

23th ANNUAL PRIDE AND REMEMBRANCE RUN – 2018

BENEFICIARY SELECTION PROCESS AND APPLICATION GUIDELINES

Since 1996 the Pride and Remembrance Association (the “PRA”) has organized an annual athletic event as part of Toronto’s Pride Week. The purpose of the Pride and Remembrance Run (the “Run”) is twofold: to encourage physical fitness and athleticism in the context of the Pride celebrations; and to raise funds for charitable organizations whose aims and activities benefit the LGBT community.

Participants in the Run, an event officially accredited by the Ontario Roadrunners Association, may choose to run five (5) kilometers or walk three (3) kilometers, either as individuals or as members of a team. As well, they are encouraged to raise funds by soliciting pledges. The pledges raised are collected by the PRA and subsequently distributed to beneficiaries chosen by the PRA’s Board of Directors.

This document contains important information to assist you in formulating and submitting a proposal to be named as a beneficiary of the 23th Annual Pride and Remembrance Run. Please ensure that you have read this document carefully and that you fully understand its contents. Should you have any questions or require further information, please contact the PRA at beneficiary@priderun.org.

The **2018 Application process** consists of two parts:

1. the Application (which follows);
2. the Presentation to the PRA’s Board.

The PRA will review all Applications received by the application deadline. The PRA will then invite a shortlist of applicants to make a short presentation to the PRA followed by a **mandatory question and answer session on the evening of December 6, 2017**. At the end of the application process each beneficiary selected will be required to enter into a binding agreement with the PRA setting out the beneficiary organization’s obligations with respect to the PRA.

Please ensure that all fields in the attached **Beneficiary Application** are completed. Email the completed form to beneficiary@pridrun.org **prior to the deadline of 11:59pm, November 24, 2017**

Please note that if you are designated as a successful Applicant, you will be required to enter into a formal agreement with the PRA reflecting the terms of your Application and these Terms and Conditions.

BENEFICIARY ELIGIBILITY CRITERIA:

In order to qualify as a beneficiary, an applicant **must**:

1. be an incorporated charitable organization registered and in good standing with the Canada Revenue Agency;
2. provide services or conduct activities that benefit the LGBT community. These activities might include, among other things, the provision of services of a medical, educational, legal, social, athletic or cultural nature; and
3. participate fully in this application process.

The PRA will apply the following criteria to applicants in the PRA Board’s consideration of applications:

1. the ability of the Applicant to provide a specified minimum number of volunteers to assist the PRA in certain projects/events leading up to the Run and the Run itself;
2. the ability and commitment of the Applicant to enter into an Agreement with the PRA and to work with the PRA Board to market, support and promote the Run and to drive fundraising throughout the year leading up to the 2018 Run.

PROJECT FUNDING AND SELECTION CRITERIA:

Applicants should seek to ensure that their project funding proposals align with the following selection guidelines and funding principles.

1. Where possible, the PRA prefers to fund (ideally, on an exclusive basis) stand-alone projects for which funding from other sources may not be readily available.
2. Projects should ideally reflect the general themes of Pride and/or Remembrance, and should focus in one or more of the following areas:
 - Youth
 - Education and Awareness
 - Health
 - Arts and Culture
3. The PRA will not fund staff salaries, except on a time-limited basis and tied specifically to the Project proposal. The PRA will generally not fund operating costs of the Applicant.
4. Although the merits of each Project will be the prime consideration of the PRA in its selection of beneficiaries, the marketability of a given Project to the PRA’s constituents (its current and potential event sponsors and to Run participant’s) will influence the beneficiary selection decision.
5. In selecting a successful project and Applicant, the PRA Board may consider the following:
 - (a) Who will benefit from the Project, and how?
 - (b) Is there a pressing, immediate need for the Project?
 - (c) Is there a long-term benefit to the Project?
 - (d) Does the Project relate to the LGBT community? Would the Project have broad appeal for the LGBT community?
 - (e) Would the Project appeal to Event participants for fundraising purposes?
 - (f) Is the Applicant able to provide adequate volunteer and/or promotional support to the PRA and the Run?