

## Surge in gold prices benefits the charity sector

With the huge surge in the price of gold during 2009, many charity fundraisers are cashing in on this lucrative market by organising 'Gold Parties' and 'Pot of Gold' appeals.

North London-based gold traders, YourGoldParty Ltd (<http://www.yourgoldparty.co.uk>) is seeing a substantial increase in the number of charities taking advantage of this simple fundraising concept.

Gold Parties work in a similar way to Tupperware or Ann Summers parties, with one significant difference. The guests at the parties go away with money in their pockets rather than being asked to spend it. When organised as a charity fundraiser, the benefiting good cause is paid 10% commission on the total amount of all the gold bought at the event. In addition, a referral commission is also paid if additional parties are booked as a result.

Many enterprising fundraisers are taking the opportunity to host gold parties as part of 'double-fundraisers'. These events include 'pamper days' and clothes and accessory sales. The guests sell their gold for cash and go on to spend some of their gains on beauty treatments or new clothes.

As well as organising gold parties, charities are cashing in on the high gold prices by organising 'Pot of Gold' appeals. Most people have broken earrings, cufflinks or chains lying about, which they don't know what to do with. While it isn't worth the time and effort for an individual to sell an odd earring, by organising collections, charities can reap the benefits of the high gold prices.

Using gold as a fundraiser is becoming popular with local fundraising committees, and individuals who are undertaking charity treks.

Oxfordshire's Deb Hunt (<http://www.twin-peaks.co.uk>), one of a team of four women trekking up Kilimanjaro in September 2010 for Breakthrough

Breast Cancer comments, “The gold party was a fantastic fundraiser for our appeal. It was absolutely minimal effort with a high gain, and that’s without the ongoing referral commission.”

YourGoldParty MD Howard Levy says, “The charity sector is embracing the idea of gold parties and gold appeals. With the high price of gold, there is a lot of money to be made. It’s another form of recycling ... a bit like raising money from toner cartridges or the old milk bottle tops ... except it is considerably more lucrative. We’re expecting a huge demand before and after the Christmas period. It’s a time when people want more cash in their pockets, especially in a recession, and charities are making the most of it.”

Charity fundraisers who would like to know more about organising gold parties or Pot of Gold appeals can contact Howard Levy on 0800 112 3185 or by email at [info@yourgoldparty.co.uk](mailto:info@yourgoldparty.co.uk).

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### **Notes to Editors**

Based in North London, YourGoldParty is an gold trader with more than 20 years’ experience. The company helps set up gold parties across England for both private individuals and charities.

The company buys gold at parties and can arrange private buying appointments for charities operating gold appeals.

For more information, please contact:

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