



# The Rotary Club Of Exmouth & District

Service above Self

## Rotary Spiral Well Project



### Information Guide

All you need to know about  
Rotary Spiral Wells

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## Prices

As these fundraising devices are purchased from America, prices can fluctuate with exchange rates and shipping costs. Please see our website for current downloadable price list and order form

## Common themes within most Rotary Clubs

Membership is strained from “**fundraising fatigue**”. Members are usually busy well rounded people with a variety of interests which absorb their time when working for Rotary they want to do so as efficiently and effectively as possible.

Rotary “**The best kept secret**” in town. Many people have heard or seen the name, but they have no idea what Rotary stands for or how important it is in every community.

## The Rotary Spiral Well Fundraising Project

This project helps to reduce those common themes by easily and effectively improving your club’s fund raising revenue, whilst promoting your club at the same time.



Products illustrated : The standard Rotary Spiral Well; the Spiral Well with the new wrap-around fascia. The Rotary Interpretation Well and ‘The Mini Vortex’<sup>®</sup> Well



Spiral Wells are a powerful & relatively effortless fund raising device

## What a Spiral Fundraising Well will do

- Raise money relatively easily.
- Reduce the kind of organisation and time that other fund raising efforts often demand
- Promote your club in the local area, showing what you do locally, nationally and internationally
- Interest people in becoming a new member of a Rotary club

Components include tailor made signs which we supply with your Spiral Well



The Printed back panels supplied, with space for your message on an A5 insert.



Stick on guidance supplied for funnel rim and coin drop chute



Lockable coin compartment

## Top Tip!

Find sponsors to help with the initial cost and place their company logo around the funnel rim



## Where do we use Rotary Spiral Wells?

The location of wells is of vital importance to ensure the best return. They will raise money at one day events but you do not want your investment to be sitting in storage for the rest of the time. So place it in a permanent location if possible.

Sites we suggest already tested by other clubs include holiday parks (Haven Holidays - Devon Cliffs), theme parks (Crealy, Exeter), zoos, museums, airports (Jersey), cinemas (Paignton), shopping malls (Crawley), animal sanctuaries, cruise ships & ferry terminals...the list goes on but look out for high footfall, family orientated places which will catch the children's eyes

## Can we afford the cost?

Once the initial cost is covered, either by the club or with sponsorship, then your club is on the way to a steady stream of fund raising with minimal effort.

Location is everything and when you have the well in the right place, income will follow.

All you need to arrange then is to collect the money regularly to avoid the weight of coinage becoming too much.

By sharing you can halve the initial cost to approximately £600, and using the front fascia or with a little extra outlay for the wrap-around fascia create more potential sponsorship space.



Above one of the Spiral Wells at Sandy Bay. Showing the original style and with the new wrap-around fascia.



# 6 Frequently asked questions

## Can we afford the cost - Why not share?

Consideration can be given to inviting the venue owner to share in the cost of the Well, offering them:

- The opportunity to raise money for their own designated charity, with a share of the donations received
- At the end of the year you present them with a cheque for their charity share of the proceeds and use the rest for your own charity account

By partnering, the site owner becomes a part-owner in the well, meaning they will look after and provide security for the well, so you don't need to worry.



The Spiral Well at Crealy Adventure Park, Nr Exeter showed The Rotary Club working in the community. An opportunity for local publicity for both organisations and of course raising money for their chosen charity.

## Why spend over £1,000 when I can get a cheaper Spiral Well elsewhere?

We import and sell the original Spiral Wells, protected under worldwide patents.

The price includes the payback for a lot of research and design which results in the coins being delivered at exactly the correct angle into the funnel. The funnel itself is exactly the right shape to maximise the time the coins spin. That is what makes this Well special.

We have looked into cheaper imitations and cannot find anything that works like this product and would not recommend money being wasted on alternatives. Our supplier has sold to people who went down the “we can buy it cheaper road” and realised there is no other Spiral Well as effective as this one on the market. We believe we are offering the best value for money available for this type of product.

## How long do they last?

These are tough products made with high quality, durable material they have been manufactured since 1985 so in the unlikely event of any parts breaking, spares are available

## Are Rotary Spiral Wells Secure?

Being indoors the risk of damage, vandalism or theft is reduced. You can place electric security devices in the money container, which triggers an alarm if taken through the door.

As an added precaution we do place storage heater firebricks (dense and heavy) inside our wells, so combined with the weight of the coins they would be too heavy to lift. The coin box is strong and locked so it is difficult for anyone to break into the coin box.



As a precautionary measure the Rotary Club of Dartmouth have secured their Well at Woodlands Park

# 8 Frequently asked questions

## Can I get more information?

Our website [www.exmouthrotaryclub.co.uk](http://www.exmouthrotaryclub.co.uk) contains lots more information including prices and contact details. Also take a look at our suppliers website [www.spiralwishingwells.com](http://www.spiralwishingwells.com) to view videos of the Spiral Wells being used. Usually only a few people in a club are really interested in the Wells so videos are available to download to show other members the benefits of a Spiral Well.

Also our website explains how to assemble the wells, about loaning the wells to other clubs and how other clubs use their wells.

## Why are the Rotary Club of Exmouth & District promoting Spiral Wells?

Our motivation is not the selling of Wells. It is the money we raise for charity from our Wells and the return for other clubs in the UK. At least **£1,500**pa if used as we recommend. It is the **£93,000** we estimate has been collected by RIBI clubs so far using these wells. It is the service we can give to other clubs, with an ageing membership in many cases, to continue raising money for charity in an effective easy way.

We have developed an exclusive Rotary import and distribution agreement with the manufacturer in the USA so that our club can purchase in quantity and pass the Wells on to other clubs for the same price as if they purchased them directly from the manufacturer. We simplify the process by taking care of shipping, import duties, VAT, and agent fees, along with the foreign exchange transaction charges. We also provide all the UK signage options. This arrangement removes the hassles for any UK Rotary Club wanting to install one of the Wells.





Two different Spiral Wells at a local theme park - World of Country Life



A customised Well with a wooden front fascia



Share the income with a partner e.g McDonalds (Left) and place in a high footfall area e.g Ladram Bay Holiday Park (Right)



Portable Spiral Wells at outdoor events - Devon County Show and The Exmouth Kite Festival

For permanent fund raising place the Well wisely for maximum effect.



Spiral Wells are a powerful & relatively effortless fund raising device

# 10 Evolution of the Spiral Well Project

## Reaching a new level!

The projects committee at Exmouth & District Rotary Club realised that with the basic concept of spinning coins and with the success of the 3ft Vortex Wells there were other possibilities to be developed from this simple idea.

You will see on the Spiral Well site [www.spiralwishingwells.com](http://www.spiralwishingwells.com) there are many innovative ideas for using wells as fund raisers.



The Rotary Interpretation Well (RIW) was created in 2012. Our idea was that we could encourage Rotary clubs to work in partnership with local organisations wishing to raise funds. The photograph depicts the prototype Well which was developed with the Exe Estuary Management Partnership. The Partnership involves the local community groups in the management of the River Exe Estuary and the Well provides information about the river and activities associated with it.

This new idea based on the Vortex Spiral Well is designed to suit the partner. The shape and message conveyed will differ, but they will all capture charitable donations through the Spiral Well. Price is obviously a factor in making decisions, however, in our case recognising the benefit and service to the community, the cost has been shared between the Rotary Club, The Exe Estuary Management Partnership and a nationally recognised local sponsor.

The unit will attract the public's attention both with the display boards and the noise of the coins spinning then dropping to the bottom of the Vortex. It also acts as a miniature, free standing, visitor information centre and leaflet dispenser.

For more information on the project, including a question and answer sheet please contact [wells@exmouthrotaryclub.co.uk](mailto:wells@exmouthrotaryclub.co.uk)

# Examples of the Interpretation Well 11



Promote your club and a partners project on the display boards with added fundraising from the Spiral Well.

Consider the opportunities for your Rotary Club to work in partnership with a local attractions e.g. Cinemas, Holiday/Adventure Parks, Model Villages, Stately Homes, Zoos, Museums & many more, the list is unlimited.



## Possible Examples for Rotary Interpretation Wells

Local football or rugby teams have plenty of supporters & could use a Spiral Well to advertise the club with a design in their own colours and raise money at the same time.

Local aquariums and adventure parks can also use a Rotary Interpretation Well (RIW) as a guide to their attractions at the same time raise additional funds.

**Spiral Wells are a powerful & relatively effortless fund raising device**

## The 'Vortx'® Mini Well

They are a cheaper option for enjoying the spiral effect. They are ideal for a child's money box or can be used as an unusual collecting can. You can buy from our online shop [www.exmouthrotaryclub.co.uk](http://www.exmouthrotaryclub.co.uk)



## A wrap-around fascia

If your well is being positioned against a wall, then why not consider using a wrap-around fascia to promote your club, your charity or even a supportive sponsor? They can be customised to your own requirements and they are easy to fit with the coin compartment to the rear of the Well.



## The emblems set

One large panel to promote your club and the charity you are supporting  
 Three personalised small emblems for the funnel sides.  
 A rounded emblem with your club name on the coin door.



## Why buy a Spiral Well?

As you consider the challenge of traditional fund raising and how difficult it is to organise volunteers and as you attempt to increase your membership, we offer the following solutions:

- They raise a considerable amount of money for your club funds

They can pay for themselves very quickly. Our experience shows that the payback to cover the purchase costs should be within 3 to 12 months, so

- money will soon roll in for charity distribution. And if you get a sponsor, your Well will start generating profit immediately.
- Spiral Wells are easy to site
- Wells don't solicit customers which is very appealing to the owners of the retail locations where Wells are placed.
- Wells are like notice boards inside the more valuable retail environments promoting your club and projects
- They generate significant community relations and make it easier to attract people to join your club
- Additional Wells can generate even more revenue and exposure when loaned to short-term fund raising events that are often covered by the media
- Wells invite people to feed coins into the slots and watch them spin faster and faster into the Vortex either contra rotating or in the same direction.



## Contact the Rotary Club of Exmouth & District

All the details about the Spiral Well Project are on our website, including the **downloadable price list, more information about the project and an order form**

visit [www.exmouthrotaryclub.co.uk](http://www.exmouthrotaryclub.co.uk)  
or email [wells@exmouthrotaryclub.co.uk](mailto:wells@exmouthrotaryclub.co.uk)

We also recommend that you visit the Spiral Well manufacturers website [www.spiralwishingwells.com](http://www.spiralwishingwells.com) to get a broader view on how Wells have raised so much money over the years.



Steve Divnick, inventor of the Spiral Wishing Wells, with the three floor model sizes and the Mini-well toy.

**Note: All profits generated by the Rotary Club of Exmouth & District through the sale of these Spiral Wells will be distributed to recognised charitable causes**

## Rotarian Clive Turney - The Rotary Club of Crawley

“Our first Spiral Well is in the Crawley K2 Leisure Centre. It collects around £25 per week on average and has certainly paid for itself in the first year. We empty it every two weeks and take the money to our local bank - they have a free auto counting machine which counts out the money and prints out the paying in slip which takes a lot of hassle out of handling change. We think it's the best thing we've done in a long time and have just ordered a second one for our local mall.”

## Rotarian Malcolm Pressey - The Rotary Club of Exmouth & District

“You will be pleased to hear that our club members are extremely pleased with the income that we are generating through our own Wells (having been quite sceptical at the beginning), to date we have banked **£23,000** and we have just added a 7th Well at one of our local holiday parks.”

## Rotarian Bob Bennis - The Rotary Club of Dartmouth

“I have been looking after the Rotary Club of Dartmouths Spiral Well for the last 4 years, which has been based continually at Woodlands, our local leisure park. We have raised £2670 and it is suprisingly still in good condition and will continue to raise money for many years to come. We have recently purchased our second Well which is being positioned at the Kingswear Steam Railway station. Good footfall is essential - if people see the Well in use they too will want to have a go.”

## Rotarian John Rendle MBE - The Rotary Club of Braunton Caen

“In the first 18 months of operation in our area, we have used two different venues, one for summer and one for winter. We are extremely pleased with our success to date, having raised £2181 and donated this to five different local worthy charities.”

# Rotary Spiral Well Project



# Rotary



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