

DEAR FUNDRAISING CHAIRPERSON:

Please allow me to introduce a simple yet highly profitable fundraiser to your organization! I know the fundraising products you choose reflect on your organization, and the program you select must be simple enough to make your efforts productive. Gold Canyon provides an exciting product and program that will make your supporters happy while making selling easier!

Gold Canyon's unsurpassed qualities have earned our candles and company a reputation as "The World's Finest"®! Each candle features double lead-free wicks for a clean and even burn, eliminating messy wax buildup in the jar. In addition, the company has added exclusive safety wicks to each candle, providing added comfort and safety to those who buy from your organization.

What about the fragrance? From elegant florals and supple fruits to warm spices, Gold Canyon has the perfect candle for all your supporters' needs. We hold a reputation of high quality aromas that we take very seriously. Our long lasting fragrance is the strongest burning candle on the market - guaranteed!

Most importantly, Gold Canyon's Fundraising Program is well-known for its high profitability. To further illustrate the program's profitability, here's an interesting fact: to earn the profit your organization will make on just one 16 oz. Gold Canyon candle, your organization would have to sell the equivalent of roughly 14 candy bars! You can truly sell less and earn more with Gold Canyon.

There is an added bonus for choosing Gold Canyon as your partner for fundraising. Not only will your organization benefit by earning profit, but you'll feel good about partnering with a company committed to helping children in need. Because our company has been touched by the innocence of less fortunate children, we have turned our hearts and a portion of our profits to various children's charities.

See for yourself what benefits "The World's Finest" Fundraising Program can provide to your supporters and to your organization!

BENEFITS FOR YOUR SUPPORTERS:

PERFECT PRODUCTS Candles appeal to all types of consumers!

UNSURPASSED QUALITY Rest assured that your supporters will be 100% satisfied!

SUPERIOR SCENTS We have a variety of aromas to please everyone!

AFFORDABLE With our pricing, all supporters can afford to participate!

BENEFITS FOR YOUR ORGANIZATION:

POWERFUL PROFIT POTENTIAL Earn anywhere from \$10.64 to \$11.20 for each candle sold! (That's an astounding gross profit of 38 to 40% for each 26 oz. candle sold!)

SATISFIED SUPPORTERS Follow-up requests from customers will prove that Gold Canyon is your best avenue of profit for years to come!

EASE & CONVENIENCE Gold Canyon has made the fundraising process simple. Use their convenient "rub to discover" scratch-and-sniff Seller Packets. Submit your order and they do the rest!

REPUTATION Gold Canyon will provide you a quality product that will represent your organization well!

We would love you to consider Gold Canyon's Lending a Hand Fundraising Program for your organization's fundraising needs. Just go to goldcanyon.com/fundraising, click on the link to the Inquiry Form and provide your information. When you provide your information, we'll automatically send you our most current "rub to discover" scratch-and-sniff Seller Packet so you can test 15 of our most popular fragrances for free! In this packet you'll also find a Fundraising with Gold Canyon Q & A sheet and a Fundraising Matrix. These are excellent resources for your review.

I appreciate your time. I know that by teaming with "The World's Finest", your organization can earn its fullest profit potential yet! Please visit goldcanyon.com/fundraising to start planning your next fundraiser.

Sincerely,

Gold Canyon

Q & A

CANDLE SIZE	SELLING PRICE	ORGANIZATION'S 40% PROFIT*
26 OZ.	\$28.00	\$11.20
16 OZ.	\$23.50	\$9.40
8 OZ.	\$18.50	\$7.40

THERE ARE SO MANY OTHER CANDLE COMPANIES, WHY GOLD CANYON CANDLES?

Gold Canyon was founded with the intent to create a candle with superior aroma and extraordinary burn. After years of perfecting the art of candle making, we are proud to produce "The World's Finest"® quality candle at a very reasonable price. It is an even greater pleasure for us to extend this quality product to assist organizations, such as yours, earn money!

Gold Canyon's Fundraising Program is well-known for its high profitability. To further illustrate the program's profitability, here's an interesting fact: to earn the profit your organization will make on just **one** 16 oz. Gold Canyon candle, your organization would have to sell the equivalent of roughly **14** candy bars! You can truly sell less and earn more with Gold Canyon.

HOW MUCH WILL OUR ORGANIZATION EARN?

The amount your organization raises is entirely up to you, but we've taken great strides to make sure you earn serious "scents". Our program is set up for you to see a generous gross profit of up to 40% from the price of each candle sold!

SELL	EARN
50 CANDLES	\$466.67*
100 CANDLES	\$933.20*
500 CANDLES	\$4,666.00*

Get started today. Set your goal. Collect the profits!

HOW LONG SHOULD OUR FUNDRAISER LAST?

The length of the Fundraiser is up to you and your organization. The average selling period for a successful Fundraiser is 2-3 weeks. Gold Canyon recommends staying within this timeframe for it to be the most effective.

WILL OUR SUPPORTERS LIKE THE FRAGRANCES YOU ARE PROVIDING US?

Certainly! We have hand chosen our personal favorites and best selling fragrances with your organization in mind. With a wide array of succulent fruits, blooming florals and warm spices to choose from, the selection of aromas will appeal to every supporter of your organization!

ARE YOU PROVIDING A LOT OF PRODUCT SELECTIONS THAT WILL BE CONFUSING FOR OUR SELLERS?

No! We know that your goal is to keep your sellers motivated to earn profits in the most effective way possible. This is why we've made the process as simple as one – two – three! Your sellers will offer three of our most popular Signature Series™ sizes in a wide selection of fragrances to your supporters.

HOW DO WE BEGIN SELLING "THE WORLD'S FINEST"®?

Just visit goldcanyon.com/fundraising to complete your Inquiry Form and receive a free sample of the Fundraiser Seller Packet to sample 15 of our best-selling fragrances. A Gold Canyon Demonstrator will be in contact with you soon to quickly help you determine your goals and provide you with the selling tools you'll need to make your fundraiser a profitable success!

WHAT IS THE PRODUCT SCHEDULE IF OUR ORGANIZATION HAS ANOTHER FUNDRAISER?

There are two Seller Packets per year that support your organization. The first is effective for orders placed on January 1 to July 15. The second reflects holiday fragrances and is effective for orders placed on August 1 to December 15.

**Earning potential based on average of three fundraising candle sizes; gross profit does not take into account any associated costs.*

Fundraising Matrix

The following charts can help your organization determine the seller's candle goal to achieve the desired amount your organization needs.

Average Size Organizations

Selling Price	Organization's 40% Profit*	Number of Candles Needed to be Sold by Each Seller to Achieve Organization Goals								
		Number of Sellers								
		10	20	30	40	50	75	100	150	200
\$1,500	\$570	6	3	2	2	1	1	1	0	0
\$2,500	\$1,000	11	5	4	3	2	1	1	1	1
\$5,000	\$2,000	21	11	7	5	4	3	2	1	1
\$7,500	\$3,000	32	16	11	8	6	4	3	2	2
\$10,000	\$4,000	43	21	14	11	9	6	4	3	2
\$12,500	\$5,000	54	27	18	13	11	7	5	4	3
\$15,000	\$6,000	64	32	21	16	13	9	6	4	3
\$17,500	\$7,000	75	38	25	19	15	10	8	5	4
\$20,000	\$8,000	86	43	29	21	17	11	9	6	4
\$22,500	\$9,000	96	48	32	24	19	13	10	6	5
\$25,000	\$10,000	107	54	36	27	21	14	11	7	5
\$27,500	\$11,000	118	59	39	29	24	16	12	8	6
\$30,000	\$12,000	129	64	43	32	26	17	13	9	6
\$32,500	\$13,000	139	70	46	35	28	19	14	9	7
\$35,000	\$14,000	150	75	50	38	30	20	15	10	8

Large Size Organizations

Selling Price	Organization's 40% Profit*	Number of Candles Needed to be Sold by Each Seller to Achieve Organization Goals							
		Number of Sellers							
		300	400	500	600	700	800	900	1000
\$15,000	\$6,000	2	2	1	1	1	1	1	1
\$17,500	\$7,000	3	2	2	1	1	1	1	1
\$20,000	\$8,000	3	2	2	1	1	1	1	1
\$22,500	\$9,000	3	2	2	2	1	1	1	1
\$25,000	\$10,000	4	3	2	2	2	1	1	1
\$27,500	\$11,000	4	3	2	2	2	1	1	1
\$30,000	\$12,000	4	3	3	2	2	2	1	1
\$32,500	\$13,000	5	3	3	2	2	2	2	1
\$35,000	\$14,000	5	4	3	3	2	2	2	2
\$38,000	\$15,200	5	4	3	3	2	2	2	2
\$40,000	\$16,000	6	4	3	3	2	2	2	2
\$45,000	\$18,000	6	5	4	3	3	2	2	2
\$50,000	\$20,000	7	5	4	4	3	3	2	2

* Numbers of candles sold based off average of all three sizes; gross profit does not take into account any associated costs.