



LOCAL GIFT CARD COMMUNITY FUNDRAISER PROGRAM

1. Midway Coop will offer applications for the annual Gift Card Fundraiser Program in February to local community groups. The application process does not assure acceptance to utilize the program. Approval of each application will be determined based on annual available funding and local criteria to the program.

2. This is a local program, and redemption is for Midway Coop locations in Leroy and Watson. Since this is a Midway Coop sponsored program, it is expected that the approved local fundraiser be promoted and gift cards sold with the indication they will be redeemed at Midway Coop locations.

3. For each card sold your organization will receive 10% of the approved amount of Gift Card sales as predetermined on approved applications. Cards are available in increments of \$50 (i.e. \$50, \$100).

4. No minimum purchase is required when using the gift cards. Gift Cards are “not redeemable for cash.”

5. Approved groups can run the program one time per year only through the annual application process in February. Approved fundraising amounts are determined at approval time and are determined by Midway Co-op’s budget towards the program. Midway Coop will let the approved applicator know the amount of gift cards available at approval time after the application period has ended. Based on the number of applications, not all applications may be approved.

6. Non-Profit organizations can raise funds by pre-selling the Co-op gift cards to friends, neighbors, co-workers, and family members in the Midway Co-op trade area. The non-profit group will receive the appropriate discount when purchasing the gift cards based on the following grid:



Example: Your team of 20 players sells \$750 each in gift cards

An invoice will be generated for a total of \$15,000 less a 10% discount = \$13,500

You collect \$15,000 and are invoiced \$13,500

The remaining \$1,500 is your fundraiser proceeds

Payment to Midway Coop can be made by cash, cheque, bank draft or certified cheque.

7. Gift Cards can be used for the following everyday consumer goods – food, tobacco, liquor, & fuel at gas bars. Gift cards cannot be used for payment on account, bulk petroleum, crop protection, fertilizer, and cardlock.

8. Anyone who purchases a gift card from the approved fundraiser will make a payment to the organization. The organizer would then deposit all funds received into the club's account. The club will then let Midway Co-op know the number of cards required in each denomination, as per the attached request form. The Co-op would then generate an invoice with the discounted amount and get the gift cards ready (please allow 3 working days for Midway Co-op to gather the order together). Payment to Midway Co-op is to be made prior to release of gift cards.

9. A sales blitz can be organized by clubs at any specified time throughout the year once approved. You may wish to plan your sales drive around key times of the year when people are more likely to buy larger quantities of groceries (Christmas, Easter, and Thanksgiving). Although, all approved fundraisers from the February application period must be utilized by the end of calendar year and will not be allowed to be carried to the following year.

10. It will ask that a picture is taken with Midway Co-op with at least one member of the organization at the completion of your gift card fundraising campaign with acknowledgement through Midway Co-op social media.

Please complete and email this application page for your fundraising campaign to Midway Co-op administration and you will be contacted once the application process has been completed to determine your acceptance of approval to the program. Further information may also be required prior to the final approval of applications.

Attention: Teresa Weisgerber

Teresa.Weisgerber@midway.crs

Leroy Admin

Office Phone – 306-286-3202

Alternate contact: Michelle Martens

Michelle.Martens@midway.crs

Leroy Admin

Office Phone – 306-286-3202

Name of Organizations:	
Contact Person:	
Contact Email:	
Contact Phone Number:	
The planned schedule for fundraiser (Max 4-week campaign)	
Amount of Gift Cards you plan to sell	
Describe your organization & your relevance to the Midway Co-op trade area of Watson and LeRoy	
How will your organization use the proceeds from this fundraiser if approved?	

OFFICE USE ONLY:	
Approval Date:	
Fundraiser Amount Approved:	
Gift Cards Received by:	(Print)
	(Signature)
Gift Cards Received:	\$
Co-op Staff:	(Signature)
Date:	

