



Frequently Asked Questions

Q: What is the Krispy Kreme FUNDRAISING Program?

A: Since early in Krispy Kreme's history, non-profit organizations, such as schools, community groups, sports programs and charities, have raised funds by selling Krispy Kreme Original Glazed® Doughnuts, **FUNDRAISING** Certificates and Partnership Cards. There is a 50 unit minimum order with any of our **FUNDRAISING** products. With any of the **FUNDRAISING** products, the non-profit organization can make up to 50% profit. All pricing is subject to change without notice.

Q: How do we raise money through selling Original Glazed doughnuts?

A: Organizations can purchase our Original Glazed doughnuts for \$4.00 per dozen and resell them for \$7 per dozen or for slightly higher (\$7.00 - \$9.00 per dozen). **The maximum suggested FUNDRAISING selling price is \$9.00 per dozen.** There is a 50 dozen minimum order. If desired, the doughnuts can be pre-sold. There is a 50 dozen minimum order.

Q: What are FUNDRAISING Certificates?

A: **FUNDRAISING** Certificates are coupons that give your customers one dozen Original Glazed doughnuts FREE and \$1 off any second dozen. This allows your customers to pick up their Original Glazed doughnuts hot from any of our Canadian Krispy Kreme location, at their convenience. **FUNDRAISING** Certificates are purchased for \$4 per certificate and are then typically sold for between \$7 - \$9 per certificate. **FUNDRAISING** Certificates are only available in pads of 50 and can also be pre-sold.

Q: What are Partnership Cards?

A: Partnership Cards provide both your organization and your customers the greatest value! Partnership Cards are purchased for \$5 per Card and are resold for \$10 – providing your organization with 50% profit! Each Partnership Card gives your customers one dozen Original Glazed doughnuts **FREE** with the purchase of any dozen of their choice – ten times per card - a \$65 value (10 dozen x \$6.99)! Partnership Cards allow your customers to get their Original Glazed doughnuts **HOT** from any Canadian Krispy Kreme location at their convenience. There is a 50 card minimum order. Partnership Cards can also be pre-sold and are easy for children and groups to carry and distribute.

Q: How does my organization raise money with Krispy Kreme products?

A: There are two ways to sell the doughnuts, certificates and cards: pre-sale and same day sale.

Pre-sale: Your organization obtains orders and funds in advance of placing their order with Krispy Kreme. If desired, Krispy Kreme will provide your organization with materials to help you pre-sell.

Same-day Sale: Your organization will purchase a specified number of dozens, certificates or cards and sell them at a local event, such as a community festival, soccer tournament, car wash, rummage sale, etc.

Q: How do I participate in Krispy Kreme's FUNDRAISING program?

A: To participate in our **FUNDRAISING** program, please submit a completed application form (enclosed) along with a letter on the not-for-profit organization's letterhead to your local Krispy Kreme store. The letter should acknowledge the fundraiser, stating how the raised funds will be used, and signed by an organizational executive. A member of our team will contact you within 3 business days of receiving your completed application and letter, to assist with the planning and execution of your fundraiser.

Q: How do I submit my FUNDRAISING product order?

A: Once your application has been approved, our **FUNDRAISING** Coordinator will provide you with an order form to place your order. All orders must be received in writing. **Due to doughnut production**



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capacity constraints, we fulfill all doughnut orders on a first come basis and cannot guarantee quantities and/or date(s) until order form has been received. **FUNDRAISING** doughnut orders require a minimum of 10 days advanced notice. Fulfillment of **FUNDRAISING** Certificates and Partnership Cards require 3 days advanced notice.

Q: What if we do not sell all of our Original Glazed doughnuts, **FUNDRAISING Certificates or Partnership Cards?**

A: Unfortunately, we do not accept returns of **FUNDRAISING** products. The Certificates or Partnership cards could be saved for your next Krispy Kreme **FUNDRAISING** while any left over dozens could be shared with your volunteers.

Q: Where and when do I pick-up my **FUNDRAISING order?**

A: All **FUNDRAISING** products will be picked up at your local Krispy Kreme store. Date and time for pick up will be arranged with the **FUNDRAISING** Coordinator at your local Krispy Kreme store.

Q: How often can our organization conduct a **FUNDRAISING program?**

A: Your organization can participate in our **FUNDRAISING** program once per calendar month.

Q: What payment methods are available?

A: There are five payment options available to every organization: cash, debit card, certified cheque, money order or credit card. Payment is due upon pick-up of the doughnuts, Certificates or Partnership cards.

Q: Can we purchase other doughnut varieties or Classic Assorted for **FUNDRAISING?**

A: We only offer our Original Glazed doughnuts for **FUNDRAISING** purposes, as they are our customers favourite and they provide your non-profit organization with the opportunity to make the highest possible profits.

Q: Do your doughnuts contain any peanuts or other nuts?

A: We do not knowingly add any peanuts or other nuts to our products in Canada. We recognize the challenge that nut related allergies present and are currently analyzing our ingredient suppliers and reviewing operating procedures to determine the opportunity for a nut aware environment. The decision to consume Krispy Kreme doughnuts will always rest with the consumer.

Q: Do you offer delivery?

A: Delivery for any of our **FUNDRAISING** products is handled on a case by case basis and may involve a delivery charge depending on distance and order size. We cannot guarantee the ability to deliver to your region.

Q: How many dozens fit in a mini van?

A: Approximately 300 dozen doughnuts in a mini-van with all of the seats removed. Our KREW™ will help you load your doughnuts into your vehicle(s).

If you have any additional questions, please contact your local Krispy Kreme store or send an email to fundraising@krispykreme.ca.