



Pembina West

# GIFT CARD COMMUNITY FUNDRAISING



Pembina West Co-op's Gift Card Fundraising Program helps local community groups and non-profits like yours raise funds to support activities and operations.



**APPLY NOW**

[pwcoop.ca/community](http://pwcoop.ca/community)

## PROGRAM OVERVIEW

Your supporters buy Co-op Gift cards from you for face value and get face value.

**For every Co-op Gift Card you sell, your group keeps 5% of the total value!**

Gift cards are available in \$25, \$50 and \$100 denominations and can be used for everyday purchases such as gas, groceries, home centre supplies and more.

**This means your supporter's regular shopping trips can support your fundraiser!**

Pembina West Co-op is also excited to announce that your fundraiser gift cards can also be applied as *pre-payments*\* for bulk fuel deliveries and cardlock purchases, making it easy for farmers and small business owners to support your fundraiser with their regular purchases!

\*Pre-payment of bulk fuel and cardlock is only available for accounts in good standing with a \$0 balance.

### More reasons why CO-OP® Gift Cards are an easy sell:

- 100% of the profits from your local co-op stay in your community!
- They make great gifts for friends and family!
- Donations towards your fundraiser can add up quickly.
- Co-op members earn equity and cash back annually on their purchases.

## FUNDRAISER PROCESS



1

Apply to participate online or at a Pembina West Co-op location



2

Pre-sell CO-OP® Gift Cards to your community supporters



3

Send the completed Sales Summary Form and a cheque for your discounted total.



4

Pick up and deliver your gift cards!

## FUNDRAISER PROCESS DETAILS

- Complete an application. The Co-op will review the application to ensure that it meets guidelines.
- Once approved, you'll be provided with a Fundraiser Success Kit (page 3).
- Your group pre-sells the gift cards to your supporters, collecting payments and recording sales.
- Your group will summarize your sales using the provided Sales Summary Form and submit it to the Co-op along with a cheque for the total gift cards required, minus the 5% discount.
- Co-op will activate the gift cards as per the Sales Summary Form and return them to your group within two weeks.
- You will arrange a photo op celebrating your fundraising success and complete a brief Community Impact Story form.
- You distribute the gift cards to your supporters who made the purchases.

### That's it!

## FUNDRAISING FAQ

### Q: How much will we raise?

A: You will keep **5%** of your total gift card sales value, with a maximum total donation per group of **\$6,000** per year.

### Q: Who can apply to fundraise with Co-op?

A: Eligible groups include:

- Non-profit/registered charitable organizations whose programs and services benefit our community.
- Not-for-profit community groups and youth organizations (may be non-registered not-for-profits).

*Additional Criteria:*

- *The organization or someone in the fundraising group must have an active membership in our Co-op.*
- *The group's purpose should align with Pembina West Co-op's values and giving priorities.*
- *The funds raised must directly impact our local community.*
- *The group and their supporters must be based in Pembina West Co-op's local trading area.*

Ineligible fundraising groups include:

- Individuals
- Profit-based organizations or companies
- Groups that could have an adverse social or environmental impact
- Political or religious causes
- Third-party fundraising campaigns

**Q: When are applications approved?**

A: Groups will be notified of approval or ineligibility within two weeks of their application.

- Fundraising applications are approved on a first-come-first-served basis, based on the above criteria and alignment with our Co-op's values and giving priorities for the year.
- Groups can participate in Pembina West Co-op's Gift Card Fundraising program a maximum of two times per fiscal year to a total maximum donation of \$6,000 per group per fiscal year.
- The program may close at any point within the fiscal year if the total program budget has been utilized. At this time, active fundraisers would continue with no new applications accepted.

**Q: What payment do you accept?**

The fundraising group must provide payment in the form of a cheque from the organization. Personal cheques, cash, and credit cards are not accepted.

- Co-op equity is not earned on the purchase of gift cards, including your group's bulk order of fundraising gift card orders.

**FUNDRAISER SUCCESS KIT**

Your group will receive the following tools to make success with your fundraiser easy:

- Organizer Operations Guide
- Fundraising Seller Sales Forms
- Fundraising Sales Summary Form
- Useful Information for Gift Card Sellers Sheets
- Social media plan and templates kit
- Thank-you letters to be distributed with your gift cards

## GIFT CARD FAQ

### Q: What can Pembina West Co-op Fundraiser Gift Cards be used for?

A: Pembina West Co-op Fundraiser Gift Cards can be used at Pembina West Co-op locations for everyday consumer goods, such as gas, groceries, pharmacy, hardware, lumber and more. Gift cards may also be used for **pre-payment\*** of bulk fuel deliveries and cardlock purchases. Gift cards **cannot** be used for payment on account or toward the purchase of liquor, gift cards, nor are they redeemable for cash.

\*Pre-payment of bulk fuel and cardlock is only available for accounts in good standing with a \$0 balance.

### Q: Do the Gift Cards expire?

A: No! There is no expiry or annual balance reduction for CO-OP® Gift Cards

### Q: Can I purchase multiple cards of the same value?

A: Yes! Cards are available in \$25, \$50 and \$100 values. Simply indicate the amounts and number of cards on the sales form.

### Q: If I buy a card, do I have to be the one to use it?

A: No. CO-OP® Gift Cards can be redeemed by anyone, even if that person doesn't have a Co-op membership.

### Q: Do I still earn member equity on purchases paid for by gift card?

A: Yes! Pembina West Co-op members using CO-OP® Gift Cards as payment still earn equity and cash back on their purchases as usual.

## GIFT CARD LOSS, THEFT OR RETURN

- Co-op will not be held responsible for lost or stolen cards.
- Purchased cards are not returnable and cannot be traded for cards of a different denomination.