



Valleyview

1. PURPOSE

- 1.1 To increase awareness of the Valleyview Consumers Co-op Ltd. brand and the company's value in the community.
- 1.2 To allow local groups or organizations to sell Valleyview Consumers Co-op Ltd. gift cards for fundraising purposes.

2. SCOPE

- 1.1 Groups within the trading area of Valleyview Co-op.

3. DEFINITIONS

- 1.1 **Groups:** groups or organizations of at least twelve (12) active participants and will not include individuals. This will include not-for-profit groups or organizations.
- 1.2 **Donation:** The donation made to a group or organization will be based on a percentage of sales.
- 1.3 **Fiscal year:** February 1st to January 31st
- 1.4 **Do Some Good:** online platform used by Valleyview Co-op to process applications and collect information connected to community investments.

4. POLICY DETAILS

- 4.1 The group must provide payment for Fundraising Gift Cards before they are issued.
- 4.2 Fundraising Gift Cards are valid at all Co-op locations.
- 4.3 A minimum gift card order of \$3,000 is required. A maximum of \$40,000 will be accepted.
- 4.4 One group recording the highest sales annually will receive an additional \$2,000 donation. Annual sales will close on December 31st.
- 4.5 Valleyview Consumers Co-op Ltd. will limit any one organization to a purchase amount of \$40,000. (\$2,000 Fundraising opportunity) without exception.
- 4.6 In any one fiscal year, Valleyview Consumers Co-op Ltd. may offer up to \$320,000 of Fundraising Gift Cards, equaling a maximum of eight (8) opportunities.
- 4.7 The group or organization must complete an application on Do Some Good. Applications will be accepted twice yearly – September 1st to October 31st and February 1st to March 31st.
- 4.8 Organizations must give at least two weeks' notice before starting their sales campaign.



GIFT CARD

**COMMUNITY
FUNDRAISING**



5. Program Details

- 5.1** Gift Cards may only be sold for their full-face value and cannot be used as part of an employee incentive program. Customers can use cards at any Valleyview Consumers Co-op Ltd. location in Virden, Oak Lake, Pierson, Melita, Kenton, or Oak River.
- 5.2** The cards are not redeemable in cash, have no service fees or expiration dates, and operate on a declining balance basis. Once the customer uses the original balance, the cards may be reloaded and re-used but do not qualify for additional discounts to the fundraising group.
- 5.3** Cards can be sold in the following denominations: \$25.00, \$50.00, and \$100.00. The record-keeping of cards sold, and their values are the responsibility of the fundraising group.
- 5.4** The gift card program will be issued on a "First come, first served basis." This program will be reviewed annually, and if in any one year, the demand exceeds \$380,000 per location, the next group in order will be given the first opportunity the following year, subject to renewal of the program. The fiscal year starts February 1 each year.
- 5.5** The contact person listed on the application form will be contacted once an application has been approved. Sales by the group should be recorded on a form that will be provided to the group. Completed forms are to be returned to the retail in a total package for the fundraiser. The contact person will receive an email when the cards are ready for pick-up. Payments must be made using cash, certified cheques, or bank drafts. Individual customer payments for cards will not be accepted.
- 5.6** 7 to 10 business days will be required to process orders.
- 5.7** Payment of cards will be made for the full value of the gift cards. A separate cheque equal to 5% of the gift card order will be provided directly to the contact person.
- 5.8** Unless notice is provided in writing, Valleyview Co-op will only release gift card orders to the contact person named in a group's application.
- 5.9** Valleyview Consumers Co-op Ltd reserves the right to cancel this program or disqualify any group or organization at any time.