

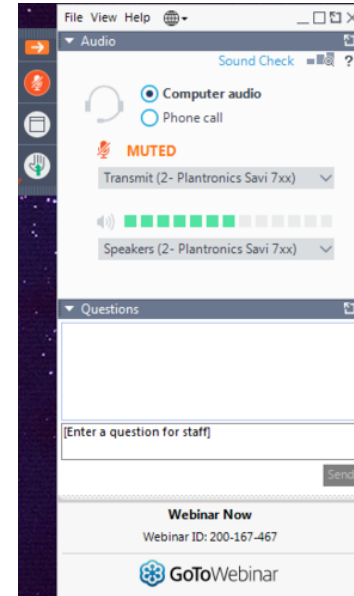


Welcome to RKD Group's Webinar:

How gift catalogs create valuable 'superdonors'

We want your questions and comments!

Send your questions and comments by clicking this section of your panel





Duke Smith

Senior Vice President – RKD Group

Over his 25-year career, Duke has provided direct-marketing fundraising expertise for North America's largest and most respected nonprofit organizations, including American Red Cross, Heart & Stroke, International Fellowship of Christians and Jews, Save the Children USA and Canada, UNICEF Canada, and many others.



Gail Arcamone

Sr. Director, Acquisition & Lead Gen – Save the Children USA

Gail currently oversees all gift catalog activities along with multichannel acquisition activities for child sponsorship, sustainer and one-time gift programs.

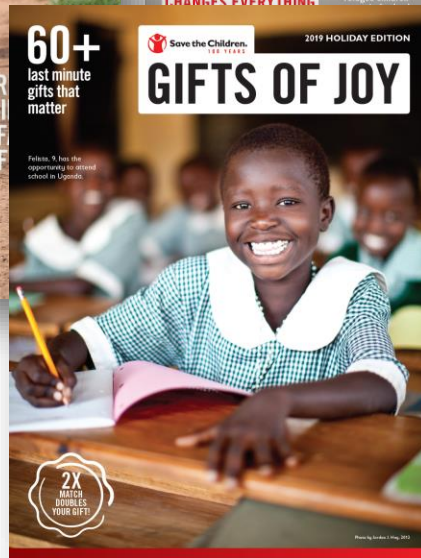


Caroline Riseboro

President & CEO – Trillium Health Partners Foundation

Caroline has worked on multiple gift catalog programs with some of Canada's leading charitable organizations such as Plan International Canada, the Centre for Addiction & Mental Health Foundation (Toronto) and World Vision Canada.





Refugee Basics Bag \$35
Refugee Family Comforts Kit \$100

Clean Water Kit \$20

Educate a Refugee Child \$75

Newborn Supplies in Emergencies \$45

WHEN ALL SEEMS LOST, A SIMPLE GIFT CHANGES EVERYTHING.

4 MILLION refugee children

75% of the population in Syria is displaced

10 MILLION children in Yemen need safe water



GIFTS FOR EVERY BUDGET

Reading Glasses
\$50

Matching Gift

Gifts of Light

Teddy Bear and Blanket
\$90

Just Like Home
\$90

Ordering is Easy!
Online at giftsoflight.ca

2014 Holiday Gift Guide

Gifts of Light

camhgiftsoflight.ca

INSIDE: 64 gifts for your friends and loved ones. Each gift provides hope for someone struggling with mental illness.

25 unique gifts to make a special impact this holiday season

HOLIDAY GIFTS for kids in the hospital starting at just \$10

GIVE WHERE NEEDED MOST and have your gift matched!

FREE holiday greeting card with every gift!

Trillium Health Partners Foundation

GIFTS OF HEALING

2020 HOLIDAY CATALOGUE

25 unique gifts to make a special impact this holiday season

HOLIDAY GIFTS for kids in the hospital starting at just \$10

GIVE WHERE NEEDED MOST and have your gift matched!

FREE holiday greeting card with every gift!

Pyjamas and Slippers Set \$50

Visitor Chair \$100 - \$500

Comfort and Care Kit \$25

New Baby Bundle \$75

Nursing Mom Support Kit \$90

New Mom Care Pack \$55

CREDIT VALLEY HOSPITAL | MISSISSAUGA HOSPITAL | QUEENSWAY HEALTH CENTRE

NEW BIKES FOR BUSINESS - \$90

The young women who work for Plan International are trained in business skills and given a bike so that they can take their goods to the market, and lift their family out of poverty.

GIRL POWER - \$100

Girls have a unique ability to change the world and the lives of those around them, but many are not given the opportunity to reach their full potential. This powerful gift helps protect girls from abuse, exploitation and early marriage by providing movement, education and protection. Invest in a girl and change the world!

10 TIMES MATCH

10 TIMES MATCH

GREAT MOM-GIFT!

4 TIMES MATCH

THE MOM SHOP - \$75

The mom shop helps entrepreneurial women create their own path and destiny. Your gift includes educational, monetary and financial literacy training. To avoid the stress and debt of the mom shop, we have programs that help women work together to create small businesses, opportunities for women, by sharing their own business, clothing or soap to sell at home and local businesses.

PLAN INTERNATIONAL

GIFTS OF HOPE

2017-2018 Gift Catalogue

SPECIAL CHILD SPONSOR EDITION

INSIDE: 53 real gifts you can deliver to children in need!

3 TIMES MATCH

Look for matched gifts marked with a 3 TIMES MATCH icon.

Change children's lives by buying gifts for your friends and family!

paraguay

SAVE A GOAT PAGE 5

GIFTS FOR EVERY BUDGET



Reading Glasses **\$25**
see page 12



MATCHED
GIFT

The Brightest Gift of Light **\$500**
see page 8



Teddy Bear and Blanket

see

Just Like Home

This wonderfully warm bundle provides a patient with pajamas, slippers, hat, scarf, mittens and basics like lip balm, a toothbrush, soap and shampoo.

\$90



"Gifts of Light is really special. It's a chance for us to show we will not tolerate stigma, and that we support those recovering from mental illness and addiction—people just like me."
—Rep. "Red Dog" Michael

Ordering is Easy!



Online at
giftsoflight.ca



4 Your gifts support courageous patients on their journey to recovery.



Washie Washies

A set in the winter wardrobe can warm the soul and cheer the mind. Your gift provides a warm hat, scarf and mittens so that a patient can enjoy the outdoors for an extended period of time.

\$35



Emergency Kit

When patients are admitted to CAMH through the Emergency Department, they often arrive without any of their belongings. Your gift provides patients a comfort with basic necessities that either a visitor or family can bring.

\$25



The Brightest Gift of Light

Imagine a patient you've met in one of our rooms or in one of our support groups. This special package includes an assortment of five of the changing gifts found in these pages.

\$500



Coffee with a Friend

Provide a gift certificate that can be redeemed in our unique, patient-run Café of the Heart Café — a special place for patients to connect with friends, family or peers at CAMH.

\$20 - 1 visit \$60 - 3 visits



A Fresh Start

Help a patient start his day feeling good. Your gift provides a toothbrush, hairbrush, soap and shampoo — along with a renewed sense of hope and dignity.

\$20

Order now! Call 1-800-461-0671 or give online at giftsoflight.ca

camh
FOUNDATION

camh

Centre for Addiction and Mental Health



This holiday,
give gifts of
health and hope.

INSIDE:

Patient Scholarships
Page 4
Art Therapy
Page 6
Pajamas & Slippers
Page 8
and many more...



INSIDE:
Give meaningful gifts to friends and family while supporting CAMH patients recovering from mental illness.

Shop the full selection of unique gifts at giftsoflight.ca

Use the gift of artistic expression
Pg. 4

22 GIFT IDEAS INSIDE

How Did You Know?
\$39
see page 9

Pajamas and Slippers
\$45
see page 7

Patient Scholarship
\$500
see page 10



GIFTS OF HOPE

2017-2018 Gift Catalogue

SPECIAL CHILD SPONSOR EDITION

INSIDE: 53 real gifts you can deliver to children in need!

3 TIMES MATCH

Look for matched gifts inside to have 3 times the impact, or more!

Change children's lives by buying gifts for your friends and family!

GIVE A GOAT PAGE 5



6 SHOP FOR HOLIDAY GIFTS AND HELP CHANGE CHILDREN'S LIVES

SPONSORS WANT TO KNOW!

Every gift you purchase will be 3 times the impact. For example, \$17 for school essentials goes directly to an education program that provides books and supplies for girls and boys.



4 TIMES MATCH

CLEAN WATER FOR FAMILIES - \$10

Think of how important clean water is for your family. For some families, it's the only option. In other communities, water is often contaminated and unsafe to drink. Women often have to walk miles to get water, leaving them vulnerable to illness and other dangers. Your gift of community water systems, including training on proper sanitation and hygiene, improves healthy and safe water in the school. One gift to share the love of clean water brings!

SPONSOR'S CHOICE

8 SHOP TODAY! PLAN CANADA GIVES \$1 SHOP 30P 100B



NEW

WIKES FOR BUSINESS - \$90

For young women who want to start a business, a bicycle is a game-changer. It gives them the ability to travel safely, to get to work, to get to school, and to get to the market. With that new ability, a businesswoman can expand her market, and lift her family out of poverty.

GIRL POWER - \$100

Girls have a unique ability to change the world and the lives of those around them, but many are not given the opportunity to reach their full potential. The powerful gift helps protect girls from abuse, exploitation and early marriage by providing mentorship, education and protection. Invest in a girl and change the world!



10 TIMES MATCH



GREAT MUM-GIF IT!

4 TIMES MATCH

THE MOM SHOP - \$75

The mom shop helps entrepreneurial women create their own shop and destiny. Your gift includes vocational, numeracy and financial literacy training. Trained mothers can join Village Savings and Loans groups that help women work together to create small business opportunities—for instance, by making home-grown butter, clothing or soap to sell in the market and feed their families.



6 TIMES MATCH

BEE NET - \$100 (IN NETS: \$40 IN NETS: \$100 IN NETS)

Maize is the main food for 400 million people in the world. It's a staple food and a source of income. But it's also a source of disease. The parasite that causes the disease is spread by the net. Your gift helps protect the net and the net's future.

A gift of a goat helps for many things that pay for education, but it's also a source of income. Your gift helps protect the net and the net's future.

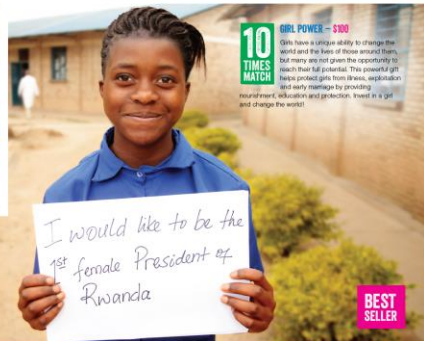
A FAMILY FAVOURITE!



6 TIMES MATCH

SEND A GIRL TO SCHOOL - \$25

Every girl needs support to achieve her full potential. Your gift sends a girl to school where she can learn and grow. Many girls in developing countries drop out of school in order to contribute at home or become mothers. Your gift will keep a girl learning so she can transform her own life and the lives of those in her family and community.



10 TIMES MATCH

GIRL POWER - \$100

Girls have a unique ability to change the world and the lives of those around them, but many are not given the opportunity to reach their full potential. The powerful gift helps protect girls from abuse, exploitation and early marriage by providing mentorship, education and protection. Invest in a girl and change the world!

BEST SELLER