



Q: Why not just raise money? Why turn shirts into dollars for charity?

A: Our feeling is that in tough economic times people still want to be able to donate to charity, but find it difficult enough to put food on the table and clothes on the backs of their families. Sometimes it is easier to give if you can receive something tangible in return – something that can be used daily and not simply put away for “garden” clothes or workout clothing.



So if a person still has to buy clothes, why not buy one of our shirts (which carry a positive message), and be able to help a charity or non profit organization also? Our thought on this is that if you need to buy clothing for yourself or family anyway, why not choose something like Creo Mundi which is domestically made, is ecologically friendly and also has a positive message with over 200 positive words in 15 languages from around the world printed on the inside of each shirt.

Unlike most fundraisers that sell clothing or hats, ours does not carry any logo other than a discreet Creo Mundi logo (and no logo on the womens shirts, only a “kiss tag” at the side). We wanted something that is dressy enough you can still wear it to work and yet allows you to be aware of the positive words inside. This would not be possible in most work settings if you wear items emblazoned with society or association logos. However we sometimes do offer the option to add a particular organizations logo – each request is considered individually.

Q: How will people know the money is actually going to charity?

A: We only post charity/organization names when we have contacted the organization first and received their cooperation. Any page posted means the partner organization is already on board and working with us to make it a successful fundraiser. At the end of the Creo Mundi Community Event period, we print out a report on the number of sales using that organization’s code. Then a cheque is written based on that report.

Q: How do I know which charity is getting the donation?

A: People will know because of the choice they make at checkout. That is why it is so important for people to CHECK the OPTION when checking out. If unsure you can always put the instructions in the “special instructions” section at checkout. We may have multiple fundraisers running at the same time, so we cannot just go by total sales. It must be broken down into each organization’s code so that they can be credited with the sale.

Q: Will I get a tax receipt?

A. No. We do not issue tax receipts. We are not a charity ourselves (although we do have plans in the future as this grows to create a foundation, where we can issue tax receipts). What we are doing is splitting the proceeds from the sale of the shirts. The shared net proceeds per item are typically in the \$5 to \$10 range (depending on the product and the number of shirts sold). There is not a huge margin on these products as we want to keep them affordable for the average person. As a result,



the net proceeds are smaller. That said, the more shirts we sell the better price we can get in our manufacturing and printing costs – and those savings are also passed on in the form of increased dollars for charity. We anticipate making up in volume what we lose in margin!

Q: Why not just donate the same amount to charity on shirts sold through the original website, www.creomundi.com?

A: We need to be able to offer multiple styles, colours, and sizes. The best way to do that is to “sew fresh” or literally make the shirt to order. It is not economical to do that on a small order basis, and it is near impossible to anticipate what colours and sizes will be most popular at any one time. So by “bunching” the orders into a relatively short time period, we create the most cost-effective model for both manufacturing and printing our shirts.

Q: Do you bump up the price on the Creo Mundi Community Page to accommodate donating half the proceeds?

A: No! The shirts do not cost any more than if they were available on the www.creomundi.com product page. The only difference in the two pages is that by grouping orders we are able to offer more styles and colours.

Q: How do you decide what charity/organization you will partner with?

A: Right now it is simply established charities that we are working with. That gives us a chance to outline the parameters/guidelines that we will look for in deciding future partnerships. Certainly we will have to establish some relatively simple guidelines. For example, do we want to be involved with charities that typically over pay for their fundraisers? Or perhaps those ARE the ones we should target, saying we can raise funds at a tenth the administrative cost? We likely would not look at charities that are routinely in the red as another example – it shows a pattern of overspending that they need to get under control. A lot of questions to look at to establish our set of guidelines. Until that is complete, if your group is interested in partnering as a fund raiser, contact us at info@creomundi.com and we'll look at each case individually.