

OVERVIEW

The Hoedown is a unique event that supports 20 charitable recipients and over 100,000 York Region residents each year. In its 30+ year history, the event has raised over \$13 million. Equally as important as the funds it raises is the Hoedown's **community engagement impact**. The event is **inclusive** with a **Student Hoedown** for York Region students with disabilities; it supports **the arts** through its **Hoedown Showdown**; and it promotes **environmental sustainability** through its **zero-waste initiatives**. On top of this, the Hoedown is run almost solely through the efforts of **close to 800 volunteers**, many of whom are Magna employees, who roll up their sleeves to make it all happen.

The 32nd annual Hoedown takes place **September 18 and 19, 2020**. 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 3, "Recipient Expectations."** Smaller organizations are encouraged to submit **Collaborative Applications**, which are explained on **page 2, "Collaborative Applications & Agreement."**

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:
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 27, 2020 *no later than 4:00 p.m.***
- All decisions will be communicated along with an official public announcement **during National Volunteer Week, April 19-25, 2020**
- All applicants will be notified of the final selections

THANK YOU

We thank all applicants for their interest in the 2020 Hoedown, and for all that your organizations do to support and strengthen our communities!

COLLABORATIVE APPLICATIONS & AGREEMENT

Smaller organizations are encouraged to submit a **Collaborative Application** to the Hoedown. A **Collaborative** shall consist of more than one organization working together and recognized as **one, single Hoedown Recipient** at the 2020 Hoedown.

To ensure each Collaborative meets all Hoedown **“Recipient Expectations,”** 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 Hoedown. The Hoedown reserves the right to view the Collaborative Agreement at any time.

The **Collaborative Agreement** should include:

- An outline of how funds received from 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 volunteer shifts each organization agrees to provide to meet the Hoedown requirements
- A breakdown of how Silent Auction items will be sourced 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

Note: *If you are applying to the Hoedown as a Collaborative, please answer the Application Questions (pages 4-6) with information on each organization within the Collaborative.*

RECIPIENT EXPECTATIONS

Organizing Team

All Hoedown recipients must assemble an Organizing Team to provide continuous support to the Hoedown (*approx. 200 hours of work from July to September*). It is recommended that the Organizing Team consist of 3 people: 1 Lead responsible for all **weekly** communications with Hoedown staff, and 2 others to provide support/backup to the Lead. Collaborative recipients should have one Organizing Team representing all partners in the Collaborative.

If selected, your Organizing Team and/or Volunteers must be available on or around the following dates:

- | | | |
|----------------------------|----------------------------------|-------------------------------|
| • May 7: | Recipient Orientation & Training | Organizing Team |
| • Week of May 11: | Film Promotional Video | Organizing Team or Volunteers |
| • June 24: | Hoedown Kick Off Event | Organizing Team or Volunteers |
| • July 31: | Silent Auction Items Due | Organizing Team |
| • August 28: | Volunteer Shifts Due | Organizing Team & Volunteers |
| • September 14-22: | Hoedown Week | Organizing Team & Volunteers |
| • September 15: | Hoedown Volunteer Training | Organizing Team & Volunteers |
| • September 18, 19: | Hoedown | Organizing Team & Volunteers |
| • October 8: | Hoedown Appreciation Event | Organizing Team |

Event & Raffle Tickets

All Hoedown recipients are encouraged to help sell event tickets, but there is no minimum requirement for event ticket sales. All Hoedown recipients are required to sell 1,500 raffle tickets prior to the event. Hoedown recipients are encouraged to sell above their minimum requirements and will be compensated for these sales. There will also be special incentives for recipients who sell non-required event tickets. **Note: Event (online) and raffle (hard copy) tickets will not be available for sale until the official Hoedown Kick Off Event at the earliest.**

Volunteers

All Hoedown recipients are required to fill 30-35 volunteer shifts throughout Hoedown Week: September 14-22, 2020. Volunteer shifts include days, evenings, event times, and after the event for clean-up. The same individual may volunteer for multiple shifts. Volunteer positions **must be filled by August 28, 2020.**

Silent Auction

All Hoedown recipients are required to provide two Silent Auction items, valued at a minimum of \$100 each. Hoedown recipients may contribute up to six Silent Auction items, providing they meet the requirement guidelines. Silent Auction items **must be received by July 31, 2020.**

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 as needed.



ORGANIZATION INFORMATION

1. 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 Hoedown Website:
I, _____ acknowledge all organizations have read and agreed to the Collaborative Agreement.
2. Name(s) of Organization(s): _____ Year(s) Established: _____
3. Type(s) of Organization(s):
 - a. Charity (If yes, list Charitable Number): _____
 - b. Non-Profit: _____ c. Community Group: _____
4. Provide a brief overview of your organization(s) and its main purpose. *You may attach a brochure/pamphlet in lieu of answering this question:* _____

5. How many individuals benefit from your organization(s) and/or utilize its services **within York Region**: _____
6. Is social media an active part of your organization(s)? Yes: _____ No: _____
 - a. # of Facebook followers: _____ Address: www.facebook.com/ _____
 - b. # of Twitter followers: _____ Username: @ _____
 - c. # of Instagram followers: _____ ID: @ _____
7. Organization(s) Website Address: www. _____
8. The Hoedown may place a mobile sign on your property for the months of July and August 2020. Are you able to provide a letter from your landlord approving the sign's placement by May 1, 2020?
Yes: _____ No: _____
9. What is the closest major intersection to your organization? _____

10. Is your organization(s) registered with Neighbourhood Network? Yes: _____ No: _____

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

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

12. Has your organization(s) 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: _____ If Yes, List License #: _____

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

Yes: _____ No: _____

If No, Please Provide the Following Documentation, which will be used by the Alcohol and Gaming Commission of Ontario to create a dedicated Lottery Trust Account for your organization if selected as a Hoedown recipient:

- Constitutional Documents stating the mandate of your organization
- A list of current Board of Directors
- Your most recent Financial Statements

HOEDOWN EXPERIENCE

14. Is your organization(s) a previous recipient of the Hoedown? Yes: _____ No: _____

a. If yes, list years: _____

15. Are you, as the Hoedown Lead, familiar with Hoedown? Yes: _____ No: _____

a. If no, how did you hear about the Hoedown: _____

16. Why do you feel your organization(s) makes a great Hoedown partner? _____

PROCEEDS

17. 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:** _____

18. If you are applying as a Collaborative, please explain how the Hoedown proceeds will be divided among all Collaborative partners: _____

CONTACT INFORMATION

19. Organization(s) Address: _____

20. 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 any brochures/pamphlets as identified in Question 4 and all required documents if you answered No to Question 13. **Note: Financial statements are not required with your application but must be available to the Hoedown upon request. All Supplementary Attachments must be received by 4:00 p.m. on Friday, March 27, 2020 for your application to be complete and reviewed by the Hoedown Committee.**