



SIPAHH MILK FLAVOURING STRAWS PRESENTS



A new and wholesome fundraising program to support
Australian schools and community groups



SIPAHH FUNDRAISING VENTURES

Fundraising Committee Information Kit



sipahh.com.au

About Sipahh Fundr

Sipahh Fundraising Ventures is a dedicated pro and schools raise money for their causes th

As part of our commitment to supporting Australian schools and communities, we've dreamed up a more wholesome, healthy and inventive way of fundraising. It inspires early ingenuity in kids and returns healthy profits for you in a delicious, lower sugar, portion controlled product.

We understand that fundraising is serious business and it's certainly not always easy! We know that fundraising committees are actually small businesses always on the search for products and events that can help raise much-needed funds for schools and community groups and at the same time keep people interested in your efforts.

Sipahh is an Australian invention that has been around for over 10 years. It has been built on a spirit of entrepreneurialism and health and it occurred to us that we had some synergies with fundraising groups across Australia. Which is why we have developed some unique offers just for those entrepreneurial fundraising groups looking for something new and different to offer. Australian kids love our Sipahh straws because they're so unique and novel and parents love them because they're lower in sugar than many other options out there.

With portion controlled servings and less than 1/2 a teaspoon of sugar per straw, Sipahh helps people drink more wholesome milk, less sugar everyday. It's a fundraising initiative you can feel good about.



**ENJOY
FUNDRAISING
WITH MORE
MILK
LESS
SUGAR
EVERYDAY**



Raising Ventures



program designed to help kids, clubs through the sale of Sipahh straws.

Looking for a more wholesome way to fundraise? Fundraise with less sugar.

Each Sipahh straw contains less than 1/2 a teaspoon of sugar per straw and not only is Sipahh a lower sugar* option compared to the usual donut days or chocolate drives, the margins are healthy too. It can also be a super fun lesson in serious business. **A win for everyone!**

Two fundraising options to choose from

If you're looking for a healthier solution to the chocolate drive, then our Sipahh Fundraising Crates provide a fantastic solution.

However, if you're looking for a solution for an event, then the Sipahh Milk Bars and the sale of fresh milk and Sipahh straws are ideal.



Fundraising Drives



Fundraising Events

Why Choose?

And remember, there is room on the fundraising calendar for both options. You could always start with a fundraising drive and finish with an event to celebrate the results, and use up any surplus straws you didn't sell originally.

*Sipahh with reduced fat milk contains 80% less added sugar compared to other regular milk flavourings added to reduced fat milk. Overall, there is 30% less total sugars, including those naturally occurring in reduced fat milk.

The Story of Sipahh Milk Flavouring Straws

Once upon a time there was an Aussie Dad called Peter who loved the goodness of fresh milk. Every day he would encourage his four children to drink milk. What he didn't like were the flavoured milk powders and drinks that messed with the goodness of milk because they were full of artificial colourings, preservatives and too much sugar.

So Peter, who was really good at making things, decided to invent the Sipahh straw. Now people all over the world, including Peter's grandchildren, can enjoy the goodness of milk as part of a balanced diet - with less sugar and no artificial colours or preservatives.



What is Sipahh?

Each Sipahh straw has been specially seeded with little tapioca balls that are derived from the cassava, or yucca plant. Tapioca has been selected especially to help carry the Sipahh flavour in the straws. To use, simply place straw in a cup of chilled wholesome (reduced fat) milk or milk alternatives and sip.

Why Aussies love Sipahh

- Less than 1/2 teaspoon sugar per straw
- Portion controlled for everyday consumption
- No artificial colours
- No preservatives
- Abundant flavour options to suit every palate
- Perfect for people looking for a way to flavour their dairy-free alternatives
- Sipahh is Green Light in School Canteens (except SA), as long as it is served with reduced fat milk
- Sipahh is 4.5 stars on the Health Star rating when served with reduced fat milk



Sipahh is **GREEN LIGHT** in School Canteens (except SA), as long as it is served with reduced fat milk.

The Sipahh Fundraising Crate

This Sipahh Fundraising Crate enables everyone in the school or community to participate by selling Sipahh straws to their wider network of friends and family. Think of the infamous Girl Scout cookie program – make it an Australian initiative, add a unique delivery system, make it less than 1/2 a teaspoon of sugar per straw, and you have a new and exciting fundraising solution that is healthy in product offer and profits.

We offer wholesale pricing and subsidise the delivery costs to help you keep pricing competitive. We've run the numbers and discovered that this venture is one of the most profitable ways to run a fundraising drive.

\$22 PROFIT PER BOX
RRP \$2 PER 4 PACK

- Each Sipahh Fundraising Crate delivers you a profit of \$22 and a margin of 46%.
- Each crate contains 24 x 4 packs and each 4 pack has an RRP of \$2, making it an easy gold coin donation.
- Only 24 sales needed to sell the whole carry box (that's a lot less than most chocolate fundraising boxes)!



There are four flavours to sell in each Fundraising Crate (6 of each flavour)

- Cocoa-Bean Chocolate
- Luscious Strawberry
- Okey Dokey Cookies and Cream
- Chilled Out Choc Mint

Get the kids involved! Sipahh sippers are creative kids who can have some fun coming up with ideas of how and who to sell their Sipahh packs to. For kid-preneurs, every sporting match and play date is an opportunity to spruik their favourite flavours.

Sipahh straws are not just loved by kids, but by many members of the family, particularly those wanting a more balanced afternoon option. Grandparents will be surprised to discover the nostalgic flavours of their childhood, the classic chocolate and dreamy choc-mint they didn't know were still around!

While parents will be relieved to learn that each straw contains less than 1/2 a teaspoon of sugar, so afternoon play remains imaginative and fun, not sugar crazed!

Instead of stocking the cupboard with chocolates and lollies they wish the family wouldn't eat, they will have an everyday Sipahh stash for every delicious afternoon. They might not admit it but Sipahh flavours suit even the teenage tastes in the household, right down to the lovely pastel Luscious Strawberry. And don't forget Cookies & Cream, that's mum's pick, put aside before the troops tuck in.

How to order your Fundraising Crates

- Simply purchase our Sipahh Fundraising Crates in bulk from our online store. We suggest that you order one box for each family to sell but we know there are some kids that will love selling Sipahh that they'll get through a box pretty quickly!
- We accept EFT (Electronic Funds Transfer) only for the purchase of our Fundraising Crates.
- We send out our fundraising crates within outer boxes of 8. So the order multiples will be 8 and we have a minimum order of 32 fundraising crates. Delivery is FREE
- Divide the goods into smaller sizes and allocate the number of packs per family or student. Each Fundraising Crate contains an envelope to keep the collected cash safe.



Sipahh Fundraising envelope



Comparison

Product/brand	No. of packs per box	Buy price	Delivery cost	Unit RRP	Total box RRP	Profit per box	Margin per box
	24	\$26	FREE delivery for 32+ boxes	\$2	\$48	\$22	46%
Variety Chocolate pack brand 1	50	\$30	FREE delivery for 16+ boxes	\$1	\$50	\$20	40%
Variety Chocolate pack brand 2	90	\$40	FREE delivery for 16+ boxes	\$2 3 for \$2	\$60	\$20	33%
Biscuits	30	\$49	Plus delivery	\$2.50	\$75	\$26	35%
Popcorn	18	\$18	FREE delivery	\$1.50	\$27	\$9	33%

*Comparisons are based on popular fundraising brands in the market as at November 2015.



Sipahh Pop-Up Milk bar

Are you looking to add some flavour to a school or community event that also makes good business sense for your organisation?

Our Sipahh Milk Bar is ideal for this occasion. A special fete stand for kids, parents, teachers and communities to raise money at an event, we like to think of it as the old school lemonade stand of today. Consider the added benefit of wholesome fresh milk and you've got a clever microbusiness with a healthy return on investment.

Use it at school fetes, sports carnivals, local markets or for a special morning tea at school.

It looks gorgeous, kids love it and it has the major benefit of offering a wholesome milk drink in place of those sugar-packed snacks generally for sale.

We've designed our milk bars so that they are just the right height for kids, and we've run the numbers on the product. Not only is Sipahh a low-sugar option to the usual donut days, the margins are healthy too. It's a super fun lesson in serious business that inspires early ingenuity in kids. A win for everyone!

Where our Sipahh Milk Bar offer differs from the Sipahh Fundraising Crates is in flavour choice. For a Fundraising Event, you can choose from up to 13 different flavours to keep things interesting. You can mix and match the flavours you think will sell best at your event by filling our standard flavour crates with your preferred flavours. Each Flavour Crate contains 60 straws and we recommend that to make it worth your while, you would want to be serving at least 120 people.



How to order and set up your Sipahh Pop-Up Milk Bar

Simply hop onto our online store and purchase the Sipahh Milk Bar and the standard Sipahh Flavour Crates filled with your favourite flavours. We offer a discount on the Milk Bar for those ordering 5 or more flavour crates. 'We accept credit card only for the purchase of the Milk Bar and standard flavour crates. For an added "wow" include our Sipahh Pail in your order. It's a beautiful way of showcasing the flavours on offer at your event.

Add some jugs of wholesome fresh milk, some cups, a tribe of entrepreneurial kids and some thirsty guests at your event and you'll soon be flush with profits for your cause and chuffed at the fun and ease of it all.

Remember to ask your local supermarket or milk supplier for donations of FREE MILK. Some local supermarkets will provide fresh milk to savvy entrepreneurs in support of a good cause. We recommend you sell a 250ml cup of milk and a Sipahh straw for \$2 - \$2.50



What are the costs?

- **Sipahh Milk Bar: \$35 (Including GST)**
 - RRP \$65 (Including GST) but to support your fundraising event, we will offer special price of \$35 with the purchase of 5 flavour crates
- **Flavour Crates: \$23.95 per flavour crate (60 straws - no GST)**

For maximum return on your investment, we suggest you then run a few other fundraisers throughout the year. That way you've already paid for the Milk Bar, and all you need to do is stock up on more flavour crates, cups and wholesome milk.

If you don't want to go to the effort of purchasing a Sipahh Milk Bar, you could of course just buy the standard flavour crates and set up a table as your counter to sell the Sipahh Straws and Milk.

Frequently Asked Questions

Product FAQ's

Is Sipahh approved by school canteens?

Sipahh is Green Light in all states and territories as long as it is served with reduced fat milk (except SA).

What is Tapioca?

Tapioca is the starch extracted from the cassava root. The cassava plant is native to Brazil, where it is known as "mandioca" and its starch is referred to as "tapioca". Cultivation of the cassava plant has spread throughout South America and Africa, while culinary use of tapioca has become popular throughout the world.

One of the benefits of tapioca starch is its usefulness to cooks and bakers grappling with food allergies or aversions. And that is the main reason we have chosen Tapioca. Wheat flour is problematic for many people, either because they're intolerant of gluten or because they're allergic to wheat itself. Corn is also an allergen, and – for those who are wary of such things – corn is one of the products that is highly genetically modified. In contrast, tapioca starch is naturally gluten-free and allergies are rare. GMO strains of cassava are under development but are still in their infancy and may take many years to come to market. Tapioca also considered naturally fat free.

How do I use Sipahh?

Place the straw in 250mL of chilled fresh milk, soy milk or any other milk alternative, sip to enjoy a wholesome and delicious drink. Tastes best when sipped within 5 minutes.

Nutritional panel

NUTRITION INFORMATION			
Serving size: 3.5 g (1 straw)			
	Quantity ¹ per serving	Quantity ¹ per 100 g	Quantity ¹ per serving with 250 mL reduced fat milk ²
Energy	57 kJ / 14 kCal	1630 kJ / 391 kCal	589 kJ / 141 kCal
Protein	0.04 g	1.2 g	9.5 g
Fat, total	0.02 g	0.6 g	3.0 g
- saturated	0.01 g	0.3 g	2.0 g
Carbohydrates	3.3 g	93 g	18.5 g
- sugars	1.8 g	52 g	17.1 g ³
Sodium	1.0 mg	31 mg	96 mg
Dietary fibre	0.04 g	1.1 g	0.04 g

Ingredients:

Cocoa-Bean Chocolate: Cane sugar, tapioca starch, cocoa powder, maize maltodextrin, flavour, sweetener (sucralose).

Chilled Out Choc-Mint: Cane sugar, tapioca starch, maize maltodextrin, flavour, cocoa powder, sweetener (sucralose), safflower, spirulina.

Okey Dokey Cookies & Cream: Cane sugar, tapioca starch, flavour, maize maltodextrin, cocoa powder, sweetener (sucralose), natural colour (Caramel I).

Luscious Strawberry: Cane sugar, tapioca starch, flavour, maize maltodextrin, sweetener (sucralose), natural colour (beet red).

Are Sipahh Straws GMO free?

Yes, Sipahh is GMO free.

Is there any lactose in Sipahh?

Sipahh straws do not contain milk, milk powder, or any other milk derivatives, but they are made in a factory with other products so may contain traces of gluten, crustacea, egg, fish, milk, peanut and soy.

Is Sipahh suitable for Vegetarians and Vegans?

Yes, Sipahh are vegan, but it's made in a factory with other products so may contain traces of gluten, crustacea, egg, fish, milk, peanut and soy. Yes, Sipahh is suitable for Vegetarians. There is no animal or animal bi-products in Sipahh.

Is Sipahh Gluten Free?

Yes, Sipahh is gluten free, but they are made in a factory with other products so may contain traces of gluten, crustacea, egg, fish, milk, peanut and soy.

Are there any allergens?

There are no allergens in Sipahh, but they are made in a factory with other products so may contain traces of gluten, crustacea, egg, fish, milk, peanut and soy.

Do the products contain nuts?

No, Sipahh is nut free, but they are made in a factory with other products so may contain traces of gluten, crustacea, egg, fish, milk, peanut and soy.

Is Sipahh Halal?

Sipahh is free from any animal products however it is currently not certified Halal.

Is Sipahh Kosher?

No, unfortunately Sipahh is not Kosher.

Does Sipahh contain sweetener?

There is no Aspartame in our straws, however we do add a small amount of sucralose to each straw.

The philosophy of the Sipahh brand is to get kids to enjoy more milk and less sugar every day. To ensure that kids are enjoying the recipe, a certain level of sweetness is required. We have reduced the amount of sugar in the straws as we believe this promotes a healthy diet for kids, however, this is at the expense of the overall sweetness of the recipe. To ensure that kids are still enjoying the recipe, an artificial sweetener is employed to make up the additional sweetness.

This artificial sweetener is Sucralose, which has been approved for use by the World Health Organization, the FDA, FSANZ and a number of other international food safety regulatory bodies. It is non-caloric, which means that it is not metabolised by the human body and it is around 600 times sweeter than sugar, which means that only small amounts are required (between 0.2 and 0.5 % in Sipahh straws) to achieve the desired level of sweetness.



We are always on the lookout for a better natural alternative for Sucralose and we are currently investigating monk fruit. We will keep you updated on our progress!

Does Sipahh contain preservatives?

No, Sipahh doesn't contain preservatives. Sipahh does have a special flow wrap though, that was specifically designed to help the straws stay fresh.

What colours do you use in Sipahh?

Sipahh does not contain any artificial colours. The colours we use are natural and they are all made in Europe. These are generally extracted from plant materials. This means our pink colour comes from Beetroot, our yellow comes from Turmeric, Brown is caramel either from sugar or cocoa (in the chocolate flavours), Purple is from cabbage, Green is from green vegetables. Many of our colours are mixtures of these.



What is the shelf life of Sipahh

24 months (unopened). Please store in a cool, dry place. Away from sunlight.

Order FAQ's

Can you give me an idea of how much stock I should order?

Simply purchase our Sipahh Fundraising Crates in bulk from our online store. We suggest that you order one box for each family to sell but we know there are some kids that will love selling Sipahh that they'll get through a box pretty quickly.

What happens if I run the Fundraising Crate program and I have some leftover boxes? Do you take returns?

We don't accept returns however we find that some schools are able to use up any additional straws by purchasing some fresh milk and running a morning tea and selling milk with a Sipahh Straw. It's a great initiative for the school counselors or Yr 6 to get involved with organising or you could sell the milk and straws via your school canteen. Many schools across Australia sell Sipahh in their school canteen everyday so it could be a perfect opportunity for your school canteen to do the same.

Do you offer free delivery?

We send out our fundraising crates within outer boxes of 8. So the order multiples will be 8 and we have a minimum order of 32 fundraising crates. **Delivery is FREE!**

What are payment terms?

28 Days Net from the delivery date.

What Payment forms do you accept?

Electronic Funds Transfer (EFT) only for Fundraising Crates. However, for our Fundraising Events offer of the standard Flavour Crates and Milk Bar, we do accept Credit Card only.

Is there a minimum order quantity?

Yes, all orders need to be in order multiples of 8 and there is a minimum order quantity of 32 Fundraising Crates. So if you want to order more than the minimum of 32 Crates, you can order 40, 48, 56, 64 and so forth.

How soon after I've ordered will I receive boxes?

We offer Standard delivery within 3 to 9 Business days depending on delivery location. Orders must be placed before 2pm Australian Eastern Standard Time. If your order is placed after 2pm on a weekday or over the weekend or on a public holiday, your order will be dispatched from the next business day.

Is there someone I can speak to about my order?

Yes, if you need assistance please call 02 9336 7788 (Mon - Fri, 9am-4pm)

What if I need to order more Sipahh Straws?

Simply visit our site and order. Please note delivery will take 3 to 9 Business days depending on your location.



We hope we've included all the necessary information so that your fundraising committee can make the decision to use Siphahh Fundraising Ventures for your next fundraiser, but if you have any further questions about Siphahh then you can find further information online at www.siphahh.com.au or you can call us on **02 93367788** and we would love to chat through the options with you.

We're really looking forward to working with you!



Order online at www.siphahh.com.au

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