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### **RightResponse Fundraising Inc, Produces First Aid Kits As A Lucrative, Healthy Fundraising Option for Clubs & Teams**

Bend OR---A successful serial entrepreneur, Andrew Thornton previously partnered with family members to build one of the largest first aid producers in the U.S. In 2010, Thornton saw an opportunity to develop a related business, and RightResponse Fundraising was conceived. Over the past seven years, this company has gained customers across the nation with its line of fundraising first-aid kits, which are sold by nonprofit groups to raise operational funds. Scouting groups, schools, clubs, and athletic teams have partnered with RightResponse Fundraising as the company offers them a chance to sell a line of positive, healthy products at a generous 50% profit.

RightResponse Fundraising has been successfully adopted by schools, clubs and teams in all 50 states. For example, a California school raised over \$40,000, baseball teams can easily raise \$15,000, and boy scout troops in Georgia have pulled in \$20k from one campaign. In an era when interest in purchasing candy, cookies and unhealthy snacks is declining, RightResponse offers a practical, popular alternative with its range of first aid kits designed for general use, as well as for outdoors, cars, pets, and sports. RightResponse Fundraising kits are sold for \$15-\$120 each, and organizations net \$7.50 to \$60 per sale (or 50%/kit). The kits are manufactured in Bend, Oregon, and the company employs 7 people at present, with 117 fundraising consultants around the country. An easy ordering process and free shipping render it common for clubs to earn thousands of dollars per participant, enough for their annual budget through one campaign.

Says Thornton, "We have found that most clubs resort to what they have always done for fundraising, even if the products aren't favored by the organization. As we educate more people about the option of selling RightResponse first aid kits and how much profit can be generated by offering healthy items to the community, we expect many more clubs will join our effort."

RightResponse Fundraising has found two perfect niche audiences, the first being Boy Scouts of America, which traditionally sells popcorn and other edibles for its annual fundraising.

RightResponse Fundraising is perfectly aligned with scouting's motto of "Be Prepared" and the kits are easy for troops and parents to rally around. Additionally, given the medical focus of HOSA – Future Health Professionals, these school-based clubs have jumped at the chance to use RightResponse to help fund annual trips to regional and national educational conferences. Thornton also gifts back a percentage of all sales to HOSA's state organizations for scholarships. The Executive Board of HOSA Texas, with 40 chapters using this fundraising tool, just received a check for over \$1400 from RightReponse to assist victims of Hurricane Harvey.

For more information about RightResponse Fundraising, please go to [www.rightresponsefundraising.com](http://www.rightresponsefundraising.com), email [support@rightresponsefundraising.com](mailto:support@rightresponsefundraising.com), or call 1.800.658.8690.

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