



Welcome to WFC

2025 - 2026



Agenda

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Getting Started



01

Getting To Know You



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Why WFC



For over 100 years we've been making quality chocolate rooted in supporting communities

- 1922, we were founded by the Opler brothers, using a family recipe
- In 1949, we supported our first fundraiser, for a marching band in Illinois
- Since then, we've grown to be the #1 fundraising product in the United States



Each year, we partner with schools & organizations to drive impact

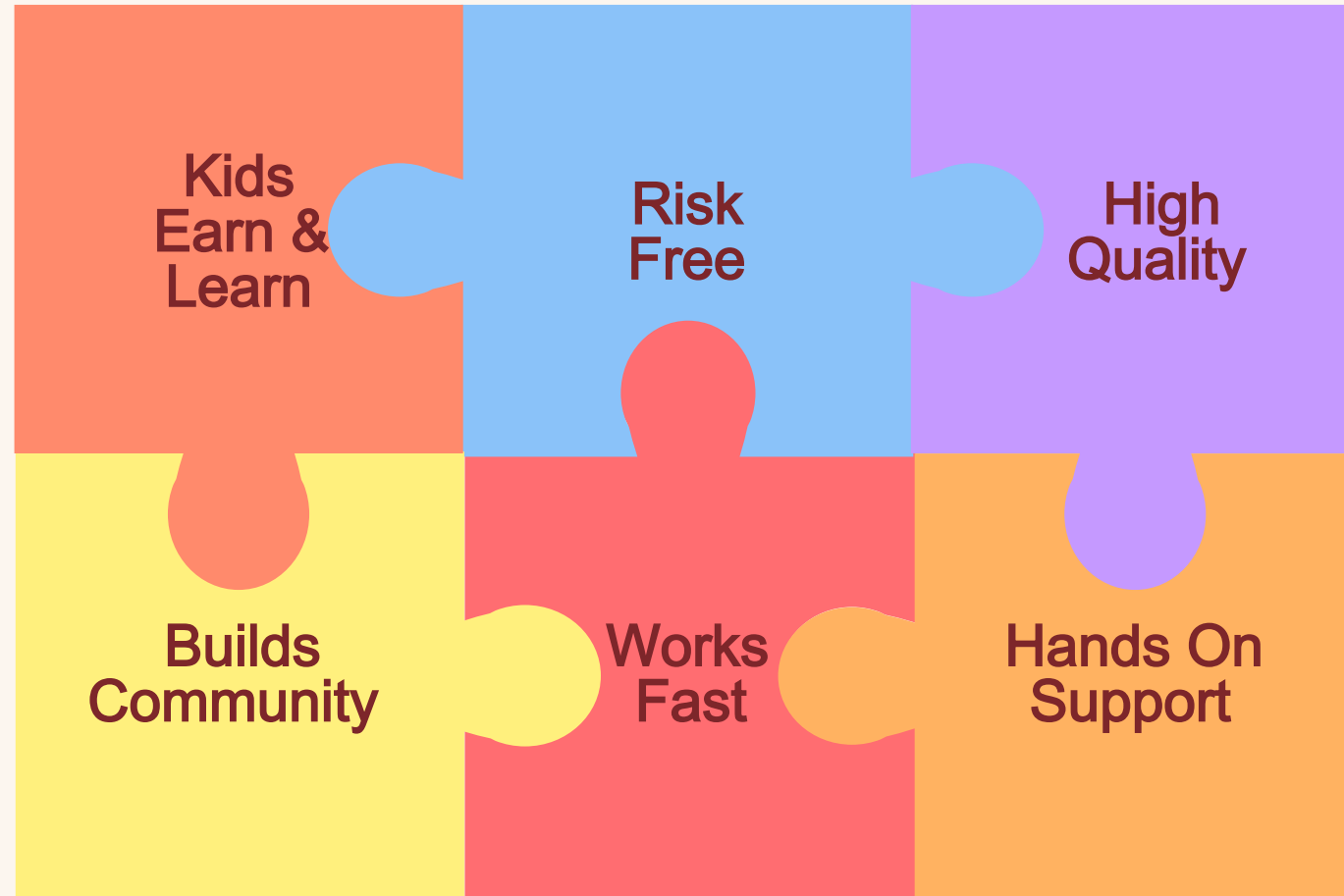
- We're trusted by over 21,000 organizations each year
- We've helped raise over \$4.6 billion for communities to date
- We sell over 200 million chocolate products a year
- We're proudly made in the USA





Our mission is to **lift youth** by creating access and opportunity through fundraising.

Our program is tailored to helping organizations reach their fundraising goals while building community & fostering learning

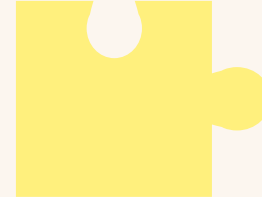


Our benefits offer flexibility & value



Kids Earn & Learn

From basic math to nurturing confidence, **kids build life-ready skills.**



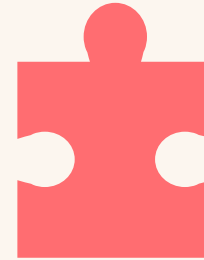
Builds Community

At **prices everyone can afford** and **prizes kids want to earn** – everyone plays a role.



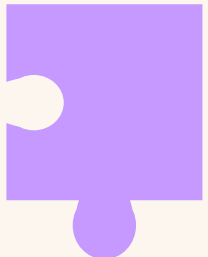
Risk Free

No upfront costs and **60-day returns** for qualifying organizations. You only pay for what you sell.



Works Fast

Most fundraisers wrap up in just **2-weeks** with up to **50% profit**.



High Quality

Our chocolate is so **delicious and well-known**, it sells itself. Some even buy the whole box!



Hands On Support

Dedicated rep and simple tools to **guide you to success.**

We make it easy and convenient to sell starting with our chocolate



Accessible price points and **variety** offer something for everyone



Never more than \$80 of product per student checked out at a time



Each case is a tote with a **convenient carrying** handle



Comes with a **collection envelope** and tips for selling

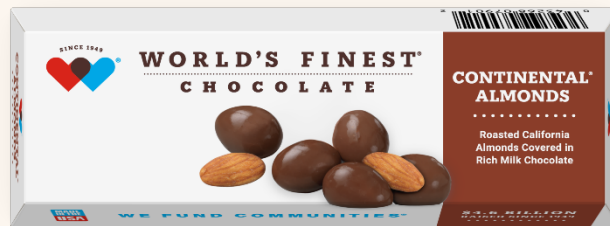
.... And it's delicious!

\$2 Chocolate Bars
in 6 winning flavors



\$5 Chocolate Covered Offerings in 4 fun varieties

Coming
Soon



Our flexibility, value, and product appeal fuels BIG profits

Park Forest Elementary

\$8,200 profit with WFC
\$6,100 more vs. Donuts



New Prairie Middle School

\$21,000 profit with WFC
\$4,700 more vs. Cookie Dough



Calhoun Elementary PTO

\$40,890 profit with WFC
\$24,000 more vs. Brochure

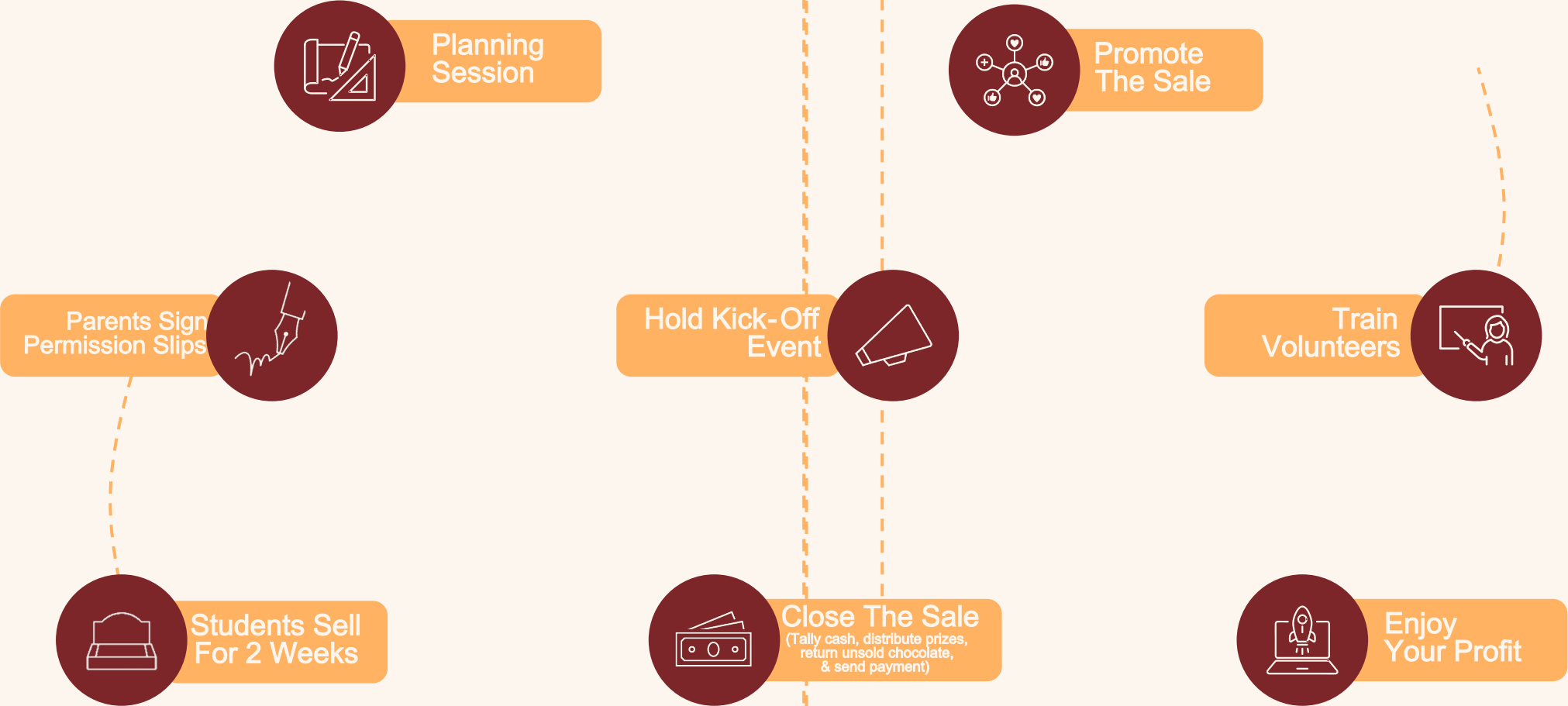


03

How Our Fundraisers Work



Wrap in just three weeks with a simple, expert guided process



We offer tools each step of the way

Selling Tracking



Engagement Building



Communication Tools



Follow best practices for maximum profits

- **Kick-off event**, hosted by WFC, to get everyone excited and informed
- **Parent communications** to get everyone involved
- **Prize program** to boost student participation
- **Daily updates** to communicate results to sustain engagement
- **Promote online** to help sell chocolate
- **Get local** by involving local businesses to support you



We offer a profit guarantee

- Provides assurance that you'll **earn at least 10% more profit** with us vs. your last fundraiser
- Ensures best practices
- Paid through a reduction of your final invoice amount



See what others have to say

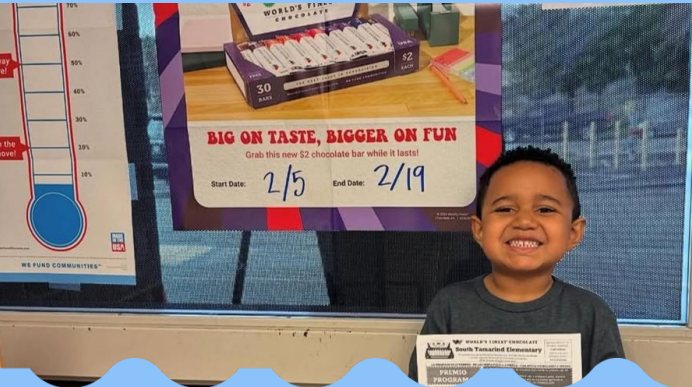
“Just like that, we sold
enough to make a
\$30,000 profit
using the \$2 product.”

De Anza Elementary Former Principal, Monica



“Exceeded our expectations.
We had families asking for
more the last week.”

Immanuel Christian School



“We reordered not once, not
twice, but four times!”

South Tamarind Elementary

“My kids look forward
to it every year.”

Oklahoma City High School Music Teacher, Joel



04

Getting Started



Helpful FAQs

Shipping costs:

Every order has \$120 shipping surcharge.

Do I pay upfront?

Schools receive a line of credit. You pay your invoice up to 30 days after your chocolate is delivered.

How soon can I start?

Once you place your order, receive chocolate as quickly as 3 - 5 business days.

Can I return chocolate?

Within 60 days, we will take returns with a small return fee applying. The fee is \$50 flat fee plus \$2.50 per box.





Fall 2025

New customer incentive to jump start your earnings

Order 150 boxes and
receive **10 FREE**

That's a \$600 value

**160 cases generate
\$4,200 in profit**

*to spend on
whatever you need*



Spring 2026

New customer incentive to jump start your earnings

Order 150 boxes and
receive **10 FREE**

That's a \$800 value

**160 cases generate
\$5,600 in profit**

*to spend on
whatever you need*

Select your product

- 40 count - \$2 Bar Variety Pack
- 16 count - \$5 Continental Almonds
- 16 count - \$5 Carton Variety Pack



Project your profits

- How many people in your group will be selling?
- How many boxes do you think each person will sell?

Profit Chart for \$2 & \$5 Variety Boxes <small>Valid for Deliveries Through June 30, 2027</small>		
Tier (# of Boxes)	\$2 & \$5 Box Price	\$2 & \$5 Box Profit
8-199	\$48	\$32
200+	\$40	\$40

What do we need to sell to reach our goal?

Number of Boxes Sold	Profit Amount
50	\$1,600
100	\$3,200
150	\$4,800
200	\$8,000
300	\$12,000
400	\$16,000
500	\$20,000
600	\$24,000
700	\$28,000
800	\$32,000
900	\$36,000
1000	\$40,000

Let's design your parent letter & prize program

WORLD'S FINEST[®] CHOCOLATE Checkout Form


I would like to checkout 1 box of 30 \$2 chocolate items. I understand that I am responsible for selling the entire box, and that chocolate can not be returned once it is checked out. I will turn in the money no later than _____

Student's Name & Email: _____

Teacher & Grade: _____ Cell: _____

Signature: _____

Checkout your 1st box, earn a Clickety Click Fidget Counter




Score Prizes At Every Level

Reach a level and earn that prize + all the prizes along the way!


Sell 1 Box
Level A



Sell 2 Boxes
Levels A & B




Sell 3 Boxes
Levels A - C




Sell 5 Boxes
Levels A - D




Sell 7 Boxes
Levels A - E




Sell 10 or more Boxes
Levels A - F



TOP SELLER
PORTABLE PROJECTOR



STREAM YOUR FAVORITES ANYWHERE



&



All prizes are based on money turned in by our money collection deadline.


School:	World's Finest School
Sale Begins:	Today
Last Day To Check-Out:	Two Weeks
Last Day To Turn-In Money:	Three Weeks

Program Information:

1. Return checkout form to get your first box and prize.
2. Stay safe--no door-to-door selling.
3. To receive another box, turn in money and have a parent sign your envelope.
4. Money raised will be used to improve our school for your Children.

Find a Golden Ticket in your box and win a one-pound WFC bar!

Watch the kick-off video!





Let's schedule your kick-off!





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