

YOU SOLD HOW MANY COOKBOOKS FOR CHARITY ?

Woo Hoo !! The Ocean Ridge Charities Association (ORCA) sold their 1,000th *From the Kitchen's of Ocean Ridge* cookbook and continue to sell them at selected retailers, local craft fairs as well as from ORCA members. We are now selling our fourth reorder of cookbooks.



Left: Mary K Donahoe's original artwork graces the book's cover, which showcases the view of Tiger's Eye golf course from the clubhouse's porch. **Right:** Showing off the 1,000th book sold at the Shallotte Electric Showroom is Shallotte Electric owner Missy Milliken (second from right) along with L-R Peggy Burris (ORCA cookbook coordinator), Cindy Edwards and Century Buie (sales consultants).

Our cookbook offers 255 pages chock full of 450 tried-and-true recipes with original artwork gracing our cover and inside pages for a tax-deductible, competitive price of \$15. To learn more about ORCA or to purchase a cookbook visit our website at www.orcharities.org.

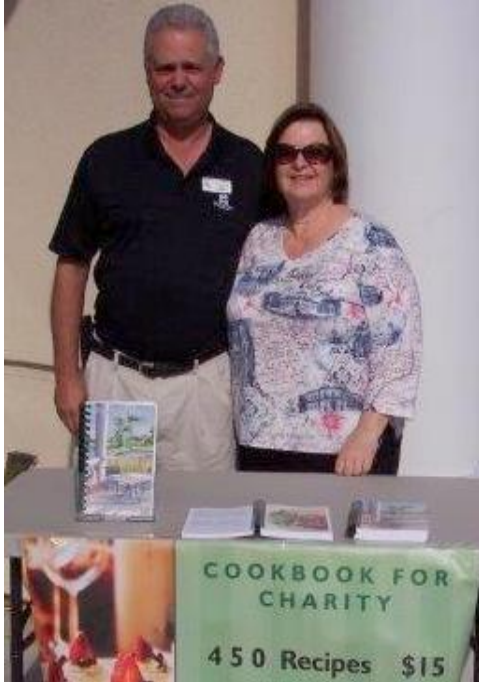
Aside from hearing how people bring our cookbook's recipes to parties and sometimes the book is the theme of neighborhood cooking group lunches, neighbors also share stories of how the cookbook is a wonderful gift for many different occasions – such as Christmas, birthday, bridal shower, housewarming or hostess gifts. One neighbor gave the cookbook to her future daughter-in-law as one of her bridal shower gifts. She reports that the maid of honor "stage" whispered "that was the best gift of the whole shower" jokingly relating that "we all know the bride really needs to improve her cooking skills because not only is her groom a much better chef but they are also very competitive and this cookbook could give her a definite competitive advantage."

We're proud to say this book wasn't just any ol' publisher's generic collection of recipes warehoused ready for charities to sell. It is a unique community affair and it all started mid 2011 while gathering ORCA fundraising ideas, and so far has enabled us to give roughly \$10,000 to help local non-profit charities improve the lives of the underserved in Brunswick County.

We established a series of activities to envelop the generous Ocean Ridge Plantation residents into ORCA's fundraising efforts and to orient them to our then fairly new charity, such as:

- Sought Volunteers: Around 150 Ocean Ridge Plantation neighbors answered our call to contribute their tried-and-true favorite recipes. Also neighbors volunteered to type and proof and pay in advance so ORCA could afford to print the cookbooks professionally.
- Held Art Contest: To generate options for spiffy book art to depict either food or our community's lifestyle we held an art contest. Seven neighbor artists donated 31 art pieces ranging from oil, watercolor, graphite and photography.
- Held Silent Auction: To generate revenue, we sold at auction the art contest's donated artwork.
- Held Name the Book Contest: To give the book a creative name related to food or our community lifestyle residents submitted 33 entries of suggested book titles.
- Community Voted On-line: To give our neighbors the ability to – for the first time - vote online for a community activity we revamped our charities' website. There were over 200 votes cast for their top 4 favorite art pieces and preferred name for the cookbook. The winning book title, original art graces the front and back covers as well as the first few pages of the book.
- Held a Cabaret-Type Fundraiser: This idea germinated while developing a cookbook taste-testing fundraiser proposal - and since 2011 our Bistro show has been an extremely successful event that quickly became an anticipated first-day-sell-out. In 2014 the fundraiser was expanded to a two-night combo for our fourth annual cabaret. As our emcee Randy Pelton has said "It's a really big 'shew' that our resident songstress Maggi Edwards puts on for our entertainment that ultimately benefits good charitable causes."

Cookbooks are proven fundraisers, and with the success of our cookbook as well as a few other community cookbooks there has been an exponential increase in local communities and churches selling cookbooks in our area. Even with that competition we've been successfully



selling the cookbooks at almost 20 retailers and at various local craft fairs, such as the Belk Charity Day Sale Event, where ORCA Board members Larry Gray and Peggy Burris are pictured selling them at Belk's front doors in Shallotte, NC.