



## **Jodi Morel**

Jodi created Hope for Joy in 2009 when her dear friend, college room-mate, maid of honour and cousin, Joy Styles, was diagnosed with ALS. Jodi's background is in marketing and advertising, and came to know the disease and the difficulties that Joy and others faced.

"I knew that I had to try to use my experience to help others, like Joy. While Joy was living with ALS, I created the website, [www.hopeforjoy.ca](http://www.hopeforjoy.ca), reached out through the ALS Forum, Facebook and Twitter in an effort to learn as much as I could and share as much as I learned. Sadly, Joy passed away on July 1st, 2011 and I believe many thought that Hope for Joy would exist only as a memorial. However, Joy and I had discussed it at length when she was still able, and we both agreed that this should continue to assist others with the disease.

The purpose of Hope for Joy is to raise awareness and funds for others who have ALS but not through the traditional fundraising efforts. I believe in helping everyone, and believe in fundraisers that are beneficial and sustainable. Therefore, Hope for Joy is about raising funds through initiatives such the Auction for ALS, which allows everyone involved, to benefit and is structured to continue and grow.

### **Hope for Joy Auction**

Hope for Joy Auction for ALS is an ongoing auction that is much like eBay in that it allows both business and individuals to buy and sell items either by auction, or at listed price. Unlike eBay, merchants and artists are hand selected and the commissions from the website are to be dedicated to the ALS Society and to further promoting the site, raising awareness and funds for ALS.

The ALS Society of Alberta is a non profit organization that partners with ALS Societies across Canada whose focus is on the day to day needs of those who are living with ALS.

**Jodi's role** is to manage the advertising and ensure that the auction is up to date and running smoothly. She volunteers her time and all proceeds that do not go toward ALS will go toward advertising. The hope is to have the site self-sustaining in the future, however, this venture is by no means intended to be a profitable venture.

The goal is to help those who have this disease as they have limited resources, and very often, it is the bread winner who is diagnosed and unable to work.

Unlike cancer and other well known causes, ALS does not offer hope as there are no survivors. I would love to help change that, and I hope you will help as well through these types of efforts and raising awareness.

Thank you for your support and helping to raise awareness of this terrible disease.

## Hope for Joy Auction for ALS Merchant Website

The Hope for Joy Auction for ALS is an **ongoing auction** and merchant website that offers business owners, retailers, artists and individuals the opportunity to showcase their business and pieces, sell their merchandise at a **profit**, market themselves through **social media**, associate themselves with a **worthy cause**, and most importantly, **assist those living with ALS and their families**.

The auction site will be promoted through **traditional and social media, including radio, Facebook and google adwords**. Merchants who are accepted will also be featured and will receive additional information so that they too can sure the auction through their media channels. This combined effort will support everyone involved. Individuals may also participate, as the site works very much like ebay. Auction items are posted, you set the duration and the reserve if desired, and hope your item will sell. It is designed to be as simple as possible.

### ***How does it work?***

1. As a business owner, merchant or artist, you may email [cureals@hopeforjoy.ca](mailto:cureals@hopeforjoy.ca) to request a "Store" through the auction website.
2. Once your store is approved, you feature your business, add your items, set a reserve (recommend cost plus 10 per cent) and activate what the terms should be. This includes shipping, insurance, etc.
3. There is no cost to register as either a buyer or a seller, nor is there a commitment to buy or sell.
4. The terms are listed on the auction website as there are nominal fees to highlight, add more than two images, etc. however, most listings will be at no charge to you.
5. When an item sells, 10% commission will be charged to the seller.
6. The commission that will be donated to the ALS Society, with 60% going directly to the society, and 40% to support advertising and website administration.
7. Should you wish further exposure, banners are available for a fee and may be purchase by week or by month based on availability
8. Sellers are responsible for ensuring that buyers needs are met and items are as described, just as you would expect from ebay and other auction websites
9. **If you are an individual - Hope for Joy works very much like ebay, without the cost of listing and with the commissions donated as above**

### ***Why Sell your Merchandise or Art through Hope for Joy?***

1. Hope for Joy Auction for ALS will support the auction through social media and traditional media, as well as leverage yours and others' social media audience. As a result, featured business' will have access to visibility AND a positive association in the community. The auction is under the management of Jodi Morel of J.A.Morel Media, with 20 years of experience in business, media and social media.
2. Unlike sales in store, items are not "devalued" by a decrease in price. Instead there is an understanding that demand and interest drive the price and that it is in support of a charitable cause
3. As a merchant or artist, you are not committed to a long term contract or cost (aside from optional features) with the posting of your items. [Click here to view site fees.](#)

To view the auction which will be live in November, please go to: [Hope for Joy Auction for ALS](#)