



Application Form

The Charity of the Year programme was introduced in 2001 to support charity organisations that are trying to raise funds and create more awareness in the local communities where we have stores.

We have over 12,500 staff and a network of 129 stores, 1 Distribution Centres and Head Office who get involved in fundraising for our Charity of the Year programme. Each unit has a dedicated Sponsor who manages/drives this programme. They organise various fundraising activities throughout the year to try and reach the target that is set for each unit at the beginning of the year.

To support the fundraising initiatives by our staff, here are a number of fundraising materials that the charity produces – Collection Box at each checkout, Posters in various sizes, Information Leaflets, Tee Shirts, Trolley Discs, Badges/Pins, Balloons and any other new initiatives.

We have raised over €8.95M to date for registered Irish Charities:

Irish Cancer Society	€950,000
Alzheimer Society of Ireland:	€500,000
Down Syndrome	€700,000
Childline	€1,011,000
Irish Hospice	€1,500,000
MS Ireland	€1,025,000
Make a Wish Foundation	€1,300,000

We have various fundraising initiatives that raise more money:

- Charity Golf Classic
- Christmas Merchandise

We do not set an overall fundraising target. This primarily depends on the drive and commitment of the chosen charity.

In order to meet our criteria, organisations must be raising money for one of the following causes:

- Elderly
- Special Needs
- Health Care
- Children



Tesco Ireland Charity Of The Year Programme Application Form

CHARITY DETAILS

Name: _____
Address: _____

Contact Name: _____
Title: _____
Phone No: _____
Fax No: _____
E-mail: _____

Fundraising Director: _____

Fundraising Committee Members: _____

Fundraising Offices: _____

Promotional Resources/Personnel: _____

How much money do you raise each year? _____

What are your National Fundraising Days? _____

How much is spent? _____

How much is raised? _____

Charity of the Year programme raises money and company profile in the local communities with Tesco stores. Please indicate the number of stores that your staff can work directly with (see store list overleaf).

How many people will be involved in our COTY programme? _____

Full time staff Part time staff Volunteers

Charity Patron: _____
Board Members: _____

List of Celebrities/Media who support your charity: _____

PROJECT DETAILS

Please give details of where the money raised will be spent:

Is there a particular project/area that you wish to raise money for?

PROGRAMME SUPPORT

Please give details of how you can support our staff in the following areas:

Fundraising

Promoting Programme

Awareness

Will you be in a position to appoint a dedicated person/team to drive this programme and the various activities, events that take place (for example: Women's Mini Marathon, Parachute Jumps and Triathlon)?

Yes No

If Yes, can you please give some idea of how many staff?

List three new initiatives that you could introduce into the programme that would create more awareness in the local community, involve more staff and customers and would raise more money.

CHARITY FUNDING

Does your organisation receive Government Funding? If Yes, please state %

Yes % No

Are you involved with any other Retailer?

Yes No

Do you have a partnership with any other corporate organisation?

Yes No

If Yes, please state



Tesco Ireland Charity Of The Year Programme Guidelines

Selection Process

Stage 1:

All Applications are reviewed by the Selection Committee and short list is drawn up.

Stage 2:

Short listed candidates will be invited to meet the Selection Committee and to present their proposal. (The format of the proposal will be advised to short listed applicants in advance).

Stage 3:

The Selection Committee will make a recommendation to the Tesco Ireland Board and a final decision approved.

Store List

Please tick (✓) the number of stores that your staff can work directly with:

Kildare	<input type="checkbox"/>	Leitrim	<input type="checkbox"/>
Carlow	<input type="checkbox"/>	Limerick	<input type="checkbox"/>
Cavan	<input type="checkbox"/>	Longford	<input type="checkbox"/>
Clare	<input type="checkbox"/>	Louth	<input type="checkbox"/>
Westmeath	<input type="checkbox"/>	Mayo	<input type="checkbox"/>
Cork	<input type="checkbox"/>	Meath	<input type="checkbox"/>
Donegal	<input type="checkbox"/>	Monaghan	<input type="checkbox"/>
Dublin City Stores	<input type="checkbox"/>	Offaly	<input type="checkbox"/>
Dublin County Northside	<input type="checkbox"/>	Roscommon	<input type="checkbox"/>
Dublin Northside Stores	<input type="checkbox"/>	Sligo	<input type="checkbox"/>
Dublin County Southside	<input type="checkbox"/>	Tipperary	<input type="checkbox"/>
Dublin Southside Stores	<input type="checkbox"/>	Waterford	<input type="checkbox"/>
Galway	<input type="checkbox"/>	Wexford	<input type="checkbox"/>
Kerry	<input type="checkbox"/>	Wicklow	<input type="checkbox"/>
Laois	<input type="checkbox"/>		

Terms and Conditions

1. Applications will only be accepted from registered charity organisations based in the Republic of Ireland.
2. Your application must have the full support of your organisation and Board.
3. Money raised should ideally be administered in the local community where it was raised.
4. A Budget spend must be agreed for this programme.
5. Personnel support for fundraising events in locations across Ireland.
6. Projects with national and local relevance.
7. Funding for identifiable projects preferred.

Please sign your name below to confirm that you fully understand the Guidelines and you have read and accepted the Terms and Conditions. Please return to Michelle Mahon, Corporate Responsibility Manager Tesco Ireland, Gresham Hse, Marine Rd, Dun Laoghaire, Co Dublin before:

Only applications received on or before this date will be included in this years selection process.

Signature: _____	Title: _____
	Date: _____