacher
Gifts are purchased according to the number of vouchers returned!

Return this voucher with your money
Father's day Stall

I wish to purchase _____ gifts at the Father's Day Stall

Child's Name Class No: of gifts

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Please enclose \$6.00 for each gift. Total encl: \$_____