



SOUNDING BOARD

Newsletter of the North American Relief Sale Board

October 2006

Coordinators' Report

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Is your sale collecting pennies for Penny Power? Could your sale use an extra 25% of income? An article in the September 18th issue of the *Mennonite Weekly Review* told the story of the Kaufman Mennonite Church in Davidsville, PA, and their efforts to raise money for the TriState Relief Sale via Penny Power. Their pastors, Don Hamsher and Keith Yoder, pledged to sit on the church roof for one hour for every \$100 of pennies that the congregation raised prior to the sale. At the church picnic the congregation gave their pastors "an out". For every additional \$100 that the pastors could raise for Penny Power they could subtract one hour of "Roof Time". The net result of all this fun and hard work was over \$ 10,000 raised for Penny Power and broad-spread awareness of MCC via TV and newspaper coverage.

The TriState Relief Sale was able to raise \$23,000 total in Penny Power this year and this amount equaled 37% of the total amount of the monies sent to MCC from this sale. The money was important, but equally important was the fun, learning and total involvement of so many persons (young and old) in this effort.

As we travel to sales we have the opportunity to speak with many who are very involved and enthused with Penny Power and the results that are being achieved. If your sale does not have a position for a Penny Power Coordinator, perhaps this is the year to add that person. Maybe next year you will be able to tell your Penny Power story to the newspapers and send an extra 25% on to MCC!



Doug & Harriet Berg
North Am. Mennonite
Relief Sale Coordinators

Over 80% of Relief Sales are participating in Mennonite Central Committee's Penny Power. Water and Food Security are the two primary projects. Go to www.mcc.org/givingprojects for links to water and food stories.

Go to www.pennypower.org for more information. Also click on "News" for photos of what has been happening this year at Relief Sales with Penny Power. If you have a photo that you would like to have posted, please send a jpeg image to us at Daheberg2@aol.com or send the photo to the address on the side bar. The Penny Power totals continue to climb.

Did you know that the Morris Relief Sale of Morris, Manitoba has been gathering coins in the Wheelbarrow of Coins since 1989?

**BIENNIAL
WORKSHOPS
APRIL 12 – 14, 2007**

*Experience a time of
learning, celebrating and
networking!*



It is not too early to start planning the North

American Relief Sale Board sponsored Biennial Workshops in April 2007. These workshops will be held in conjunction with the Kansas Relief Sale. Workshops will be held all day Thursday and Friday morning.

Workshops will include the following topics plus others:

1. Recruiting and Maintaining Volunteers
2. How to conduct your own "Attendee Survey"
3. Publicity & Advertising
4. Pre-Sale Fund Raisers
5. Urban Roundtable Discussions – Part I & II
6. Quilt Topics (Quilt Projects, Quilter's Corner & Vintage Quilts)
7. Foods for Large and Small Sales
8. Market Place – Best Practices
9. Board Organization
10. Making the Most of the Web & eBay
11. Penny Power
12. MCC Communications Dept. Support

We believe these topics will be of special interest. If we have missed any topics that you feel should be included, please contact us. Last year over 80 people attended the workshops and many expressed meeting with other "Relief Salers" and attending another Relief Sale was extremely beneficial.

Registration forms will be sent to each Relief Sale Chairman and will be available on line in early January. If you need further information, please contact the Bergs.

ROUNDTABLE DISCUSSIONS

In the last issue of the *Sounding Board* we reported round table discussions were being planned for urban sales in Atlanta October 21, 2006. Planning is now complete and we are looking forward to getting together and sharing our ideas and visions. Four sales will be

attending. If you are an urban sale and were unable to attend the meeting, we will be holding similar discussions in Kansas during the Biennial Workshops.

New Venues Lead to Success

The 2003 Biennial Workshop in Didsbury, Alberta and the 2005 Workshop in Waterloo, Ontario highlighted Quilter's Corner and Silent Auction. As a result, many sales have incorporated these into their functions.

Both of these can be as large or as small as you have time and energy. Interest will grow each year. The Quilter's Corner is a great place for people to donate items that have been stored, a great place to purchase fabric and craft material to create items for the next event and also offers an additional attraction for new attendees.

Silent Auctions display as many as 20 items to 250 items. They can be a social event or a side attraction. Unique, collectible and antique items go well here. Gift certificates and services are also popular items.

Solicit the help of Thrift Shops to watch for items of interest. Fewer items but items high in value can lead to interesting results. Do you have stores or manufacturers in your area who would be interested in donating? Contact the Bergs and we would be glad to share how other sales are making these venues a success.

Hilton Mierau of Cochrane,

Alberta has served six years as the Canadian Representative for the North American Mennonite Relief Sale Board. Hilton and his wife Karen have been active with the MCC Alberta Relief



Sale of Didsbury for many years. We thank Hilton for giving of his time and energy to help promote Relief Sales.

Arnold Hildebrand of Brandon, Manitoba has been affirmed as the new volunteer representative and comes with many years experience with MCC and the Brandon MCC Relief Sale.

“All My Children” Peace Candle Holder

Dr. Dwight Kauffman, surgeon and woodcrafting hobbyist from Ohio, was asked by his church if he would create a candle holder for the church to remind them to pray for peace. He thought about all the children of the world - red, brown, yellow, black and white - and how we need to pray for peace for them. He designed a candle holder comprised of 5 different woods from around the world - red, brown, yellow, black and white.



Dr. Kauffman is creating a candle holder for each relief sale to use as a representation of peace to raise funds for MCC. This has proved very successful in the first sales where a project was presented highlighting a need for peace. Donations were accepted on the auction and after the donations were taken, the candle holder itself was sold. Both of the buyers are donating the candle holder to their respective churches as a reminder to pray for peace.

If you would like to use this symbol to raise funds for MCC, please contact the Bergs
Contact information on the front sidebar.

How can we appeal to those who have an abundance of “stuff”?

Sometimes we have an abundance of “stuff” and just do not need the items presented on the auction. In these cases, people still have a giving heart and we should give them an opportunity to give out of their abundance as well.

This is where projects presented on the auction serve as the answer to those donors. Usually an MCC representative from the office or field will present a very brief story of a need for funds for particular areas and an opportunity is given for bidders to give a donation using their bidder card. This may take 10 minutes of the auction time, but thousands of dollars can be raised and at the same time bidders will be reminded of

MCC and the relief sale’s purpose. This way, everyone can feel good about the event.

If you would like to have a project presented at your event, please contact your local MCC Relief Sale representative.

MCC needs thousands of school kits this fall to meet requests for shipments to countries including Jordan, Honduras and Nicaragua. Some 26,000 kits will be sent to Jordan, and kits are still needed to fill that shipment. MCC is also sending kits to Haiti and Kazakstan.

Honduras has requested some 14,000 school kits this fall, and Nicaragua has requested thousands of kits as well. This year, MCC has also shipped roughly 26,000 school kits to Iraq and 8,600 kits to Afghanistan.



Early in August, a woman came in bringing a single kit. Neville McDonald, regional material resources manager, thanked her, asking if she’d heard MCC was sending 26,000 kits to Jordan. She said yes, but that this was all she could afford. "To see her walk in with just one, it makes a lot of difference," said McDonald, referring to the story in Luke 21 where a widow offers all she has to God. "Every one is an important kit," he said. "Every one is going to a special child."

From April 2005 through March 2006, MCC shipped 119,449 school kits to some 17 countries. Iraq received more than 26,000 school kits, and Honduras received more than 20,000. More than 13,000 kits were sent to Jordan and to Sudan.

"We're grateful for the generosity of people who put these together," David Martin of MCC Resource Generation said. "This is one of our most-requested and most-appreciated items. We're so thankful when people come together to help us meet the needs." *Marla Pierson-Lester*

We are looking for feedback from Relief Sales regarding the following:



Would there be a benefit to Relief Sales to have a central page on the web listing 1 - 3 items of special interest from Relief Sales that wished to participate?

This would be a site where people could check periodically to view the items. They could then either attend the sale themselves or have a proxy bid for them. Links to the sale web sites would be included.

- 1) Is this of interest to your sale?
- 2) If it is of interest, please comment on the make-up of the site. i.e. number of items, photos, format, additions to the page etc.

Please send your comments to the Bergs.
Contact information on the front page sidebar.
There will be further discussion on this topic at the Biennial Workshops in Kansas. Thanking you in advance for your participation in this process.

Share Your Heart Quilt Available Are you aware of the traveling "Share Your Heart" quilt? There are two quilts, one in Canada and one in the United States, that are available to represent sharing your heart through MCC by accepting donations on the auction. These quilts are comprised of heart blocks submitted by quilters and sowers all over the world. To date, 5 sales have raised \$36,442 CN (\$32,675 US). For more information or to schedule this quilt at your event, contact the following: In Canada: Bev Patkau 403-247-0512 lpatkau@shaw.ca In US: Edie Tschetter 605-925-4859 emt@mcc.org

What is Happening at Relief Sales?



Morris, MB - a MCC sticker was placed on the auctioneer, bid catcher or buyer every time \$500 was raised. *Stickers available on-line from the MCC store.*

Brandon, MB - produce was boxed attractively to be sold as gifts for a small household

Central Fraser Valley, BC - almost \$275,000 CN (\$245,000 US) was raised through the use of auction projects alone!

Arthur, IL - a \$7,000 certificate for baby delivery donated by a physician and hospital was sold on the Silent Auction.

Daviess County, IN - placed donation boxes at various locations on the grounds.

Gap, PA - over 100 tickets were distributed for the Children's Auction.

No. Michigan, MI - books were sold on a donation basis by the book, by the bag or by the box - doubling their book sale income.

Ohio, Kidron, OH - a 265% growth in Penny Power since 2003 was realized.

TriState, MD - a Vintage Quilt & Tea was held as a fund raiser using the traveling road show format.

Minn-Kota, SD - a "Kitchen Time-Saver" booth sold dry cookie and bread mixes and frozen entrees.

Black Swamp, OH - 180 kids formed teams to play mud volleyball the day of the sale.

Winnipeg, MB - concerts were held on the grounds for an admission fee.

Saskatchewan - meal tickets were sold at various locations which resulted in shorter lines.

Michiana, IN - a Korean family who remembered receiving MCC bundles in Korea hosted a food booth.

Peach Cobbler, GA - children made blocks to be made into comforters and potholders.

Black Creek, ON - solicited donations helped to raise the total revenue.

Alberta - a Quilter's Corner was added, generating additional interest in quilts and quilting.

Aylmer, ON - less items but an increase in quality contributed to larger totals.

www.mcc.org/reliefsales