



# GIFT CARD

# COMMUNITY FUNDRAISING



## Community Gift Card Fundraising Guidelines

Swan Valley Co-op's Gift Card Fundraising program helps local community groups, teams, clubs, and non-profits raise funds to support their activities and operations. For the purposes of this program, local is defined as groups operating within Swan Valley Co-op's trading area.

We have spots in our Gift Card Fundraising program for 5 groups per year. Groups receive 10% back on a maximum purchase of \$20,000 per group per fundraising annum for a total maximum fundraising total of \$2,000 per annum per group.

**Eligibility** - See our Community Investment Strategy

### We welcome applications from

- Non-profit/registered charitable organizations whose programs and services benefit our community
- Not-for-profit community groups and youth organizations
- For-profit businesses are not eligible for this program, nor are any community organizations operating outside Swan Valley Co-op's trading area.
- Please note that the group must have a Swan Valley Co-op membership to participate in this program.

### How it works

- Each group will have up to 6 weeks to sell the gift cards. We offer the program September 1, November 1, January 1, March 1 & May 1. Applications are due June 15 for September, November and January selling periods. Applications are due January 15 for March & May periods. One organization will be selected for each period.
- Your group pre-sells Co-op Gift Cards to your community supporters.
- You'll receive 10% back to a maximum purchase of \$20,000 per group to a total maximum fundraising total of \$2,000 per annum per group.
- Send us a summary of your sales using the request form.
- Provide payment for your order.
- Pick up and deliver your gift cards.
- Gift cards are available in amounts of \$25, \$50, \$100, and can be redeemed at any participating Co-op location in Western Canada.

### Program Details

- The minimum gift card order is \$2,000 per fundraiser.
- Groups must provide payment in the form of a cheque from the organization. Personal cheques, cash, and credit cards are not accepted.
- Fundraising groups must apply and be approved by Swan Valley Co-op to participate in the program.
- Equity is not earned on fundraising gift card orders.
- Gift Cards are "not redeemable for cash" and cannot be used for payment on account. Gift cards cannot be used to purchase agro products, tobacco, lottery tickets, or other vendor gift cards.
- Gift cards are meant to be sold to individuals and families and therefore cannot be used to purchase goods for businesses (eg. Fuel for a company vehicle, etc.).

## Responsibilities

We will undertake the following:

- Review timelines for fundraising and payment with the organizer.
- Ensure gift cards are ready for group one week after Sales Summary Form and payment has been received.
- Answer your questions relating to the program.

You will undertake the following:

- Maintain a single point of contact with Marketing and Community Engagement Manager, Patti Henkelman: patti.henkelman@swanvalleycoop.ca or 204-734-3431.
- Positively represent Swan Valley Co-op as your fundraising partner.
- Collect forms and payment from your group after fundraising.
- Complete the Fundraising Gift Card Request Form along with one cheque payable to Swan Valley Co-op for your final gift card sales. The cheque must be included with the gift card's Fundraising Gift Card Request Form when handed in.

By applying, you acknowledge the gift cards you will be purchasing will be used solely for non-profit fundraising within the Swan Valley Co-op trading area. You understand fundraising gift cards are redeemable on products purchased in-store, and a maximum of nine (9) cards can be redeemed per transaction for food store or gas bar purchases.



Swan Valley