

# Beneficiaries' Application Form and Contract Guide 2018

## WHAT IS SWIRL AND TWIRL?

- a fundraising evening for local queer non-profit charities featuring:
  - wine-, beer- and food-tasting
  - entertainment
  - a silent auction, and more
- a long-standing and respected event, typically held in late May, since 2003, from 7–10pm
- an environmentally conscious event, using reusable/recyclable materials where possible
- an age-of-majority event
- Swirl and Twirl typically raises at least \$2, 000–5,000 per beneficiary per event

## MISSION STATEMENT

Swirl and Twirl seeks to raise awareness and funds for a diverse selection of queer not-for-profit organizations (including registered charities) representing a wide range of needs and interests of the local community. This goal is primarily achieved by bringing together community members at a large socializing and networking event.

## ELIGIBILITY OF BENEFICIARIES

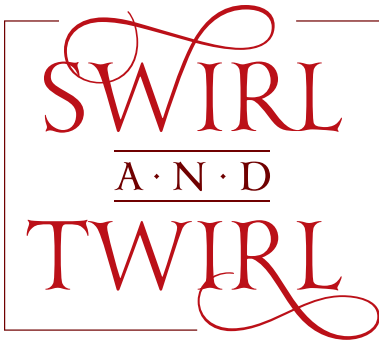
Potential beneficiaries must submit a Beneficiary Application Form (reverse) within the prescribed deadlines in advance of each Swirl and Twirl event to be considered for funding.

The Swirl and Twirl organizing committee will select up to four beneficiaries per event based on the following criteria:

- Does the beneficiary fit within the guiding principles of our mission statement?
- The strength of the completed application form.
- Can the beneficiary sell at least 20 tickets for the event? (**REQUIRED** or will receive \$0).
- Can the beneficiary provide at least three items worth \$100+ each for our silent auction?
- Does the beneficiary promise to promote the event through all their marketing avenues?
- Participation and/or frequency in past events, if applicable. All beneficiaries chosen in the previous year must wait a year to apply again.

## DISTRIBUTION OF FUNDS

Final funds allocated to each beneficiary is formulated by the Swirl and Twirl organizing committee based on each beneficiary's contribution to the total number of tickets sold, prizes given for the silent auction and other factors as deemed applicable by the committee.



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## PLEASE FILL OUT THE FOLLOWING INFORMATION

Name of Beneficiary: \_\_\_\_\_

Registered Charitable Number, if applicable: \_\_\_\_\_

Primary Contact Person for Beneficiary: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Mission Statement, Objectives and/or History of Beneficiary: \_\_\_\_\_

\_\_\_\_\_

The community or communities you provide services for: \_\_\_\_\_

\_\_\_\_\_

How would you utilize the funds raised from our event, if selected? How many people could this benefit?

\_\_\_\_\_

Describe how you feel your organization meets the criteria of the Swirl and Twirl mission statement:

\_\_\_\_\_

\_\_\_\_\_

Please return completed form and contract to  
Lee Callan, Beneficiaries/Volunteer Coordinator at  
volunteers@swirlandtwirl.ca

## AS PART OF THE APPLICATION PROCESS, WE REQUIRE EACH BENEFICIARY TO PLEDGE THE FOLLOWING

As the primary contact person for this beneficiary, I promise to provide:

\_\_\_\_\_ number of items with a value of \$100+ each for the event's silent auction. If any of the items have an expiry date, I understand the item must not expire before December 31, 2018. (min. 3 items)

\_\_\_\_\_ number of tickets sold by our staff and/or volunteers for the event. I understand that a minimum of 20 tickets sold is expected from our organization, otherwise we will receive \$0.

Marketing of the event through the following means (check all that apply):

- |                          |  |                          |                             |
|--------------------------|--|--------------------------|-----------------------------|
| <input type="checkbox"/> | Poster display/distribution  | <input type="checkbox"/> | Email newsletters/listservs |
| <input type="checkbox"/> | Facebook posts/pages   | <input type="checkbox"/> | Twitter tweets              |
| <input type="checkbox"/> | Other social media outlets, including: _____   |                          |                             |
| <input type="checkbox"/> | Logo placement as an official sponsor to my organization on our Web site, with link (REQUIRED) |                          |                             |
| <input type="checkbox"/> | Promotion of Swirl and Twirl on our Web site   |                          |                             |
| <input type="checkbox"/> | Community/membership calendar of events  |                          |                             |
| <input type="checkbox"/> | Speaking opportunities either before or after Swirl and Twirl (please describe):<br>_____      |                          |                             |
| <input type="checkbox"/> | Other marketing opportunities (please describe):<br>_____                                      |                          |                             |

IMPORTANT: I understand that failure to meet these requirements can disqualify my organization's eligibility to benefit from Swirl and Twirl and its organizing committee reserves the right to withdraw our participation at any time before the event if we do not comply with the marketing and other requirements.

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Signature (Beneficiary contact)

Date

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Signature (Swirl and Twirl contact)

Date

## IMPORTANT DATES AND DEADLINES

Application deadline: February 28, 2018

Selection of beneficiaries and notification given by: March 10, 2018

Logo placement/link on each beneficiaries Web site required from: March 15 to December 31, 2018

Silent auction items to be given by: May 15, 2018 *Any certificate should be valid until at least Dec 31, 2018*

Swirl and Twirl to be held: Thursday, May 24, 2018