

## I am Hoping To Help a Few Good Charities in Dallas this Christmas!

I am looking for a few deserving charities in Dallas to participate in a fund raiser this Christmas. A number of charities will be selected to participate and they will have an opportunity to raise, between them, up to \$800,000. This opportunity requires no financial expenditure but only a willingness to put in some volunteer time and effort. Let me explain the opportunity.

In 2008, I published my book **First Christmas** which tells the story of the birth of Jesus. I wanted to create a book that families would cherish and read every year as a reminder of the real story of Christmas, a book that they could build into a family tradition. The result is a book that I believe is unique. It is a cloth, hardcover book, beautifully illustrated by a Coptic Christian artist, Adel Nassief who lives in Egypt. Welcome Books a renowned creator of illustrated books designed and oversaw the printing of the book to a very high standard. The story which is true to the Biblical version is told by a donkey named Zeke who tells his tale in playful verse using the same meter as the Night Before Christmas. It is a story that appeals not only to children but also to adults. It is truly a family book.

In 2008, when the book was first published it won the gold medal for Holiday Books from the Moonbeam Children's Book Awards. The book has since been translated into Spanish verse and the Spanish version, **Primera Navidad** won silver medal for Hispanic Books from the same awards in 2009. You can access a video of the book at <http://www.youtube.com/user/zekethedonkey>. I can also send you a copy if you so wish.

In a moment of 'irrational exuberance", I had 25,000 copies of the book printed in 2008. I currently have just over 20,000 copies of the book sitting and gathering dust in a warehouse. I know that I can gradually sell the books over the next few years but I have been looking for a way to make the book really useful. My proposal is to offer it to a few charities in Dallas to sell as a fund raiser. The book will be removed from the general marketplace including bookstores and online vendors and will only be available through the participating charities. The recommended price will be \$45 with \$40 going to the charity. The book will be provided to the charity in the months leading up to Christmas and no payment will be expected until January 2011 (\$5 per book sold covering the printing costs). In addition, any unsold and undamaged books may be returned. **In this way the charity will not have to make a financial expenditure to participate in the fund raiser.**

The original artwork is being displayed during November 2010 in the First United Methodist Church art gallery in downtown Dallas (I am looking for a venue for December 2010 and am open to possibilities). This display will be well publicized along with the fund raiser to create demand for the book. I will also work with the selected charities with publicity and book signings.

Attached is an Application Form for charities to participate. If your organization is interested, please complete the form and scan and email it to Alastair Macdonald at [abm@wibda.com](mailto:abm@wibda.com) or fax it to (441) 296-0329. I am looking for charities that will spend at least 85% of the funds raised on their service program or mission. Churches may apply but all funds must be used for mission activities or outward giving.

Any questions?, - please contact Alastair Macdonald at [abm@wibda.com](mailto:abm@wibda.com) or 441 296-1047.

APPLICATION FORM  
First Christmas Fund Raiser

Charity Name: \_\_\_\_\_ Tel #: \_\_\_\_\_

Address: \_\_\_\_\_

Contact: \_\_\_\_\_ email: \_\_\_\_\_

1. Please outline the mission of your charity.
2. What services do you provide or fund?
3. Please describe how you would plan to market and sell the books?
4. What percentage of your revenues go to your mission and what percentage are used in administrative and fund raising activities? (Please attach a copy of your most recent financial report)

Please email a scanned copy to Alastair Macdonald at [abm@wibda.com](mailto:abm@wibda.com) or fax to 441 296-0329.