



# GIFT CARD FUNDRAISING

## PROGRAM OVERVIEW

The following is an outline of the rules of this fundraiser program using the sale of Westview Co-op gift cards:

### How it works

1. After your fundraiser application is approved, Westview Co-op will provide you with a sales summary form.
2. Take up to eight weeks to pre-sell gift cards and collect funds.
3. After eight weeks, bring your completed Sales Summary Form to your Local Westview Co-op, along with payment for your total order minus your discounted percentage. The cheque must be from your organization. Personal cheques and credit cards are not accepted.
4. We'll provide you with your gift cards up to one week after receiving your completed form.
5. Distribute your gift cards and letters to the purchasers.

### Fundraising Discount

- Groups can participate in the Gift Card Fundraising Program once per fiscal year.
- Westview Co-op reserves the right to set limits on how much a group can sell.
- After one month, if you like, you can pay for and pick up current Gift Cards sold.
  - \*The discount will be taken off the final payment.
- Groups will receive a percentage discount off the total amount of gift cards sold/purchased at one time.
- The minimum order for gift cards eligible for a discount is \$2000 total per fundraiser.
- The group must provide payment in the form of cash, certified cheque from the organization, debit, or bank draft (preferred). Personal cheques or credit cards are not accepted.

### Responsibilities

Your Co-op will undertake the following:

- Provide the organizer with the form needed for sales and tracking
- Review timelines for fundraising and payment with the organizer
- Ensure gift cards are ready for the group one week after the sales summary form and payment has been received
  - Note: Gift Cards will be in denominations of \$25, \$50 and \$100
- Answer your questions relating to the program

You will undertake the following:

- Provide a written request/application with phone number, Co-op number, and reason of fundraiser (used towards travel/equipment/etc.) to be approved
- Maintain a single point of contact for Co-op and keep in contact
  - This person will be the only individual allowed to discuss fundraising specifics after approval including ordering and paying for cards for the group
  - Ensure order is complete prior to sending it in. Requests received for additional cards to be added to the original order may or may not be processed with the original order.

## **Responsibilities (Continued)**

You will undertake the following (continued):

- Obtain, copy and distribute sales forms to your group
- Positively represent Co-op as your fundraising partner
- Collect forms and payment from your group after fundraising
- Complete sales summary form along with one cheque payable to Westview Co-op for your percentage of final gift card sales. A cheque payable to your Co-op must be included with the gift card's sale summary form when handed in.
- Distribute gift cards in a timely manner

## **Important:**

- Gift cards can only be used for food, Home Centres, and gas (gas bar pumps) and are to be used for purchases at Westview Co-op locations only (See list of locations included).
- Gift cards cannot be used to purchase agro products, tobacco, lottery tickets, other vendor gift cards and are never allowed as a source of payment on an account and are not redeemable for cash.
- 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.).
- Discount for Gift Card sales worth over \$2000 is 8%
- \*PLEASE NOTE: We accept payment in the form of cash, certified cheque from the organization, debit, or bank draft (preferred).
- The Marketing Team at Westview Co-op must approve the fundraiser program before the program can commence. We reserve the right to cancel the program at any time if it is abused or used for the wrong purpose.
- CARDS PURCHASED ARE NON-RETURNABLE and cannot be traded for cards of a different denomination, eg. Ask that a card for \$100 be deactivated to receive 2 cards for \$50 each after the fact.

We wish you much success with your fundraising and look forward to working with you on this project. Thank you.

## **Locations Accepting Fundraising Gift Cards**

Carstairs Food Store

400 10th Avenue

Carstairs Gas Bar

404 9th Avenue S

Drumheller Gas Bar

555 Highway 10 E

Drumheller Home Centre

555 Highway 10 E

Eagle Hill General Store & Gas Bar

34002 Range Road 40

Hanna Building Supplies

408 5 Street E

Olds Food Store

5330 46th Street

Olds Gas Bar (46th St)

5330 46th Street

Olds Gas Bar (QEII)

1 32580 Range Road 11