

CHARITY PARTNER 2021/2022

ABOUT LOWER PRECINCT'S CHARITY PARTNERSHIP

Lower Precinct Shopping Centre is one of Coventry's leading shopping destinations, comprising over **25% of the city centre's retail stores**. Welcoming around **200,000 shoppers each week** Lower Precinct is home to brands including Next, H&M, New Look, River Island, The Entertainer, Pandora, F.Hinds, Clarks, Lush, Smiggle, Caffè Nero, Pizza Hut and many more.

From 2019 to 2021, Coventry Mind was the charity chosen by Lower Precinct shoppers.

Lower Precinct is looking for a new local charity partnership, to run from 1st July 2021 until 2nd September 2022. The chosen charity will be given the opportunity to **fundraise at events** in the shopping centre as well as being **promoted via Lower Precinct's website and social media** channels. Lower Precinct retailers will also be encouraged to support our chosen charity should there be an opportunity to do so.

The charity partner for 2021/22 will be chosen by the public through an online vote, which will take place in May and June 2021.

In order to be considered, charities must meet the following criteria:

- Be a not-for-profit charity
- Have a UK Registered Charity Number
- be located in the CV postcode area, with activities directly benefiting the people of Coventry.
- Have staff and/or volunteers able to attend regular events and fundraise
- Have existing branding and marketing materials, for example, pop-up banners, information leaflets, branded collection buckets

The timings for the Lower Precinct Charity Partner 2021/22 search are as follows:

13 May-31 May	Initial call out for charities via social media channels.
1 June-9 June	Charity research and shortlisting
10 June-24 June	Final shortlist of three announced Public vote online at lowerprecinct.com
W/C 25 June	Successful charity informed and initial meeting with Lower Precinct
25 June	Media announcement of new Lower Precinct Charity Partner 2021/22

If this sounds like an opportunity your charity needs, please complete the form below and, should the charity meet all criteria, it will be considered for Lower Precinct's Charity Partner 2021/22.

CHARITY PARTNER 2021/22 APPLICATION FORM

Charity Name	
Registered Charity Number	
Main charity operating address	
Website	
Social media channels	
Which area does your charity fall under (eg. health, research, community engagement etc)?	
Briefly explain what your charity does to benefit people living in Coventry	
How is the charity run and who by?	
How many paid staff are employed by the charity?	
How many volunteers does the charity have available for events and fundraising activities?	
Do you run your own events and fundraising activities? If so, summarise	

<p>How do you promote your charity to get new supporters, donations etc?</p>	
<p>Where does most of your charity funding come from (eg. public donations, grants, corporate sponsorship etc)?</p>	
<p>Have you previously or do you currently have any partnerships similar to Lower Precinct? Please list who with and the duration</p>	
<p>Why would you like to partner with Lower Precinct and how would your charity benefit from the partnership?</p>	
<p>In an ideal world, what activity would you like to see happen in Lower Precinct in association with your charity?</p>	
<p>How would the charity use the money raised? How is this audited and evaluated?</p>	
<p>Who would Lower Precinct's main contact be and what is their role?</p>	
<p>Please sign to confirm that all information listed is true and correct to the best of your knowledge</p>	<p>PRINT NAME: _____ DATE: _____</p>