



# City of Victoria – Save-On-Foods Memorial Centre Fundraising Event Application Process

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## **1.0 Program Overview**

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The City of Victoria supports not-for-profit organizations wishing to fundraise for their respected organizations. Twice yearly the facility rental rate for the Save-On-Foods Memorial Centre is waived for up to a twenty-four (24) hour period for not-for-profit organizations to host their fundraising events. The successful applicant will be responsible for all other costs associated with the event and the use of the facility including, but not limited to, all equipment rental and set-up, janitorial services, ticketing services and event staff.

Not-for-profit organizations interested in the opportunity to host a fundraising event are encouraged to review the application process and then proceed with stage one of the application process: Submission of a Letter of Interest.

An evaluation committee will review the Letter of Interest submissions and award two successful applicants with the opportunity to proceed to stage two of the application process: submission of a completed Fundraising Event Application Form.

As the application process is ongoing, there is no deadline for submission of the *Letter of Interest*. Requests are reviewed on a first come first served basis.

## **2.0 Background**

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The City of Victoria, owner of the Save-On-Foods Memorial Centre, negotiated with RG Facilities, the building operator, use of the facility for two (2) fundraising events annually. The operating agreement provides the following parameters for these fundraising events:

- Intended that 100% of the net proceeds are for the benefit of not-for-profit organizations
- Six months notice is required to change event dates
- RG Facilities has first right of refusal on all event management services

## **3.0 Who Can Apply?**

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Only registered not-for-profit organizations that have a valid BC Society number can be awarded the opportunity to hold the fundraising event.



#### **4.0 How are Applications Evaluated?**

The following evaluation guidelines and criteria is used by the evaluation committee for the decision making process:

- I. Mandate of revenue generated
- II. Business plan and resulting projected revenue
- III. Collaboration with organizations of similar goals/mandate
- IV. Anticipated scope of benefits
- V. Scope and appeal to the general public
- VI. Utilization of volunteers in leadership roles
- VII. Accessibility (cost) to the general public

Applications will be reviewed by the Evaluation Committee comprised of the Director of Parks, Recreation & Community Development, a City Council Liaison and a member of the Parks, Recreation & Community Services Advisory Committee.

#### **5.0 How to Apply**

##### Step One

- Submit a *Letter of Interest* in accordance with the requested details in Section 5.1 below.

*Letter of Interest* can be mailed/delivered to:

City of Victoria  
Parks, Recreation & Community Development Department  
633 Pandora Avenue  
Victoria, BC V8W 1N8

By email: [gwelham@victoria.ca](mailto:gwelham@victoria.ca)

By fax: (250) 361-0385 Attention: Geoff Welham

##### Step Two

- On an annual basis two applicants will be selected and required to complete a Fundraising Event Application with the requested details in section 5.2.

#### **5.1 Letter of Interest – Stage One**

- I. Contact Information for the Applicant
  - a. Legal name
  - b. Address (including street and mailing address and postal code)
  - c. Telephone number
  - d. Fax number
  - e. Board chairperson/president
  - f. Executive Director
  - g. Event contact information
    - i. name
    - ii. title
    - iii. telephone number (if different from above)



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- iv. fax number (if different from above)
  - v. email address
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- II. BC Society Number
    - a. All applicants must provide their BC Society number and be a member in good standing according to the Ministry of Finance of the Government of British Columbia.
  - III. Description and Type of Event
    - a. Concert, performance, interactive event, speaker, sporting event, etc.
  - IV. Planned performer/entertainer(s)
    - a. Name of performer/entertainer(s) not required; however, scope and history of performer/entertainer(s) is necessary (i.e. international performer in the rock music field with 10 years of touring experience and 7 commercially released albums).
  - V. Timeframe
    - a. Options of no more than four (4) dates.
  - VI. Qualifications
    - a. Qualifications of the event manager/liaison from the not-for-profit society or a partner organization of the society including past events of similar scope and nature that have been presented by the applicant or partners.
  - VII. Financial Outline
    - a. Submission of a preliminary budget including an estimate of the gross revenue and expenses of the event, the planned revenue to be received by the society and by any partners and/or sponsors.
  - VIII. Community Benefit
    - a. Planned usage of the revenue generated from the event including specific projects (if applicable) and the community benefit(s) resulting from the revenue generated.

## **5.2 Fundraising Event Application - Stage Two**

The application submission is to consist of a typewritten document containing the following information:

- I. Mandate of your organization and mandate of the proposed event
- II. Detailed description of the event including, but not limited to:
  - A. Event description and/or performer(s);
  - B. Event timelines and dates (including desired event date, with two alternatives, and pre- and post-event planning);
  - C. Promotional plans and partners;
  - D. Ticketing sales plan.
- III. Business plan and budget of the proposed event including all revenues and expenses as well as in-kind services;



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- IV. Resulting specific benefits of event and results (financial) for residents of Victoria and the Capital Regional District;
- V. Resources that your organization possesses to be able to ensure the financial success of this event (such as documented sponsorship commitments and organizational financial statements);
- VI. Partnerships and opportunity for community involvement that you anticipate for this event such as:
  - A. Volunteers;
  - B. Business partnerships;
  - C. Media partnerships;
  - D. Other not-for-profit or charitable organizations;
- VII. Community and business support you anticipate for this event;
- VIII. The accessibility, cost (if any) and appeal to the general public of the proposed event;
- IX. How your society would use volunteers for organization and promotion as well as during the proposed event.

*Please ensure that you also include with your application:*

- Proof of current registration under the BC Society Act for your organization;*
- A list of the names and titles of the board of directors of your organization;*
- An organizational chart for the event that includes names of all those involved in planning.*

## **6.0 How Do I Know if I am Successful?**

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Upon submission of your *Letter of Interest* staff will send you an acknowledgement receipt. They will then review the letter and contact successful and unsuccessful societies. Please note: This process may take 2-4 weeks, depending on interest.

Successful societies will then be required to complete a comprehensive application form, which is again reviewed by the Evaluation Committee. Staff will then review your application with your organizer to confirm details. Using this information the Evaluation Committee will make final recommendations and applicants will be notified of the decision.

## **7.0 What if more than two Letters of Interest are Received?**

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*Letters of Interest* will be evaluated in the order they are received. As only two (2) Fundraising events are available within a calendar year, only two (2) not-for-profit societies will be approved for the second stage of the application process.

Applicants who are not successful in their *Letter of Interest* submission will have it kept on file. Once the first of the two annual Fundraising events is completed staff will review all previously or newly submitted *Letters of Interest*. A decision will then be made by the Evaluation Committee as to which *Letter of Interest* will be approved to proceed to stage two of the fundraising event application process for the following year.



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**Please note that completion of the process outlined herein does not guarantee that any applicants will be awarded a Fundraising Event at the SOFMC.**