CO-OP®

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 5% donation is available for gift card sales to a maximum of $40,000.

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 one (1) $2,000 fundraising opportunity per fiscal year, 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.

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, 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 1st 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.