

# Green Zebra™

## Local Savings for Sustainable Living

### What is Green Zebra?

2010 Green Zebra guide makes it fun and easy to explore the best of sustainable living in Metro Vancouver.

- **Annual coupon book and directory** showcasing environmentally conscious and community-oriented businesses all over the Lower Mainland
- **Nearly 300 exclusive offers** for savings at local restaurants, markets, spas, clothing boutiques, yoga studios, bookstores, bike shops, theatres and more
- **Thousands of dollars in savings**...it's easy to earn back the guide's \$20 purchase price with just one or two coupons, valid through December 2010
- **Handy reference tool with practical tips** for embracing a healthier and more sustainable lifestyle – simple steps you can take today to ensure a greener tomorrow

### A Community-Friendly Fundraiser

Feel good about choosing Green Zebra for your fundraising this year!

- Net proceeds benefit TB Vets Charitable Foundation, which provides funding to BC hospitals and employment for people with disabilities
- While generating money for your group, you help your supporters stretch their dollars farther
- Your promotion of Green Zebra promotes local businesses and stewardship of the environment

### The Benefits

- **High Return.**  
Earn \$10 for each \$20 Green Zebra guide sold.
- **No Risk.**  
Pay only for the guides you sell.
- **No Upfront Costs.**  
Don't pay until you collect sales proceeds.
- **Unique.**  
There is no other product like Green Zebra in Greater Vancouver.
- **Convenience.**  
Selling just one product makes ordering and fulfillment easy.
- **Flexibility.**  
Guides can be sold online or in person...flip this page over for details.

Whatever method you choose for selling the Green Zebra guide, we are committed to meeting your fundraising needs while we work together to build a stronger community.

**Flip the page to learn about the different options we offer!**

**Here are just a few places where you'll save with Green Zebra guide...**

Science World	Marketplace IGA
London Drugs	Chocolate Arts
Mountain Equipment Co-op	GardenWorks
Aquabus	Mainly Organics
Saje Natural Wellness	Salt Spring Coffee
Choices Markets	John Fluevog Shoes
Bikes on the Drive	Dream Designs
Banyen Books and Sound	
The Fish House at Stanley Park	
Granville Island Toy Co.	
Tenth & Proper Clothing Boutique	

## **Fundraising Options**

### **...3 ways to raise money**

Use one method or combine them to maximize fundraising opportunities. You always keep \$10 for each guide sold. Green Zebra even pays the GST for you.

#### **Individual Solicitation**

*The direct sales approach gets the best results! Buyers have a chance to see the guide firsthand, and are more likely to support the cause because of their relationship with the individual selling it.*

*Green Zebra supplies an envelope and triplicate order form for each seller in your group. Once all orders have been taken, your fundraising organizer tallies the order form and gives Green Zebra a single cheque (or cash) in the amount of \$10 for every guide sold. Upon receipt of payment, Green Zebra will deliver enough books to fulfill all the orders, so the sellers in your group can deliver them to each of their buyers.*

#### **Online**

*Use your website or e-newsletter to publicize the Green Zebra fundraiser. Green Zebra provides written copy, an image of the guide, and an organization tracking code. Buyers are directed to our website...so we do all the work! Your code ensures that each purchase generated will be credited back to your organization. Green Zebra fulfills all online purchases directly, charging the buyer a shipping fee to cover packaging and postage costs. This makes for a nearly effortless fundraiser, as we handle all administration.*

#### **Events**

*Prior to your event, Green Zebra will supply you with copies of Green Zebra guide and our logo for posters, event signs, or other promotional material. You collect \$20 for each guide sold. Return all unsold guides in clean, undamaged, resalable condition, along with a single payment of \$10 for each guide purchased.*

**To use 2010 Green Zebra guide for your fundraiser,  
or for further information, contact Rebecca Fry at  
[rebecca@greenzebraguide.ca](mailto:rebecca@greenzebraguide.ca) or **604.734.0309**.**