



Thank-you for considering The Stick in the Mud Coffee House Ltd as a sponsor of your event.

The Stick receives hundreds of requests for donations and contributions every year and every year The Stick gives away thousands of dollars in cash and products. Unfortunately we cannot give to everyone so brace yourself, there might be bad news. If we determine not to sponsor your event it does not mean we believe your event or organization is unworthy. It more likely means either our charitable budget has been exhausted for the year or your event does not align with our values.

Before pitching your request for a contribution here are a few considerations that we would appreciate you make:

Do we know you?

As we receive hundreds of requests annually we give first and foremost to people and events with whom we are familiar. It makes good business sense to support those who support us.

Are you local?

Occasionally we support groups or events that are not in Sooke. Occasionally. The bulk of our charity will always be given to groups that are building community in Sooke.

Do you need us?

For any business that runs on low profit margins, such as The Stick, any donation directly nibbles away at our bottom line. That could mean choosing between donating to your event or offering pay increases to our staff, expanding our business, or developing new products or services. So, is our cash or product contribution something you could get by without? Is a discount and use of our product at your event a more appropriate way for us to support you?

Is this a good time?

There are quiet times of the year for this business and Donor Fatigue becomes a very real thing - all we want to do is make it through until we are busy again. We do our best to hide this from our customers but seeing as though you are putting yourself out there by asking us for something we'll do the same by telling you our secret; slowest times for us are autumn and late winter (September, October, November and January, February.)

Have you spoken with the owner about your group or event?

The Stick has a policy where unless you actually come in and state your case we will not even look at your request. No need to wear a tie and break out the power point but we do want to know who you are (please refer back to point #1).

Is there another way to support you?

Giving cash or product might not be the best way we can help. Can we sell tickets for you? Can we offer space for a poster? Can we connect you with someone? Can we offer a fund raising opportunity instead of giving you a donation? Let's get creative!

What is in it for us?

While you may be convinced your event is a perfect fit for us to sponsor, have you considered whether or not your event seems like something we would or could support? We are a business after all and like it or not we need to make money in order to pay wages and serve our community. Try to think of how you can send business our way to make this a win/win.

Lastly, can you provide us with a tax receipt?

Without a receipt we can only claim half of the taxable value with the Canada Revenue Agency. If we receive a charity receipt we can claim the entire value of the donation. This helps. A lot.

Okay, one more thing! Will you be asking again next year?

If so, report back to us on how the event turned out. If we are giving to you from our profits we REALLY want to know that your event was (or was not) successful. If we are going to be supporting you again then expect our feedback...and maybe even criticism.

Thanks for considering our side of the sponsorship {charity} equation. We do appreciate your support and we truly hope that your event and organization are successful.

David Evans

The Stick in the Mud.