

The Honey Fund

Jamboree 2021 Fundraising Pack

Welcome to your GirlGuiding Jamboree 2021 fundraising pack from The Honey Fund

The Honey Fund is healthy and ethical fundraising for all New Zealanders, utilizing the power of pure and natural New Zealand honey. You make the difference in your community, and we want to make it easy for you!

In this pack you will find:

How It Works – Information on how fundraising with The Honey Fund works including helpful hints and tips.

The Honey Fund – Who we are, followed by 10 Reasons: Why honey and The Honey Fund.

Labels – At The Honey Fund, our aim is to always make the honey pot look like yours, so you are selling 'your' very own honey. We brand it in your colours, including relevant logos and messaging. We will give you three bespoke designs to choose from. One design per order.

Posters & Flyers – We have five different styles of flyers for you to use.

Email us at dom@thehoneyfund.co.nz and tell us your favourite. Post them online if you are planning a social media campaign. Stick them up in the community, your school noticeboards, mum and dad's work, the local supermarket. Use them along with the order form to get orders upfront from people (family, friends, neighbours, colleagues etc.). They are also useful as a fact sheet to give people when selling at a stall, or door to door.

RRP: Our recommended retail price for the 500g pot of honey is \$15. We will invoice you for \$10. The remainder is profit for the fundraiser. If you decide to sell the honey for more, any extra margin will be yours to keep. We would recommend, for each Girl Guide, a sales target of 20 (family, friends, neighbours, teachers etc.). If 10 of those people buy two, that's 30. Mum and Dad sell 15 each at work, that's 60. Achieve that twice across the year and that's 120 and \$600 profit! And we haven't even started with the money raised from your unit's group sales at the supermarket, market stall or other fundraising events!

Delivery: For delivery, orders will be collated and delivered to your nearest region.

Recycling: We work with sustainable beekeepers and this type of honey is already good for the environment, but we would like to take things a step further. We are currently investigating, with our partners at BeeNZ, how we can recycle the honey pots that The Honey Fund distribute across the country for good causes. We hope to come up with a workable solution, watch this space!

We want you to be successful with your fundraising. We are here every step of the way with you. Please get in touch with any questions.

Good Luck! From Dom & Andrew, The Honey Fund Dads!

**THE
HONEY
FUND**

How It Works!

1

How do you plan to sell your honey?

Fundraising Event?

e.g. quiz/movie night, market stall. Then you will need to order the honey upfront.

Pre-sell orders?

e.g. door-to-door sales, family, friends, school, neighbours, places of work, social media. Then you will need our sales order form and you can order with us once you have a definite number.

Hint: Always use our amazing sales flyers to help and of course you can do both types of selling!

2

Once you are ready to order, please visit thehoneyfund.co.nz/girlguiding complete your details, tell us how much honey you need, choose your favourite pot design and submit to us at honey bee HQ!

3

The Honey Fund will confirm your order via e-mail

Hint: Remember, everyone loves honey and will want more between now and Jamboree time!

Where possible The Honey Fund will collate your orders and deliveries with other GG groups as much as possible, to keep any delivery costs down and give you as much fundraising margin as possible.

4

Your honey will be delivered to your nearest 'delivery location'

5

After delivery, The Honey Fund will send you an invoice.

7

When you are ready, start again and get in touch for the next honey sale!

6

Collect your honey, distribute and/or sell your honey and enjoy that delicious taste!

E-mail us and tell us your favourite way to use your honey!

Hint: Each guide can sell 10-20, if not more!

**THE
HONEY
FUND**



The Honey Fund

Who Are We?

The Honey Fund was started as a result of a successful school fair at the beginning of last year. Two fathers selling premium New Zealand honey, in customized honey pots, to help raise funds for their daughters primary school.

On that day in March 2019, three things struck us:

- 1. Everyone loves honey!**
- 2. Customised packaging really engaged the community**
- 3. We didn't feel like we were selling our soul - in fact, we felt good about selling a natural, healthy and sustainable NZ product.**

So that, along with a passion to help our community and the New Zealand community at large, of schools, clubs & charities fundraise via a healthier and more ethical product, premium New Zealand honey, The Honey Fund as it is known today was born.

From here, we decided to provide our fund raising solutions to others. Across the country, people are becoming health conscious and more environmentally aware. But fundraising is still a hugely important part of financing for schools, clubs, charities and communities. The Honey Fund are confident in our solution.

Most people view honey as a staple pantry product so your market potential is huge. People are happy buying honey because they will need it/use it at some stage...and it will last for years! Honey also has many health benefits.

The two fathers are Dominic Barrington Prowse and Andrew Sliper. We are based in Wellington where we work with a local designer who assists with all the branding for our clients and we work with sustainable beekeepers from around the country.



**THE
HONEY
FUND**

Jamboree 2021

Fundraise with The Honey Fund

10 Reasons: Why honey and The Honey Fund

1. Everyone loves honey (and uses it).
2. Our honey is tasty and delicious.
3. Honey is a staple of the New Zealand pantry.
4. The honey will be branded and designed specifically for Jamboree 2021. It will be 'your' honey to sell.
5. It will be the best looking honey on the market!
6. Honey is healthy.
7. Our honey is ethical.
8. Our honey is pure, natural and from sustainable beekeepers, which is good for the environment. Bee populations are critical for the world's food supply and ecosystems.
9. Honey is a healthier product to use in everyday life. It has a lower glycemic index than regular sugar and it's full of nutrients and antioxidants.
10. This love, need and necessity of honey means your market potential is huge – people will come back for more, even stockpile due to no expiry, maybe as many as three times over your fundraising period.

We had to order more as it was that popular! I'd highly recommend The Honey Fund for your team fundraisers, Dom made the whole process very simple."

**Paula Henderson,
Tauranga Moana Centurions**



In today's 'refined sugar is bad' world, we found our families and communities were more willing to purchase, support and even stockpile honey".

**Raewyn Tan,
Khandallah Scout Group**



**THE
HONEY
FUND**



Label Options
Posters/Flyers
Sale Order Form

**THE
HONEY
FUND**

GirlGuiding Jamboree 2021 Label 1: **Hiking**



Contact us at:
email: dom@thehoneyfund.co.nz
web: thehoneyfund.co.nz
Packed for The Honey Fund by: BeeNZ Ltd.
85 Telley Road, Katikati 3178, New Zealand
SAFETY ASSURANCE: RMP # BEENZ2.

**THE
HONEY
FUND**

NUTRITIONAL INFORMATION:

Servings per package: 50
Serving size: 10g

	Average Quantity per Serving	Average Quantity per 100g
Energy	139kJ	1390kJ
Protein	Less than 1g	Less than 1g
Fat, total	Less than 1g	Less than 1g
- saturated	Less than 1g	Less than 1g
Carbohydrates	8.06g	80.6g
- sugars	7.09g	70.9g
Sodium	0.54mg	5.4mg

Batch:

Best Before:

Honey should not be given to infants under 12 months.
Store at ≤ 20°. Warm to soften. Cool to firm.



**GirlGuiding
New Zealand**

**GirlGuiding
Jamboree
2021**

Premium
New Zealand
Multiflora Honey 500g



Thank you!

Purchasing this honey makes it possible for Guiding Girls to participate in adventurous activities like Jamboree, where they will get to enjoy **new adventures**, experience the **outdoors**, gain **confidence**, have **fun** and start to shape their worlds.

YOU'RE OUR KIND OF HERO!

**THE
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GirlGuiding Jamboree 2021 Label 2: **Heroes**



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**THE
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**GirlGuiding
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**THANK
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**NOT ALL
SUPERHEROES
WEAR CAPES**

**GIRLGUIDING JAMBOREE 2021
NZ MULTIFLORA HONEY 500G**

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YOU'RE OUR KIND OF HERO!

**THE
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GirlGuiding Jamboree 2021 Label 3: Paper



THE
HONEY
FUND

POWER TO THE GIRLS!

Take action and change your world, one honey pot at a time.

Jamboree 2021 – powered by GirlGuiding’s very own branded honey. Every pot of honey sold helps empower these girls and get them to the event on time!

Why honey?

Honey has a lower glycemic index than refined sugar and is a natural replacement for use in cooking, baking, and drinking. It has longevity, is full of antioxidants and is delicious!

Your honey:

Branded in GirlGuiding colours with a beautifully designed label, it will not only be the best looking honey on the market but is also:

- + Healthy
- + Ethical
- + 100% NZ Natural
- + Tasty
- + Sustainable
- + Environmentally friendly

To order: Please contact your local GirlGuiding or Jamboree 2021 representative.

**THE
HONEY
FUND**

This honey is sold in partnership with The Honey Fund, started by two fathers with a passion to help schools, clubs and charities fundraise with a healthier and more ethical product – 100% New Zealand honey. You make a difference, we make it easy.

**Dominic Barrington Prowse, E: dom@thehoneyfund.co.nz
M: 022 097 7271 W: thehoneyfund.co.nz**



GirlGuiding
New Zealand

YOU DON'T NEED TO WEAR A CAPE TO BE A SUPERHERO, BUT HONEY HELPS!

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Details:

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