



# Rotary Club of Grimsby

## 22nd Annual Fantasy of Trees 2021



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### FREQUENTLY ASKED QUESTIONS

**1. What's the idea behind the Fantasy of Trees (FOT)?**

The Fantasy of Trees has been a Rotary Club of Grimsby event for 22 years. Grimsby Rotary members, Bob and Lois Gowans originated the idea and are the Rotary fund-raiser founders. The idea is to have a free-admission family event of decorated Christmas trees and wreaths, at the Grimsby Museum. The fund-raising is done with a lottery raffle for trees, wreaths and items, with additional monies raised through auctions. \$20,000 was raised in 2018 and 2019 to support local charities and Rotary causes.

**2. How does sponsorship work?**

There are several avenues for participation in the FOT. Sponsors can pay for trees, wreaths, or urns that they may decorate or have Rotary decorate for them. Items can also be donated – and they will be in the raffle or auction, or you can make a cash donation towards decorations or other item purchases. You can also make an in-kind donation of services.

**3. Do we have to “buy” and “bring” a tree, wreath or urn?**

No, the Rotary provides the trees, wreaths and/or urns for all sponsors, to ensure that they will comply with Fire Dept. requirements. The Rotary pre-purchases undecorated “deluxe”, “full-size” and “small/pencil” XMAS trees, which can be designated to a sponsor after their commitment. Rotary also pre-prepares wreaths in a range of sizes for sponsorship.

**4. How does the raffle work?**

Raffle tickets are sold in sheets of 25 tickets and are considered great value. The pricing is \$10.00 a sheet or 3 sheets for \$20.00. This gives attendees lots of opportunity to select trees, wreaths, urns, and donated items. Raffle ticket numbers are drawn for the decorated trees and other holiday items at the close of the event. Winners are contacted, and winning numbers are posted on the FOT website. This lottery event is registered with the AGCO.

**5. We already sponsor community charities – why sponsor one here?**

The Fantasy of Trees has between 3,000 and 4,000 visitors each year and therefore this is an excellent opportunity for your organization to receive exposure associated with this community-minded and family-oriented event. It's also an opportunity to partner with Rotary which has a world-wide reputation for social causes, and to be directly associated with the recipient charities who are part of our local community.

**6. How are recipient charities chosen?**

Recipients are chosen for their broad reach into our local community. They are focused on supporting local residents of our area.

**7. When will the recipient charities receive my sponsorship donation?**

The funds are disbursed to local charities by March the following year, following the close of the lottery and financial reporting for the event. For instance, the 2019 FOT proceeds were disbursed to recipients in the first week of 2020.



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**8. Is the Grimsby Museum the co-host?**

The Rotary Club of Grimsby presents and hosts the Fantasy of Trees each year and the Grimsby Museum is the venue for the festive display. The Rotary Club of Grimsby makes a donation to the Museum for the use of the space.

**9. What is the fundraising and administrative cost?**

Lottery regulations allow only certain lottery experiences such as the cost of raffle ticket printing, website and lottery permit costs. This means that the proceeds of the lottery go to local charities.

**10. How can I track the progress of my sponsorship?**

You can visit the Fantasy of Trees website, the Grimsby Club of Rotary website, and the social media accounts for regular information. You can subscribe to our major updates which we post on the Fantasy website and send out via email newsletter.

**11. What do you do with my donor information?**

The Rotary Club of Grimsby maintains the sponsor and donor information in a confidential database that is not viewed or shared with anyone but the FOT committee members.

**12. How can I make an In-Kind Donation?**

Contact us by email or phone to arrange for an in-kind donation discussion. Services such as printing, advertising, coupons, are very much appreciated and defray our expenses. Our contact information is listed on our website and other social media sites.

**13. How can I donate to honour or remember someone?**

You can designate a tree, wreath or other item to honour a person or organization of your choice.

**14. What can I expect after I donate to your cause?**

You can expect to receive communications from the Rotary Club of Grimsby up to three times in a year. You can unsubscribe from these communications any time.

**15. Which Rotary Club in Grimsby is sponsoring this event?**

There are two Rotary Clubs in Grimsby. The sponsor of the Fantasy of Trees is the Rotary Club of Grimsby. Meetings of the Rotary Club of Grimsby are the 1<sup>st</sup> and 3<sup>rd</sup> Thursday of the month at 6:00 pm. The Grimsby Rotary@Noon is not directly involved in the FOT. Both Clubs are members of Rotary International and committed to serving our community.

**16. Can I designate my sponsorship to a particular charity?**

Yes. If the charity is one of those listed on our lottery license, we would be pleased to designate your sponsorship donation to that specific charity. Even though the Rotary Club of Grimsby is not a registered charity, it is possible for us to designate your donation to a registered charity listed on our lottery license.

Contact us by e-mail at: [info@fantasyoftrees.ca](mailto:info@fantasyoftrees.ca)