


Ready
for the
next step?

Partner with a with market leader known for innovation and integrity.

Red Wheel Fundraising has been in business for decades. Ask around. Our reputation for superior products and outstanding service has built a strong and stable organization that has made us a market leader.

The Red Wheel brand grows stronger every year.

As new territories are developed and more consumers fall in love with our products, the Red Wheel brand grows stronger with every year. We continually improve our existing product line — and introduce new, innovative products that help to differentiate our franchisees from competitors and help them capture market share.

Red Wheel Fundraising is also an active member of  *The Association of Fund-Raising Distributors & Suppliers*. AFRDS and its 650 members are “dedicated to promoting professionalism and integrity in product fundraising. AFRDS members ascribe to an industry Code of Ethics and Standards for Professional Practice. Members participate annually in AFRDS workshops and seminars to stay current on the latest products, programs, innovations and techniques.”

While Red Wheel sells across the country, we operate a small, nimble headquarters staff that treats franchisees like family — with prompt, friendly, personal attention. Our mission is you. Our #1 job is to help you succeed.

If you like meeting and working with people, if you like helping them succeed as part of a team, if you like helping to support worthy causes in your community, you're going to love the career that Red Wheel presents you.

Franchise opportunities.

Red Wheel actively seeks highly motivated, financially sound individuals to develop new markets. Single and multiple franchise opportunities are available. This opportunity is ideal for married couples — indeed, some of our most successful franchise operators are couples.

Ready for the next step? You'll need:

- A strong desire to succeed and an ability to work independently.
- Good business sense, personal integrity and strong interpersonal skills.
- A willingness to participate in a thorough training process and to follow a proven system.
- Financial resources and good credit.
- A sincere interest in people and a desire to help others. *Are you a people-person?* Do you enjoy meeting new people and working with teams? People and networking skills are key ingredients for success.



America's Tastiest Recipe for Sure-Fire Fundraising

Questions & Answers

What exactly is a franchise?

A franchise is simply a method for owners of an established company (franchisor) to share a business plan with others (franchisees). The franchisee operates in a defined market area which is *protected territory* — meaning no one else can offer branded products and services within market boundaries. The franchisor has business experience in how to create, price, sell and distribute its products and services. The key to franchise success is standardization — expanding proven products and services through a proven marketing and distribution system to new, wider areas.

How much does a Red Wheel franchise cost?

The franchisee fee is \$20,000 per market. We invite you to compare.

What does the franchise fee cover?

This fee gives you the right to own and operate a Red Wheel Fundraising Franchise in an *exclusive market area*, using our systems, products and trademarks. In addition, it covers your initial training and supplies.

What about other startup costs?

Red Wheel recommends that you have an additional \$20,000 *minimum* available (savings or loans) to adequately fund startup of your new business. *This number will vary based on a number of variables, including:*

- your existing business resources, if any (including vehicles, office space and business structure and support systems/services such as office supplies, equipment, accounting, legal, insurance, etc.)
- the physical size of your market, number and location of fundraising prospects, business travel costs, competitive environment, etc.
- initial and ongoing direct marketing/selling costs (lists, phone, car/gas, direct mail materials/postage plus selling brochures, etc.)
- local availability and cost of renting freezer space for short-term storage of product for delivery.

Remember that you also need to budget for living expenses for your family until you develop a revenue stream. We'd be happy to discuss startup costs in detail based on your situation and market territory.

Is there a franchise royalty fee?

Yes. Red Wheel has a royalty fee based on 8% of sales payable semi-monthly with an annual minimum royalty which is \$4,800 the first year.

Are there territories still available in my state?

There are many territories still available. A map of our franchises is featured on our website at www.redwheelfundraising.com. However, even if there are current franchises in your state, there still may be markets within the state or nearby regions not being served.

Can I purchase multiple territories?

Absolutely.

Why don't I just start my own fundraising products business?

A Red Wheel Franchise affords you numerous benefits that you would not enjoy as an independent. For example:

- **Purchasing power.** Our economies of scale translate into lower product costs for our franchisees.

- **Product quality & selection.** You have instant access to dozens of proven product sellers manufactured under rigorous quality and taste standards in our own plant — plus other products made specially for Red Wheel under arrangements with premier food suppliers.
- **Red Wheel brand equity.** The Red Wheel name is recognized and respected. It helps open the door among nonprofit organizations.
- **Training, marketing, advertising & service support.** You don't have to reinvent the wheel or operate by trial and error. We've created a detailed system featuring attractive materials and useful resources.
- **Expert guidance.** Because we've been doing this for years, we can help you jump hurdles (including invisible ones) and avoid common mistakes.
- **Successful outcome.** Numerous studies show that most independent business startups fail within the first two years.

Why food products for fundraising?

Food products are the 'staff of life.' They're consumable items — *needed, wanted and purchased frequently by every household.* Red Wheel offers *famously fabulous* food products. The

name Red Wheel has brand power and has become widely known for its legendary treats. People not only love the taste, they love rewarding themselves with Red Wheel — throughout our product line and especially in our snack and dessert categories. Cookie dough, for example, is our all-time #1 seller.

Can I (we) work this business part-time?

In the beginning, it's permissible for a new franchisee to enter the business on a part-time basis — or, in the case of married couples, with just one spouse devoted to building Red Wheel business. Most new franchisees transition fairly quickly to a full-time, home-based business, and that is the company's expectation.

What qualities do I (we) need to succeed as a Red Wheel franchise owner?

Prior experience as a business owner or manager is a head start but not necessary. The top requirements for success are ① strong motivation ② ability to work independently, without supervision ③ common sense

④ good organizational ability, and ⑤ most of all, strong people skills. If you love meeting new people, working as part of a team and networking in your community, you have key ingredients for Red Wheel success.

Do I (we) need to hire employees?

The speed of your business growth — together with your personal goals — determine whether or not you need employees. Remember, you're the boss — so you decide who to pay for doing what when. At some point, you'll want to consider hiring someone for clerical, administrative and support services so you can conserve your time for networking and meeting prospects. One advantage of running your own business is that you can pay your spouse, children or other family members to assist the business on a part-time or full-time basis. There are often tax advantages for doing so—ask your accountant for details on all the tax-friendly options of operating a business.



Questions & Answers

CONTINUED

What is the Red Wheel FIRST package for franchisees?

We use shorthand — the acronym FIRST — to sum up the career advantages of being a Red Wheel franchisee.

- **F = fun & family.** *We offer you enjoyable work in a family-focused field.* Most of the organizations we serve put heavy value on the importance of family.
- **I = income & independence.** *You have the opportunity to earn income while working independently,* setting your own schedule and controlling your own future.
- **R = recognition and respect.** *Beyond income, you also earn recognition and respect in your community — as a business owner who helps nonprofit organizations do important work by achieving or exceeding their fundraising goal.*
- **S = success & security.** *You create success stories that build financial security.* By helping organizations succeed in reaching their fundraising goals, you also build success for you and your family.
- **T = time to taste.** You use your time to convert the famously fabulous taste of Red Wheel products into sweet profits for nonprofit organizations. *Doing so successfully gives you more than money — it gives you time with your family to taste life fully.*

How do I get started? Simply complete and return the enclosed profile. Doing so does not obligate you in any way — it just forms a basis for discussion. We'll contact you soon to talk about the opportunities available and to explore your future with Red Wheel Fundraising.

Control your future.

There are no easy ways to make money — but there are ways that are more enjoyable and rewarding than others, that let you work for yourself, that put you firmly in control of your future. Red Wheel offers you an opportunity to work with some of the best people in your community, doing important work raising funds for important causes. You'll help school administrators, parent-teacher associations and church leaders as well as heads of civic and community nonprofit organizations. You'll enjoy a respected position as a fundraising advisor — and almost every nonprofit organization needs to raise funds.

A rewarding career.

If you like meeting and working with people, if you like helping them succeed as part of a team, if you like helping to support worthy causes in your community, you're going to love the career that Red Wheel presents you.



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