

Frequently asked questions – Spiral Wishing Wells

Where do we use them?

The correct permanent location of the well is of vital importance in ensuring the quickest pay-back period. Used at one day events they will raise money but you do not want £1200 of investment to be sitting in a store for 6 days a week. Get it out permanently.

Sites we suggest or have heard clubs are using include holiday parks (Bourne Leisure), theme parks (Crealy), zoos, museums, motorway service stations, airports, leisure centre, shopping malls, donkey sanctuaries, butterfly parks, cruise ship terminals....the list goes on but basically high footfalls and preferably children make them work.

Once the location has been agreed, THINK about exactly where. Our well at Bourne leisure in the shopping arcade produced 10 times more than the well by the swimming pool. Why? – Who has loose change in a swimming costume! Moved to the reception it now matches the shopping arcade well.

Are they secure?

We strongly recommend approaching the owner of the location with a proposal to partner the well. You offer them the opportunity to raise money for their own designated charity (most corporate organisations do charity giving) by using your well, but you agree to pay half the cost if they match it, and offer to share the donations equally. At the end of the year you send their nominated charity a cheque for half the proceeds, using the rest for your own charity account, either way you are seen to be donating the entire proceeds, it is just that you let someone else choose one of the charities.

Now they part-own the well their own staff become your security. It is not like a collecting tin on a counter where if someone walked in and took it the staff feel it is nothing to do with them, it is the companies own well and if anyone mucks about with it they will soon tell them to keep off.

Being indoors the security is far less than an outside well requires. You can also add security devices such as the ones we use at Bourne Leisure, placed inside the money container which trigger the alarm if taken through the door. Use the owner's staff and systems as your security.

As an added precaution we do place firebricks (dense and heavy) inside ours, so combined with the huge number of coins inside they would be far too heavy to lift anyway!

Can we afford the cost?

Can you afford to ignore a method of raising funds which we are confident will earn you at least £2500pa for minimal time spent. Properly located all you need to do is turn up every 2 weeks to collect the money. (Don't leave it longer, the cash will be too heavy to carry)

As shown above you can halve the cost to only £600 very easily, and the payback periods we have been finding are typically between 3 and 6 months. Your money is back in your charity account quickly, it is all profit after that.

How long do they last?

At our conference stands you can see from the demonstrator the high quality of manufacture. Steve Divnick invented these in 1985, they are not new, just new to the UK. He has over the years established a product ideally suited to its market, and the testimonials and repeat orders he gets (check his website) are proof if needed that they do work and they do last.

That said, if any section were to be damaged replacements are available, the prices can be seen on his website, although of course shipping costs would apply.

Why spend £1200 when I have seen cheaper ones around.

We are distributing the original spiral wishing well protected under worldwide patents. Steve Divnick, the inventor and manufacturer receives messages every year from people who have bought what he calls “Knock off “ copies, usually because they are small imitations which do not work and therefore produce little income, or break easily. He is usually being asked if he can sell one of his to replace the cheaper version.

The price includes not just the material and manufacturing costs, although they are produced from top quality materials and to a high standard. It also includes the reward for the high level of research and design which results in the coins being delivered at exactly the correct angle into the funnel and the funnel itself is exactly the right shape to maximise the time the coins spin, making the whole experience so enjoyable, and addictive. (There were already 2 cheap “well devices” at Bourne Leisure but the manager was happy to buy into our wells because as his staff said “those little things are rubbish and nobody uses them”).

To the detractor who tells you he could make one for £50, £100, £200 (there is always one) we tell them “When you are in production, not in breach of our patents and can guarantee they are of our standard and work as well, come back and offer them to us.” Nobody has yet come back!

Can I get more information?

The brochure and order form includes most of what you will need, and all the prices plus all our contact details. Check out both our own website and that of our supplier (on the brochure) especially the videos of Spiral Wells in action. Having seen the wells you know how addictive and compulsive they can be. Members of your club have not. We persuaded both the management of Bourne Leisure and our own club to invest in them with the help of a Power Point presentation including the sight and sound of Spiral Wells in action. Use this medium when persuading your own members. If you want any hints or cannot download these, we can probably provide you with a cd of the videos.

Our website also contains information on assembly, loaning the wells to other clubs etc and, as the news comes in, of how other clubs use their wells.

Why are you doing this?

Sometimes even some of our own club members ask this. Yes we do make a small amount of money for our own club charity account (the first 10% going to Foundation) on every well sold to other clubs.

We are actually selling the wells at exactly the same price a club would pay if it bought direct from Steve Divnick, and also paid the costs of shipping, import duties and VAT, shipping agent fees and foreign exchange transaction charges. (You can't actually buy direct, as Steve would only send you to us as we have the UK rights, but why would you want to, you pay the same to us plus we handle all the shipping/admin etc for you))

We do get a small discount because we order in quantities and shipping 6 at a time the costs are less per well than individually. We have to justify to our club members the fact that they have invested firstly £4000 in our initial order and now another £7000 to fund our stocks, and quite rightly they expect a return to our charity account for this.

However the small amount we make per well is not why we got involved. We are positive every Spiral Wishing Well being used by a club of RIBI will be returning at least £2500pa if used as we recommend. Once we have placed 100 wells then, at a time when we are all finding that fund raising fatigue and collecting money with an aging Rotary population is a serious problem, the clubs of RIBI will be raising £250,0000 every year for their charity accounts, after 4 years £1 million, and it will only continue and it will grow.

That's the motivation behind us – think what the Rotarians of RIBI will be able to do with that sort of annual fund raising.