



FUNDRAISING MADE EASY!

About Gold Party Canada

In 2008, Gold Party Canada pioneered the Gold Party concept in Canada. People loved the idea of going to a home party and making money – rather than having to spend it.

One small Gold Party in Montreal quickly led to two in Ottawa, three in Vancouver, four in Calgary and so on until our little business was running Gold Parties in every Canadian city every day of the week.

Almost two years later, we continue to provide our one-of-a-kind service to hundreds of customers every day while still upholding the same principles that first caught the eye of hostesses, the media and the country at large: community, transparency and our ongoing support of women in business.

Fundraising Initiatives

Gold Party Canada has partnered with high-profile and local non-profits alike. Our Gold Party Fundraisers have ranged in size from as many as 150 participants to as few as 25 in community centres, school gymnasiums, hospital wings and event spaces.

To help market your Gold Party Fundraiser, Gold Party Canada can design printable invitations and flyers (FIGURE A), electronic invitations (FIGURE B) and even dedicated web pages (FIGURE C).

We also facilitate fundraising at the grassroots level: Hundreds of individual Canadians have hosted Gold Parties in their homes in support of their favorite causes. This approach can be especially powerful when your organization uses its existing network to mobilize its supporters from coast to coast.

Whatever route you take, a dedicated Gold Party Canada agent will be on hand every step of the way.

A Unique Approach to Fundraising

Through its many Gold Party Fundraisers, Gold Party Canada serves the communities in which it does business. When we partner with a worthwhile cause, the results are truly special: Supporters make money by selling their unwanted gold and Gold Party Canada donates, on a dollar-for-dollar basis, 10% percent of the total value of gold purchased.



FIGURE A

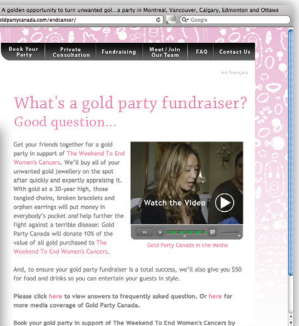


FIGURE C

FIGURE B





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Driving Additional Revenue

Consider holding a silent auction in conjunction with your Gold Party Fundraiser. The idea is simple: Participants will be more inclined to bid having just made money selling their unwanted gold.

You may also wish to encourage participants to donate a small portion of their unwanted gold sales.

Transparency

With gold at a 30-year high, it's definitely time to sell – a fact that has spawned countless "cash for gold" TV commercials and countless more horror stories from people who mailed away their gold and hoped for a fair offer.

Gold Party Canada believes in doing business the right way.

Our expert team of appraisers will provide an extremely precise and completely transparent valuation of your supporters' gold with on-the-spot payment.

The size of your Gold Party Fundraiser will determine the number of appraisers on hand, but as a rule Gold Party Canada aims for a ratio of one uniformed appraiser for every 15 sellers. This allows us to process each individual quickly and efficiently.

Competitive Pricing

Gold Party Canada pays by the gram according to weight and purity. Our prices are figured daily according to where commoditized gold is trading on the open market.

A recent article in the Montreal Gazette compared Gold Party Canada's prices to a jeweller and found that, for every karat, our payouts were significantly higher – \$2 per gram.

Why the discrepancy? Unlike jewellers, Gold Party Canada doesn't carry the overhead of a storefront or expensive merchandise. That savings is passed on to the seller.

Press

Gold Party Canada's unique concept and status as the "anti-Tupperware party" has received considerable notice from the media. Below is a list of outlets that have covered our service:

"Parties are a chance to reminisce about bygone fashion eras and cheer on fellow guests as they cash in."



"...one [guest] brought a jar of dental fillings and walked away with almost \$5,000."



"Gold Parties at home are relaxed, informal and fun!"



"Not only do you pocket a profit, that over-stuffed jewellery box finally gets cleared out."



Recycling

There's great financial incentive to selling your unwanted gold jewellery at record prices, but what many people don't realize is that the environmental benefits can be just as great. Gold mining is among the most destructive ecological practices, creating significant waste and displacing wildlife.

When you organize a Gold Party Fundraiser, you instantly become part of the solution. All items purchased are smelted, recycled and kept in circulation.

"Gold Party Canada has been a hit in the charity circuit."



"...think Tupperware parties, but in this case guests bring their jewellery to the host's home and an appraiser buys it on the spot."



"Gold Party Canada delivers the gold."



"I've never been to a party where they're going to give me money!"

