

School fundraiser using "IT'S A DISASTER!" books

Developed by: FedHealth
Revised: Oct 2011

Who is Fedhealth?

- A publishing and marketing company helping the public focus on preparedness, awareness and personal responsibility since 1999.
- Main objective: developing programs that primarily benefit schools, First Responders, volunteers & nonprofits.

Who is Fedhealth? con't.

- Bill & Janet Liebsch are company's founders, authors, publishers and distributors of manuals
- Self-publishing allows Fedhealth to pass savings on to schools, agencies, businesses and population as a whole.

Description of Fedhealth manual

- 288-page (268 #d pgs) paperback called "IT'S A DISASTER! ... and what are YOU gonna do about it?"
- Helps families and businesses prepare for, respond to and recover most types of emergencies and disasters.



Description of Fedhealth manual

- Quick-reference instructional bullets using 2-color format
- Easy-to-use manual for all family members... children to seniors!
- Normal retail price is \$14.99 U.S (e.g. Amazon.com, Barnes, etc.)



5th Edition includes...

- Section 1 = Family info, Plans, Kits & Shelter
- Section 2 = Mitigation + many natural and man-made disaster topics (e.g. Earthquakes, Floods, Hurricanes, Nuclear power plant incidents, Terrorism, etc.)
- Section 3 = Basic First Aid
- Section 4 = Federal, State & Provincial data
- Appendices (CERT, Business Continuity + School Safety)

Fundraising Programs

- Traditional Fundraiser - Schools & groups take prepaid orders and earn up to **75%** profits!
(Note: groups can sell books for whatever price they want ~ cost to schools is 75% off the \$14.99 list (or \$3.50/book) + freight.)
- Referral Program - Groups refer schools / businesses to Fedhealth and earn **10% - 30%**
- Ad / Sponsorship Program - Groups sell Ad space or get sponsorship & keep **100%** of \$\$\$

Traditional Fundraiser for schools

1. Fundraiser Kit contains forms and instructions for Coordinators, parents and kids. *(Can download & print from web site or call for a free copy)*
2. Kids take prepaid orders for books using Order Form and can leave receipt with purchasers.
3. Coordinator gathers Order Forms and money from kids on predetermined "due date"

Traditional Fundraiser, con't.

4. Coordinator totals order and sends in check or money order for total # of books + discounted freight
5. FREE customization ... free peel & stick labels on small orders (any quantity) or customization in print process (1,000 units & up). *(Plus can earn extra \$ selling Ads to local businesses)*
6. Receive books & labels in 1-3 weeks and kids can deliver! *(Custom printing takes longer.)*

Traditional Fundraiser Benefits

- Take prepaid orders so no cost up-front
- Sell a useful product *(books are great for kits, homes, offices, lockers, cars, boats, gifts, etc.)*
- Earn 75% profits *(plus 100% of Ad sales or sponsorship \$ STAY with schools!)*
- Discounted freight to U.S. & Canadian schools
- Free customization available

Referral Program

- Designed for schools, volunteer groups, nonprofits and NGOs looking for an easy way to raise funds without having to take orders, collect money, deliver products, etc!
- Schools & groups just "refer" businesses and other schools to Fedhealth web site or toll-free #

Referral Program, con't.

- Fedhealth does ALL the work
- 10% - 30% of sales are passed back to referring entity
- Customizable handout in MS-Word available to help groups spread the word

Ad/Sponsorship Program

- Creative & collaborative program designed to fund schools, First Responders & volunteers
- Schools and youth groups can offer Ad space or put sponsor lists in / on their books to local businesses & groups
- Per page cost to local businesses can be a fraction of normal advertising costs

Ad/Sponsorship Program, con't.

- Groups collect Ad sales or sponsorship \$ from local companies and groups
- Fedhealth prints Ads for FREE ... so every single penny STAYS with local community!
- Complements other Fundraiser Programs
- Offers tons of match benefits for agencies & nonprofits to use toward future grants

Agencies helping schools...

As FYI, many First Responders and volunteer groups (*e.g. CERTs, Explorers, etc.*) are sharing the "Traditional" Fundraiser idea with K-12 schools (*i.e. giving some books to each school so they can show local Boards, PTAs, etc.*)

Schools can earn 75% or more on fundraiser sales ... and Fedhealth can pay referring entities 10% of any bulk orders!



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The following examples show small & large schools and groups some potential amounts that could be raised using both the "Traditional" and "Referral" Fundraising Programs (plus a few examples showing Ad Program).

Please note estimated figures are in U.S. dollars based on 2011 printing costs for 5th Edition and subject to change.



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Small school example (in U.S. \$)

- Small K-6 school has 100 kids participate in traditional fundraiser selling 3 books each at \$15.00 each

Amount school collects in advance: \$ 4,500
(300 books x \$15.00 / book prepaid)

– Cost for books & custom labels: \$ 1,050
(300 x \$3.50 / book + free labels .. freight is extra)

= Total amount raised for school: \$ **3,450**
(School keeps \$11.50 / book before freight but we'll help)

Large school example (5k bks)

- Large K-12 school has 1,000 kids participate in traditional fundraiser selling 5 books each at \$10.00 each

Amount school collects in advance: \$ 50,000
(5,000 books x \$10.00 / book prepaid)

– Cost for books & customization: \$ 17,500
(5,000 x \$3.50 / book ... free customization)

= Total amount raised for school: \$ **32,500**
(School keeps \$6.50 / book .. freight is extra)

Small district/state example (50k bks)

- School district or a small state consolidates traditional fundraiser orders to print custom book
 - Fedhealth can help coordinate efforts with various county and state officials
 - Groups want book customized with multiple logos, evacuation data, local contact data, school plans, etc.
- Say 10,000 kids participate in traditional fundraiser selling 5 books each @ \$10 ea ...

Small district/state example, con't.

Amount schools collect in advance: \$ 500,000
(50,000 books x \$10.00 / book prepaid)

- Cost for books & customization: - \$ 175,000
(50,000 x \$3.50 / book ... includes free customization in print process)

TOTAL amount raised for schools \$ 325,000
(Schools keep \$6.50 / book - freight is extra but we always help with freight costs)

Same 50k book example + Ads

- Same school district or state consolidates traditional fundraiser orders to print custom book
 - Customize with logos, safety plans, etc.
 - Say 10,000 kids participate and sell 5 books each
- Plus 20 businesses purchase 1 Ad page each
 - Cost to biz \$5k ea = 20 pgs × \$.10/pg × 50k books = \$100k

Same 50k example + Ads, con't.

Amount schools collect in advance: \$ 500,000
(50,000 books × \$10.00 / book prepaid)

Ad \$ collected from businesses: + \$ 100,000
(20 pages × \$.10/page × 50,000 books ... \$5k each biz)

– Cost for books & customization: - \$ 175,000
(50,000 × \$3.50 / book ... freight is extra)

TOTAL amount raised for schools \$ 425,000
(Schools keep \$6.50/book + 100% of Ad sales!)

Large district/state example

- Large school district or entire state consolidates traditional fundraiser orders to print custom book
 - Fedhealth can help coordinate efforts and customization with various county and state officials (e.g. multiple logos, evacuation data, local contacts, emergency plans, etc.)
- Say 50,000 kids participate in traditional fundraiser selling 5 books each ...

Large district/state, con't.

Amount schools collect in advance: \$ 2,500,000
(250,000 books x \$10.00 / book prepaid)

– Cost for books & customization: - \$ 875,000
(250,000 x \$3.50 / book ... freight is extra but we' pass thru all discounts)

TOTAL amount raised for schools: \$ 1,625,000
(Schools keep \$6.50 / book X 250k books!)

Same Large example + 20 Ads

Amount schools collect in advance: \$ 2,500,000
(250,000 books x \$10.00 / book prepaid)

Ad \$ collected from businesses: + \$ 500,000
(20 pgs x \$.10/pg x 250,000 books .. \$25k each biz)

- Cost for books & customization: - \$ 875,000
(250,000 x \$3.50 / book ... free freight, etc.)

TOTAL amount raised for schools: \$ 2,125,000
(Schools keep \$6.50 / book + 100% of Ad sales!)

Now let's look at some examples
using the "Referral" program
as a fundraiser ...

"Referral" Program example using a school

- School #1 "refers" a school [#2] to Fedhealth
- School #2 has 1,000 kids do traditional fundraiser selling 5 books each at \$10 each ...

Amount #2 collects in advance: \$ 50,000

(5,000 books x \$10.00 / book prepaid)

- Cost for books & custom labels: \$ 17,500

(5,000 x \$3.50 / book ... freight is extra)

= **TOTAL amount raised by School # 2:** \$ 32,500

(School #2 keeps \$6.50 / book before freight)

= **TOTAL amount earned for School # 1:** \$ 1,750

(School #1 gets 10% of sale from Fedhealth)

Referral Program example using a nonprofit

- School #1 "refers" a small nonprofit group to Fedhealth (who does all the work)
- Nonprofit wants 1,000 books to give away at upcoming Expo ...

Cost to nonprofit for books: \$ 3,500

(1,000 x \$3.50 / book + free customization)

TOTAL amount earned by School: \$ 350

(School #1 gets 10% of sale from Fedhealth)

Referral Program example using a business

- School #1 "refers" a business to Fedhealth (who does all the work)
- Company purchases 1,000 customized books to give to employees and customers ...

Cost to business for custom books: \$ 7,000
(1,000 x \$7 / book ... free customization)

TOTAL amount earned by School: \$ 2,100
(School #1 gets 30% of sale from Fedhealth)

Helps fund and educate

This unique opportunity combines a community-based fundraising strategy with an educational preparedness tool for families and individuals!

Need for education already exists

And remember ... many businesses and government agencies already spend money every year for "community education" so there is a definite need for this type of information!

Fedhealth Partial Client list

GOVERNMENT AGENCIES:

- Alaska Div of Homeland Security
- Canadian Coast Guard
- Delaware EMA / Citizen Corps
- District of Columbia Homeland Security & EMA
- Mississippi Office of Homeland Security
- Oklahoma State Dept of Health

INDUSTRY / ORGANIZATION:

- American Red Cross
- Association of Contingency Planners
- Boeing
- Boy Scouts of America
- Northrop Grumman
- Siemens
- Verizon

Visit www.itsadisaster.net to see more clients.

Washington DC's custom version



One City...One Plan...Our Preparedness

Is your family or business really prepared for a disaster or emergency?

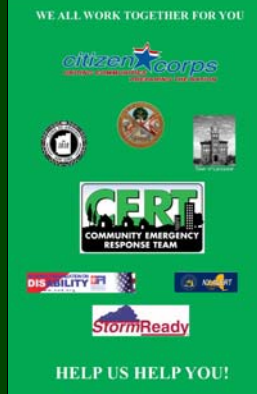
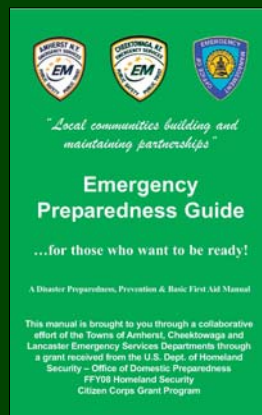
Look inside to see how to ...

- Protect your family and property from natural disasters
 - Prepare for chemical, biological or nuclear threats
 - Make a Family Emergency Plan with tips for kids, elderly and special needs family members, and pets
 - Assemble "Grab & Go" kits for home, car and office
 - Plan for shelter, water purification, food preparation, and sanitation
 - Apply basic first aid if help is not readily available
 - Join the Community Emergency Response Team (CERT)
 - Develop a Business Continuity Plan
- ... plus resources and much more!

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 Homeland Security and Emergency Management Agency
 2720 Martin Luther King Jr Avenue, SE
 Washington, DC 20032
 Phone: 202-727-6161 / TDD/TTY: 202-727-3323
<http://hsema.dc.gov>
<http://facebook.com/dchaema>
http://twitter.com/dc_hsema

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3 Township collaboration



Visit www.itsadisaster.net to see more custom books.

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Examples of free custom labels

Fedhealth provides FREE custom labels in various sizes.

Labels can be placed on front or back book cover or inside book - wherever schools choose!



Contact information:

Please contact us to discuss ANY ideas so we can help your local schools and communities. Thank you!

Bill & Janet Liebsch

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