



Guildford Spectrum – Charity of the Year 2019 Criteria for Application

Each year, Guildford Spectrum works with a local charity through its 'Active Gifts' scheme. This is not a fundraising programme, but rather a donation of activity tickets from Spectrum customers who choose to donate points from their Active loyalty card to our nominated charity. This means that the charity benefits from a choice of free activity tickets for their clients throughout the year.

The charity can choose to use these tickets as they wish and they can be used for clients, carers, supporters and staff as appropriate. Some charities have also used the tickets as prizes for fundraising purposes.

We started the scheme in 2007 and in this time have donated to eight different local charities. In 2016 we partnered with The Royal Surrey County Hospital - Teenage and Young Adult Cancer Service and helped volunteers and local supporters at fundraising events access the facilities here at Spectrum, as well as help the charity raise their profile amongst Spectrum's 35,000 weekly visitors.

We would like to partner with an organisation who has similar values to ourselves and which meets the following criteria:

- The charity must be fully registered with the Charity Commission and have a charity number.
- The charity needs to benefit local communities in Surrey.
- The charity needs to have beneficiaries who can make use of the donated activity tickets.
- The charity needs to have a nominated member of staff/volunteer who can be the main contact for our marketing team and work with them to jointly promote our partnership to customers and local people.
- The charity needs to be happy to have their work and the partnership promoted through the local media and through Spectrum's own media including the website.
- The charity needs to provide display material and collecting tins as required to help launch and maintain awareness for the partnership.

If you think your charity is eligible please apply on the Application Form on our website by **17th March 2019**.

