



FUND RAISING

HELPING RAISE DOUGH
FOR YOUR COMMUNITY

www.krispykreme.com.au
fundraising@krispykreme.com.au
1300 553 863



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SETTING UP YOUR KRISPY KREME FUNDRAISER

To ensure your fundraiser is a complete success, please follow the below steps:

1. ENQUIRY

Contact the fundraising team on 1300 KK FUND before beginning your fundraiser to determine a suitable date and time for your booking*.

Please note: your enquiry at this point is considered a query only. No date will be booked or confirmed at this time.

2. FUNDRAISER DATE SUBMISSION

Submit your proposed booking in writing (via e-mail) to fundraising@krispykreme.com.au Krispy Kreme will respond within 2 business days.

Important note: Please wait to hear from Krispy Kreme before proceeding any further with your fundraiser.

3. BOOKING

A confirmation e-mail will be sent to you from Krispy Kreme confirming your booking.

4. CUSTOMER ORDER COLLECTION

Once you receive a confirmation e-mail from Krispy Kreme, you can begin taking fundraising customer orders.

5. ORDER

Two weeks prior to your booking, you must complete and send the "Fundraising Order Form" (included in this pack on page 12) via e-mail or fax to Krispy Kreme confirming the final quantity of doughnuts required for your fundraiser.

6. ORDER CONFIRMATION

Krispy Kreme will process your "Fundraising Order Form" within 2 business days and e-mail you a contract with delivery or collection information and total cost details, confirming your order.

7. CONTRACT

Sign and return the contract via e-mail or fax within 2 days of receiving the contract for your order to be booked in with our manufacturing team.

8. PAYMENT

Payment must then be made via Direct Deposit or Credit Card 1 week prior to your booking. Once payment is confirmed your order will be produced and delivered or be available for collection, on the approved booking.

Should you have any questions regarding your order, do not hesitate to contact us on 1300 KK FUND (1300 553 863) or fundraising@krispykreme.com.au

** booking refers to the date you are scheduled to collect or receive your order.*



THINGS YOU NEED TO KNOW

- Minimum order of 30 dozen is required
- Delivery may be available at an additional cost
- Delivery quote must be requested at the time of your initial enquiry
- Fundraising orders cannot be delivered to SA, NT, ACT or regional areas of NSW, QLD, WA and VIC
- Your Fundraiser date must be booked and pre-approved with the Krispy Kreme Fundraising team before you take orders
- Fundraising orders must be finalised 2 weeks' prior to your booking
- Payment must be processed no later than 7 days prior to your booking

THINGS YOU NEED TO KNOW – INTERSTATE ORDER

- Minimum order of 30 dozen is required
 - Orders of over 400 dozen may be split between two flights depending on flight availability
 - A date for your fundraiser must be booked and pre-approved with the Krispy Kreme Fundraising team before you take any orders
 - Fundraising orders must be finalised 2 weeks' prior to your booking
 - Payment must be processed no later than 7 days prior to your booking
 - Krispy Kreme offers an airport to airport delivery service only
1. Cairns – flights operate every day except Sunday & Public Holidays
 2. Townsville – flights operate every day except Saturday, Sunday & Public Holidays
 3. Mackay – flights operate every day except Saturday, Sunday & Public Holidays
 4. Rockhampton – flights operate every day except Saturday, Sunday and Public Holidays
 5. Hobart – flights operate every day except Public Holidays
 6. Launceston – flights operate every day except Saturday, Sunday and Public Holidays
- Your order must be collected from the holdings area at the airport
 - Flights are subject to availability
 - Any changes or disruptions to flight schedules are outside of the control of Krispy Kreme
 - You will be responsible for contacting Freight Carrier to follow up on any late or undelivered order
 - A freight and packaging charge applies to each individual dozen box (for freight charges refer to 'Costs & Delivery' Page 6)



PRODUCTS

Krispy Kreme Fundraising is designed to help your organisation raise funds by selling world's most popular doughnuts!

The following product types are available for you to on-sell:



Original Glazed Dozen

One pack contains:
12 x Original Glazed doughnuts

Legendary in taste & simplicity.



Fundraiser Assorted Dozen

One pack contains:
6 x Original Glazed
2 x Chocolate Iced
2 x Chocolate Iced with Sprinkles
2 x Strawberry Iced

Something the whole family can enjoy.



COSTS & DELIVERY

All fundraising orders being air freighted incur a freight and packaging charge per individual dozen box of doughnuts.

The recommended retail price below allows you to make a profit of up to \$6.00 per dozen. Please see the price structure below:

NSW, VIC, QLD* & WA (applies to in-store collections only)

Product	Fundraising Cost (what you pay for the product)	Fundraising RRP (What you charge your customer)	Profit (profit per dozen)
Original Glazed	\$13.00	\$19.00	\$6.00
Fundraiser Assorted	\$16.00	\$23.00	\$7.00

Cairns, Townsville & Mackay

Product	Fundraising Cost (what you pay for the product)	F & P Cost** (applies to all air freight orders)	Total Cost (what you pay for the product)	Fundraising RRP (What you charge your customer)	Profit (profit per dozen)
Original Glazed	\$13.00	\$5.00	\$18.00	\$24.00	\$6.00
Fundraiser Assorted	\$16.00	\$5.00	\$21.00	\$28.00	\$7.00

Hobart, Launceston & Rockhampton

Product	Fundraising Cost (what you pay for the product)	F & P Cost** (applies to all air freight orders)	Total Cost (what you pay for the product)	Fundraising RRP (What you charge your customer)	Profit (profit per dozen)
Original Glazed	\$13.00	\$4.00	\$17.00	\$23.00	\$6.00
Fundraiser Assorted	\$16.00	\$4.00	\$20.00	\$27.00	\$7.00

*excludes North QLD

**freight & packaging



BONUS STRUCTURE

To encourage and help you meet your fundraising goals, Krispy Kreme will donate 10 dozen Original Glazed FREE for every 100 dozen you purchase.

Bonus applies to orders up to 400 dozen (maximum 40 dozen free).

Please note: Additional freight and packaging charges apply for free dozens and the cost will be added to your contract.

To work out how many free dozens you are eligible for, see the table below:

NSW, VIC, QLD & WA

Dozens Purchased	Bonus Dozens
50-99	0
100-199	10
200-299	20
300-399	30
400 & over	40

Cairns, Townsville & Mackay

Dozens Purchased	Bonus Dozens	Freight & Packaging (for bonus dozens)
50-99	0	\$0.00
100-199	10	\$50.00
200-299	20	\$100.00
300-399	30	\$150.00
400 & over	40	\$200.00

Hobart, Launceston & Rockhampton

Dozens Purchased	Bonus Dozens	Freight & Packaging (for bonus dozens)
50-99	0	\$0.00
100-199	10	\$40.00
200-299	20	\$80.00
300-399	30	\$120.00
400 & over	40	\$160.00



PAYMENT

- Acceptable methods of payment are Credit Card and Direct Deposit
- Direct Deposit payment by prior arrangement only. Please advise our team member when booking
- Payment must be processed no less than 1 week prior to your delivery or collection date.

TRANSPORTATION AND STORAGE

There are a few simple rules to follow to guarantee your customers receive the same sensational quality doughnuts that you can buy at a Krispy Kreme store.

1. Plan to deliver your Krispy Kreme doughnut orders to your customers as soon as possible. Please note: we take no responsibility for complaints on old doughnuts and/or damaged doughnuts.
2. Only stack 4 Krispy Kreme dozen boxes on top of each other when transporting the product. Any more will result in the bottom box being crushed. However, if you bring a thick sheet of cardboard (at least 5mm thick) when collecting your doughnuts, you will be able to stack the boxes 8 high by inserting the cardboard at the fourth box.
3. During your fundraiser keep your doughnuts in a cool shaded area and avoid direct sunlight at all times.
4. Do not freeze or refrigerate the product as the quality will deteriorate.
5. Store and transport boxes on a flat surface to avoid any damage.
6. Air freighted orders are packed in shipping cartons. Each carton contains 8 dozen.
7. Dimensions of a shipping carton are: 60cm x 40cm x 25cm (LxWxH)
8. Transportation requirements are dependent on the size of your fundraiser order.

Suggested guidelines are:

Small car (e.g. Toyota Corolla)	40-60 dozen
Medium car (e.g. Mazda 6)	60-80 dozen
Large Station Wagon / 4WD (e.g. Commodore)	100-120 dozen
Minivan	180-200 dozen

(NB: Car capacity estimated based on driver only)



FREQUENTLY ASKED QUESTIONS

1. How do I qualify for a Krispy Kreme Fundraiser?

The Krispy Kreme Fundraising program is structured to assist not-for-profit organisations and groups in raising much needed funds.

The organisation you wish to raise funds for must qualify as a not-for-profit organisation in one of the following ways:

1. **Community:** Funds are being raised to support community based activities. These can be for charitable, educational or recreational purposes (sporting teams/clubs etc)
2. **Charitable:** Funds are being raised for a registered charitable organisation.
3. **Educational:** School or school related groups such as P&C, band, sports team.

2. Do I need approval to do a Krispy Kreme Fundraiser?

Before your fundraiser can be booked a letter from your chosen not-for-profit organisation must be submitted to Krispy Kreme. This letter must be on the organisation's letterhead, state your full name and position within the organisation and must be signed by a 'Person of Authority' such as a president, principal or chairman.

A letter of registration is acceptable, should you be taking part in an event.

3. How often can I do a Fundraiser?

A not-for-profit organisation as outlined above is permitted to fundraise once a quarter.

4. Does Krispy Kreme provide an order form for customer orders?

Krispy Kreme does not provide individual order forms for your customers. You must create your own order form based on the information provided in this kit.

A Collection Sheet is provided in this kit, which you can use to collect and tally customer orders.

5. Can I change my order once it has been finalised?

Any changes to your order must be submitted no less than 7 days prior to your delivery or collection date. Changes will be accepted pending on manufacturing, delivery and flight availabilities.

6. Can I pay by Cheque?

No, we do not accept cheques. Acceptable methods of payment are Credit Card and Direct Deposit only.

7. When can I pay for my order?

Once your order has been finalised by Krispy Kreme and they have received the signed copy of your contract.

8. When do I need to pay by?

Payment must be processed no later than 1 week prior to your delivery or collection date.



9. I haven't booked a date but I have collected orders already, what can I do?

This is not recommended as Krispy Kreme cannot guarantee a delivery can be made on the date required if you take orders before securing a booking with Krispy Kreme. But please call our Fundraising team on 1300 553 863 to discuss your options. They will check manufacturing, delivery and flight availabilities and provide you with the next available date.

10. Can I get a delivery?

Air freight is available to Cairns, Townsville, Mackay, Rockhampton, Hobart and Launceston airports. Delivery may be available to Sydney, Brisbane, Melbourne and Perth metro areas for a fee. Delivery to regional areas is not available. For delivery costs advise our team member at the time of your enquiry and a quote can be provided.



COLLECTION SHEET

Please help us raise some dough for: _____

Customer Name and Address	Quantity of Original Glazed Dozen	Quantity of Classic Assorted Dozen*	Total Cost
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			
TOTALS:			

* Classic Assorted Dozen contains the following doughnuts: 6 x Original Glazed, 2 x Choc Iced, 2 x Strawberry Iced, 2 x Choc Iced with Sprinkles.



FUNDRAISING ORDER FORM

This order form is a request form only. A confirmation contract guarantees your order & will be supplied by Krispy Kreme at a later date.

ABN: 59 099 478 663 PHONE: 1300 KKFUND (1300 553 863)
 FAX: 02 8303 1199 EMAIL: fundraising@krispykreme.com.au
 TODAY'S DATE: _____

Krispy Kreme **FUNDRAISING** programs and pricing structures are designed to assist charities and non-profit organisations/groups only. The pricing structure reflects Krispy Kreme's commitment to helping our community and is not designed to provide a wholesale price to individuals or groups that would use our product for personal or corporate profit. In order to qualify for the use of our **FUNDRAISING** pricing, an organisation

must qualify as a non-profit organisation as defined in one of the following ways:

1. **COMMUNITY** Funds are being used to support community-based activities devoted exclusively to charitable, educational, or recreational purposes and not for individual gain
2. **CHARITABLE** Funds are being used to support a registered charitable organisation.
3. **EDUCATIONAL** School or school related groups such as band, club, and student and parent group associated with a school or educational institution.

Also, please provide a letter on the not-for-profit organisation's letterhead confirming the fundraising activity and signed by a 'Person of Authority'.

Organisation Details

Organisation: _____

Contact: _____ Position: _____

Postal address: _____

City: _____ State: _____ Postcode: _____

Phone: _____ Fax: _____ Email: _____

Fundraising Details and Options

Booking Date: _____ Pick Up _____ Time: _____ *Delivery (Please tick)

Pick Up Store / Delivery Address: _____

City: _____ State: _____ Postcode: _____

Delivery Contact Name: _____ Delivery Contact Phone: _____

Instructions: _____

Krispy Kreme Doughnuts	Quantity	Pick-Up Price	Delivery Cost	Total Price \$
Original Glazed Dozens		\$13 / dozen		
Classic Assorted Dozens		\$16 / dozen		
Total				

Payment Method: (Please tick)

- Credit Card (VISA, AMEX, Mastercard)
 Direct Deposit
 (by prior arrangement)

Charge Card/Delivery Payment:

NB: Credit card number is required for reservation

Name on card: _____
 Card Number: _____
 Expiry Date: _____ *CCV: _____
 Card Holder's Signature: _____

TERMS & CONDITIONS please read carefully: All order requests must be completed at least 14 days in advance. All changes must be made 7 days prior to fundraising event. Date and time of fundraiser is subject to availability and to be approved by Krispy Kreme. All orders must be confirmed by both parties. Credit card number must be provided to reserve your order. Orders not picked up within an hour of the scheduled time will be considered cancelled. I understand that payment in full is required 7 days prior to delivery or collection. Fundraisers must be paid in full 7 days prior to dispatch of order. Minimum order quantity of 30 dozen required. Any delivery charges will be borne by your organisation. Delivery is subject to availability and must be approved by Krispy Kreme Australia. Interstate fundraisers are subject to availability, changes/disruptions to flights may occur without notice and is outside the control of Krispy Kreme, freight and packaging charges apply. If this reservation is cancelled less than 48 hours in advance, I authorise Krispy Kreme to charge 50% of the total price. Krispy Kreme reserves the right to change fundraising prices without notice. Krispy Kreme Fundraising products are valid only at Krispy Kreme retail outlets and are not accepted in wholesale outlets. I certify that I represent the above named organisation and that the proceeds from the sale of Krispy Kreme FUNDRAISING product purchased by the organisation will be used for the purpose as stated above and not for individual gain or profit, and I have read and understand the above terms and conditions.

Signed: _____ Date: _____

The organisation details on this order form will be added to our database for future Krispy Kreme promotional mailouts. For a full copy of our Privacy Policy please visit www.krispykreme.com.au