

2018 Magna Hoedown Recipient Application Form

OVERVIEW

Magna International Inc. is proud to be celebrating the milestone **30th Anniversary** of the Magna Hoedown on **Friday, September 14** and **Saturday, September 15, 2018**.

The Magna Hoedown is the largest annual fundraiser in York Region and has raised over 12 million dollars for hundreds of local charities, non-profits, and community groups throughout its history. In addition to the funds raised, the Hoedown impacts the community by hosting the **Magna Student Hoedown**, a free concert and luncheon for over 1,000 York Region students with disabilities; by fostering the arts through the **Magna Hoedown Showdown** country-music talent competition; by maintaining a **zero-waste policy** to enhance environmental sustainability; and by offering an opportunity for York Region residents to become **engaged in their community**.

This year, **20** York Region charities, non-profits, and community groups will be selected as recipients of the Hoedown proceeds. The selection of all Hoedown recipients is based on the needs of the organization, as well as their ability to successfully complete all tasks required, as identified in this application under **page 2, "Recipient Expectations."**

HOW TO APPLY

1. Submit an electronic application online at www.hoedown.ca
2. Complete this application and email, mail, or fax it, along with all requested documents to:

Magna International c/o Neighbourhood Network

Attention: Erin Cerenzia

14988 Yonge Street, Aurora, ON L4G 1M6

T: 905-726-3737 x 27

F: 905-726-9779

E: erin.cerenzia@magna.com

APPLICATION DEADLINE

- Applications are due on **Friday, March 23, 2018 no later than 4:00 p.m.**
- All decisions will be communicated along with an official public announcement **during National Volunteer Week, April 16-20, 2018**
- All applicants will be notified of the final selections.

THANK YOU

We thank all applicants for their interest in the 2018 Magna Hoedown, and for all that your organizations do to support and strengthen our communities!

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RECIPIENT EXPECTATIONS

Organizing Team

All Hoedown recipients are required to assemble an Organizing Team of 3 individuals, who must attend all meetings and provide ongoing, continuous support to the Hoedown. The average time required by each Organizing Team is approximately 200 hours. The Organizing Team should consist of 1 individual who will take on the Lead role, and at least 2 additional individuals who will provide support and backup to the Lead.

Note: *The majority of the responsibilities will take place from July to September, leading up to the event.*

If you are selected as a Hoedown recipient, you will be expected to have your full Organizing Team in representation at the following meetings and events:

Thursday, May 3, 2018:	Recipient Welcome Night
Wednesday, June 20, 2018:	Recipient Orientation Night
Thursday, July 5, 2018:	Official Hoedown Launch and Media Kick Off Event
Wednesday, August 8, 2018:	Charity Volunteer Training Night
Tuesday, September 11, 2018:	Hoedown Volunteer Training Night
Thursday, October 11, 2018:	Hoedown Appreciation Night

Note: *Final dates and times to be confirmed and additional meetings may be added as needed.*

Event and Raffle Tickets

All Hoedown recipients are required to sell a total of 100 event tickets (50 for each night) and 1,500 raffle tickets prior to the event. Organizations are encouraged to sell more than the minimum requirements. Hoedown proceeds that each organization receives are largely due to the sales from each organization.

Note: *Event and raffle tickets will not be available for sale until July at the earliest.*

Volunteers

All Hoedown recipients are required to provide 30-35 volunteers to work throughout Hoedown week: September 10-17, 2018. Volunteers must be available at various times including days, evenings, event times, and after the event for clean-up.

Marketing and Event Promotion

All Hoedown recipients are required to assist in the marketing and promotion of Hoedown to their networks, using avenues such as: posters, signage, and social media. Regular marketing check-ins and support will be provided by Hoedown staff.



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ORGANIZATION INFORMATION

1. Name of Organization: _____ Year Established: _____

2. Type of Organization:

a. Charity (If yes, list Charitable Number): _____

b. Non-Profit: _____ c. Community Group: _____

3. Provide a brief overview of your organization and its main purpose. *You may attach a brochure/pamphlet in lieu of answering this question:* _____

4. How many individuals benefit from your organization and/or utilize its services **within York Region**:

5. Describe your organization's network and how you engage with them: _____

6. Is social media an active part of your organization? Yes: _____ No: _____

a. # of Facebook followers: _____ Address: www.facebook.com/ _____

b. # of Twitter followers: _____ Username: @ _____

c. # of Instagram followers: _____ ID: @ _____

7. Organization Website Address: www. _____

8. Is your organization registered with Neighbourhood Network? Yes: _____ No: _____

9. Has your organization received funds outside of the Magna Hoedown from Magna International in the past year? Yes: _____ No: _____

a. If yes, list the donation amount and how the funds were used: _____

10. Has your organization previously and/or currently been issued an Ontario Lottery License (including Raffle, Lottery & Bingo proceeds) governed by the Alcohol and Gaming Commission of Ontario?

Yes: _____ No: _____

11. Does your organization have a dedicated Lottery Trust Account required by the Alcohol and Gaming Commission of Ontario?

Yes: _____ No: _____



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COLLABORATIVE

12. Will you be acting as a part of a Collaborative? Yes: _____ No: _____
- a. If yes, list all Collaborative partners: _____
 - b. If yes, list which organization will take the lead in the Collaborative relationship: _____
 - c. If yes, acknowledge that all organizations involved in the Collaborative have read and agreed to the **Collaborative Agreement** as attached and posted on the Magna Hoedown Website:
I, _____ acknowledge all organizations have read and agreed to the Collaborative Agreement.

HOEDOWN EXPERIENCE

Note: These questions are intended to give us your knowledge of Hoedown. We welcome all new applicants!

13. Is your organization a previous recipient of the Hoedown? Yes: _____ No: _____
- a. If yes, list years: _____
14. Are you, as the Hoedown Lead, familiar with Hoedown? Yes: _____ No: _____
- a. If no, how did you hear about the Hoedown: _____
15. Why do you feel your organization makes a great Hoedown partner? _____
- _____
- _____

PROCEEDS

16. Provide an overview of how Hoedown funds will be used by your organization or Collaborative. Be as specific as possible, bullet points are acceptable; if selected as a Hoedown recipient this information will be used in Marketing and Promotional materials: _____
- _____
- _____
- _____
- _____
17. If you are applying as a Collaborative, please explain how the Hoedown proceeds will be divided among all Collaborative partners: _____
- _____
- _____
- _____

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CONTACT INFORMATION

18. Organization Address: _____

19. Organizing Team Information:

- a. Lead Name: _____
Lead Email: _____ Lead Phone Number: _____
Lead's Relationship to Organization: _____
- b. Team Member 1: _____ Team Member 2: _____
Team Member 1 Email: _____ Team Member 2 Email: _____
Team Member 1 Phone: _____ Team Member 2 Phone: _____
Team Members Relationships to Organization: _____

SUPPLEMENTARY ATTACHMENTS

Please include a one-page Executive Summary of your most current financial statements, as well as any brochures/pamphlets as identified in Question 2. If you have not included financials and/or any brochures/pamphlets with this submission, please indicate how you will be submitting them:

- a. Mail: _____ c. Fax: _____
b. Email: _____ d. Drop Off: _____

Note: All supplementary attachments must be received by 4:00 p.m. on Friday, March 23, 2018 for your application to be complete and reviewed by the Hoedown Committee.

COLLABORATIVE GUIDELINES & AGREEMENT

A **Collaborative** shall consist of more than one organization wishing to work together and be recognized as **one, single Hoedown Recipient** at the 2018 Magna Hoedown.

To ensure each Collaborative meets all Hoedown "**Recipient Expectations**," Magna Hoedown expects all organizations involved in a Collaborative to create and sign a **Collaborative Agreement**. This Agreement is the responsibility of the Collaborative and does not need to be included with your application. Should one party of the Collaborative not meet their Recipient Expectations it will not be the responsibility of the Magna Hoedown. Magna reserves the right to view the Collaborative Agreement at any time.

The Collaborative Agreement should include:

- An outline of how funds received from Magna Hoedown will be divided
- A breakdown of the number of tickets each organization agrees to sell to meet the Hoedown requirements
- A breakdown of the number of volunteers each organization agrees to provide to meet the Hoedown requirements
- An outline of how each organization will meet the Hoedown "**Recipient Expectations**" as outlined in this application, including creating one Organizing Team with one Lead to represent all organizations in the Collaborative