

# OUTSIDE THE BOX SHOES

8861 Dixie Highway, Fair Haven, MI 48023

[www.outsidetheboxshoes.com](http://www.outsidetheboxshoes.com)

## *“The First Step to a Successful Fundraiser”*

To book a fundraiser or for more information, please contact:

Fundraising Coordinator: Gregg Reo

Phone: (586) 260-6615  
(586) 263-7170

Email: [gregg@outsidetheboxshoes.com](mailto:gregg@outsidetheboxshoes.com)

Organizational Head of Fundraising:

Allow me to introduce myself and my company. My name is Gregg Reo, and I am the Fundraising Coordinator for Outside The Box Shoes. My company hosts fundraisers with hospitals and medical centers like yours. Our fundraisers work in a similar fashion as vendor uniform, jewelry, and book sales. However, we specialize in offering a wide range of footwear for hospital employees that include a multitude of styles. We carry brands such as Alegria, Corky's, Bear Paw, Clarks, Dansko, Klogs, Merrell, New Balance, Puma, Ryka, Reebok, Muck, Skechers, Spira and many more. We also offer many of these shoes in a variety of widths, styles, colors, etc. Our footwear selection varies seasonally as well.

We set up a full service cash-and-carry shoe store on site. We offer shoes to fit any budget. Prices range from about \$25.00 to \$150.00. Additionally, if we do not have an item in stock, we are happy to order and ship it to the customer's house at no extra charge, providing the manufacturer has it in stock.

Our two most popular product lines by far are Dansko and Klogs. The median price for each of these brands is around \$100.00. At Christ Hospital in Cincinnati, for example, we sold over 175 pairs of Dansko alone during our 33 hour fundraiser. It is easy to see how the sales dollars can add up quickly during a fundraiser like ours.

We are very proud of the fact that every fundraiser we participate in, we contribute a percentage of every purchase to the sponsoring organization of that hospital. In the past, we have had fundraisers generate in excess of \$48,000. We usually generate about \$5.00 to \$15.00 per employee. For example, if your hospital has 2,000 employees, our fundraiser would expect to generate between \$10,000 and \$30,000 dollars depending on the time frame of the sale.

We quickly filled our fundraising schedule for 2017 for both of our trucks and crew that are currently on the road, and we are looking forward to being able to help even more healthcare organizations reach their fundraising goals for 2018. We have already started booking for next year, and we recommend that interested organizations try to book their fundraising dates as early as possible. This ensures that they have the best chance of booking the dates that work best for their organization. Our sale times are tailored to each client's individual needs. They can run between 8 and 45 hours continuously. We can start at any time, usually between 7:00AM and 7:00PM.

We have had very successful fundraisers at many hospitals in Michigan, Ohio, Illinois, Pennsylvania, Indiana, Wisconsin and Kentucky. A list of reference contacts at those facilities has been included for your review. They can describe their experience with our fundraising efforts in their own words.

Lastly, we have included advertising samples from past fundraisers. We provide tailored advertising to each hospital prior to our arrival. Our usual advertising prior to our arrival includes tent cards, flyers, and a template email for notifications. Once we receive your approval of the advertising content, we ship the advertising materials to you.

If you are interested in having us participate in a fundraiser at your facility, please call me at 586-260-6615 or 586-263-7170 or email me at [gregg@outsidetheboxshoes.com](mailto:gregg@outsidetheboxshoes.com) or through our web site at [www.outsidetheboxshoes.com](http://www.outsidetheboxshoes.com). We also have our calendar of events posted on our website. Consider visiting a fundraiser at another hospital in your area to check out our fundraising team in action.

Please do not hesitate to contact me with any questions or concerns. I look forward to speaking with you in the near future about booking your organization's next fundraiser.

Sincerely,

Gregg Reo  
Fundraising Coordinator, Outside the Box Shoes

<b>Hospital</b>	<b>City</b>	<b>Number of Beds</b>	<b>Net Sales</b> (after sales tax)	<b>Hospital Commission</b>
Akron General Medical Center	Akron, OH	537	\$21,433.65	\$4,286.73
Allegiance Health	Jackson, MI	412	\$30,020.26	\$6,004.05
Rush University Hospital	Chicago, IL	550	\$22,698.54	\$4539.71
Mercy General Muskegon	Muskegon, MI	188	\$19,768.54	\$3953.71
Botsford Hospital	Farmington Hills, MI	305	\$11,827.86	\$2,365.57
Garden City Hospital	Garden City, MI	323	\$11,365.79	\$2,273.59
Genesys Regional Medical Center	Grand Blanc, MI	379	\$48,418.16	\$9683.63
Grandview Hospital	Dayton, OH	411	\$11,737.05	\$2,582.15
Henry Ford Wyandotte	Wyandotte, MI	359	\$10,464.99	\$2,093.00
McLaren Medical Center	Flint, MI	378	\$29,654.32	\$5930.86
Silver Cross Hospital	New Lenox, IL	295	\$17,718.45	\$3543.69
Elkhart General	Elkhart, IN	260	\$14,884.85	\$2976.97
Memorial Healthcare	South Bend, IN	341	\$19,026.93	\$3805.38
Edward Hospital	Naperville, IL	349	\$12,654.34	\$2530.87
Miami Valley Hospital	Dayton, OH	848	\$24,655.32	\$4931.06
St. Vincent Medical Center	Toledo, OH	621	\$28,031.21	\$5,606.24
The Christ Hospital	Cincinnati, OH	689	\$36,027.86	\$7,205.57
Lapeer Regional Medical Center	Lapeer, MI	203	\$12686.80	\$2537.36

**This chart is a guide to show the type of revenue we produce at our fundraisers. As you can see, the revenue can vary even when the size of the hospital is similar. The reasoning for this is: location of the sale; number of payroll deductions allowed; and how many restraints are put on avenues available for promoting the sale. You can use this simple math formula to calculate a rough estimate of how much we could generate at your organization: Take the number of employee's at your facility and multiply by \$5 to \$15 per employee (# of employees X \$5-\$15 = Revenue). \$5 per employee would be the worst possible scenario. Somewhere between \$5 and \$15 per employee is more realistic for the potential revenue to be generated during the fundraiser. Sometimes the revenue exceeds these estimates when all of the above variables are present and working together.**



# **We Design and Plan a Sale to Fit Your Needs!**



## **There is Something for Everyone!**



**We tailor the inventory we bring and the time frame of the sale to fit your needs.**

**Great selection of brands and price ranges to fit every budget!**

**Shoes are something everyone needs, so it is a justifiable purchase even in a bad economy.  
But shoes don't last forever, so we get great results every time we visit.**

## Franciscan St. James Olympia Fields, Illinois



## Westchester Hospital, Ohio





Please join us for a  
**43 Hour**

# SHOE SALE

Sale starts Tuesday, May 12th at 7:00 p.m.  
Runs around the clock.  
Ending Thursday, May 14th at 2:00 p.m.

The shoe sale will be held in the  
Franciscan St. Francis Health  
Terrace Room



Sponsored by St. Francis Auxiliary  
Profits will benefit various Hospital projects.



Cash and credit cards accepted. Payroll deduction available .  
(1-3 payrolls - No Minimum and \$200 Maximum)  
Public welcome.

Shoes shown are for advertising purposes only. Brands, sizes and styles vary per sale.

# References

Name	Hospital	State	Phone Number	Email Address
Kathleen Daly	Mercy Health Partners Muskegon	MI	(231) 726-3511	<a href="mailto:daly@mercyhealth.com">daly@mercyhealth.com</a>
Sharon McColley	Franciscan St. Anthony Health	IN	(219) 757-6347	<a href="mailto:sharonmac@sbcglobal.net">sharonmac@sbcglobal.net</a>
Cynthia Ruff	Mercy St. Vincent Medical Center	OH	(419) 251- 2884	<a href="mailto:Cynthia_ruff@mercy.com">Cynthia_ruff@mercy.com</a>
Diane Renn	Edward Hospital	IL	(630) 527- 3954	<a href="mailto:DRenn@edward.org">DRenn@edward.org</a>
Joe Bigelow	Community East & North	IN	(317) 355- 5252	<a href="mailto:jbigelow@ecommunity.com">jbigelow@ecommunity.com</a>
Debbie Collins	Botsford Hospital	MI	(248) 471-8025	<a href="mailto:dlcollins@botsford.org">dlcollins@botsford.org</a>
Anne Evans	The Christ Hospital	OH	(513) 585- 0868	<a href="mailto:aevans@iosephbeth.com">aevans@iosephbeth.com</a>

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