



Heritage Country Gardens Certificate Program

In an effort to partner with clubs and non-profit organizations who need to raise their own funds for many of their activities, we have begun a new fundraising program—our certificate program. Clubs, schools, and other groups looking for fundraising opportunities can purchase certificates at 90% of their value, the remaining 10% is profit to your group. So, for example, you may sell a supporter of your group \$150 in certificates to Heritage Country Gardens, they would pay you \$150—the full value, and you group would keep \$15 or 10% of the sale.

How can this fundraiser be successful for you? You will be exchanging one form of cash (certificates) for cash. It really does not cost the purchaser any extra \$'s. Your supporter has, of course, committed to spending those \$'s at Heritage Country Gardens, and will be supporting your group by doing so. There is no expiry date on the certificates, so those purchasing them can redeem them whenever they shop at Heritage.

When would be the best time to initiate our certificate program with your group? Gardeners spend the most money in the spring, purchasing shrubs, perennials, annuals, and much more! You'll want to get orders for certificates in before the buying season begins.

How do you go about doing this fundraiser? We suggest taking orders for certificates, forward the amount of certificates you need to us, and we will send them on to you. You will be required to pay 90% of the value of your order at pick-up. Could you order extra certificates, and return unsold ones to us for refund? You can certainly do this if this would work better for your group. If you choose to do your sales of certificates this way, please note that each certificate has a serial number. We ask that you sell the certificates (in all denominations) in ascending order. This will make it easier for us to track where our certificates have been sold.

Certificates will be available in \$10.00, \$20.00, and \$50.00 denominations. When redeeming certificates at the garden centre, if the full value of the certificate is not spent, we will give up to 10% of the value of the certificate back in cash. The terms of redeeming the certificate will also be explained on the certificate itself, however, it is important that those supporting your fundraiser by purchasing Heritage certificates understand the redemption terms.

If you and your group are interested in participating in this fundraiser, please contact us at the garden centre. We'd be happy to answer any questions you have, and work with you to make this fundraiser a success for your organization as well as an opportunity for us to gain new shoppers to Heritage Country Gardens.

***Please note that we have a second London location at 1579 Fanshawe Park Rd. E. in London. Those participating in your fundraiser can redeem their certificates at that location as well.**

All the best in your fundraising efforts!

Sincerely,

Grace Boekestyn
Heritage Country Gardens
519-686-0027