



COMMUNITY INITIATIVE APPLICATION FORM

COMMUNITY INITIATIVE ORGANIZERS:

Please print or type

CONTACT #1

Name: Mr. Mrs. Miss Dr _____

Title: _____

Organization Name: _____

Address: _____
Street *Suite #*

_____ *City* *Province* *Postal Code*

Telephone: () _____ Ext: _____ Fax: () _____

E-mail address: _____ Web site: _____

CONTACT #2

Name: Mr. Mrs. Miss Dr _____

Title: _____

Organization Name: _____

Address: _____
Street *Suite #*

_____ *City* *Province* *Postal Code*

Telephone: () _____ Ext: _____ Fax: () _____

E-mail address: _____ Web site: _____

SECTION 1 - COMMUNITY INITIATIVE DESCRIPTION (Continued)

FINANCIAL INFORMATION:

A detailed Community Initiative budget, including all projected expenses and revenues must be provided. We cannot approve an application without the submission of a complete budget. Here is a template to assist you:

Budget Template

This form can assist you in budgeting for your Community Initiative. These items are a few examples of typical revenue and expenses. Remember that there are fixed costs, e.g. venue hire, and variable costs, such as meals, which will depend on the number of meals supplied. Feel free to print this form, use and modify it for your special requirements.

EXPENSES

Administration:

Organizing Fee / Professional Fee	\$ _____
Temporary Staff	\$ _____
Translation Costs / Data Capturing Costs	\$ _____
Stationary and Office Supplies	\$ _____
Telephone / Mobile phones	\$ _____
Faxes / E-mail	\$ _____
Postage	\$ _____
Printing	\$ _____

Subtotal - Administration	\$ _____
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Presenters

Presenters - Presentation Fee	\$ _____
Presenters - Travel and Accommodation	\$ _____

Subtotal - Presenters	\$ _____
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Venue / Facilities / Equipment

Venue Hire	\$ _____
Additional Rooms	\$ _____
Multi-media Equipment	\$ _____
Tables / Chairs etc.	\$ _____

Subtotal - Venue	\$ _____
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Accommodation and Travel

Rooms for Delegates / Presenters / Organizers \$ _____
Flights / Bus / Taxi / Transfers \$ _____
Pre- or Post-conference Tours \$ _____

Subtotal Accommodation/Travel \$ _____

Catering and Functions

Meals \$ _____
Special Functions \$ _____
Special Meals \$ _____
Entertainment \$ _____
Decor \$ _____

Subtotal – Catering and Functions \$ _____

Advertising / Marketing

Advertising \$ _____
Marketing Campaign \$ _____
Media Plan and Liaison \$ _____

Subtotal – Advertising/Marketing \$ _____

SUBTOTAL EXPENSES

\$ _____

TAX

\$ _____

Contingency

\$ _____

TOTAL EXPENSES

\$ _____

REVENUE

Registration Fees \$ _____
Sponsorships / Grants \$ _____
Advertising / Exhibitors \$ _____
Other Income \$ _____

TOTAL REVENUE

\$ _____

NET PROFIT/LOSS \$

SECTION 1 - COMMUNITY INITIATIVE DESCRIPTION (Continued)

RISKS AND OPPORTUNITIES/BUSINESS SOLUTION:

NOTE: Based on the submitted budget, describe specific factors that may affect success. A realistic business solution must be provided to address these factors.

Some Examples:

- What is the financial risk? Are you investing in the Community Initiative?
- Is this a first time Community Initiative? How will you ensure its success?
- What is the competition? How have you taken this into consideration?
- Does your budget rely upon sponsorship revenue? Have you researched potential sponsors and prepared draft sponsorship proposals?

BUSINESS SOLUTION:

SECTION 1 - COMMUNITY INITIATIVE DESCRIPTION (Continued)

IMPLEMENTATION AND TIMELINES:

NOTE: Provide a project time line, along with designated human resources required to meet the Community Initiative date successfully.

COMMUNITY INITIATIVE IMPLEMENTATION AND TIMELINES:

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SECTION 1 - COMMUNITY INITIATIVE DESCRIPTION (Continued)

MARKETING PLAN:

NOTE: Summarize the main components of the Community Initiative marketing plan, as well as key managers, and timelines for implementation. The marketing plan should include proposed promotional and public relations activities; all advertising (including internet/web site activity); proposed sponsors; all printed material requirements; target markets, distribution methods and dates of release.

NOTE: All marketing and promotional materials must be approved by the Canadian Diabetes Association.

MARKETING PLAN:

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SECTION 2 – REQUEST FOR SUPPORT

What would you like from us? Please describe in detail the support / assistance that is being requested from the Canadian Diabetes Association.

The Canadian Diabetes Association would be proud to recognize Community Initiative organizers and Community Initiatives organized on the Association’s behalf. As indicated below, all requests are treated equally. Recognition as support will be determined by regional and national CDA staff.

NOTE: The Canadian Diabetes Association (CDA) reserves the right to evaluate the merits of supporting a specific Third Party Community Initiative or promotional initiative. All requests are treated equally and support will be determined by regional and national Canadian Diabetes Association staff.

REQUEST FOR SUPPORT:



<p style="text-align: center;">INTERNAL EVALUATION FORM</p>
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COMMUNITY INITIATIVE/THIRD PARTY INITIATIVE

(To be completed by Canadian Diabetes Association staff responsible for initiating the Community Initiative or Third Party Initiative application)

NOTE: This form must be accompanied by a completed Community Initiative Planning and Application package provided by the Community Initiative organizers.

SECTION 1 - COMMUNITY INITIATIVE DESCRIPTION

GENERAL INFORMATION

Third Party Community Initiative Classification:

- Turnkey Community Initiative
- Established Community Initiative associated with the Canadian Diabetes Association
- New Community Initiative

A. TURNKEY COMMUNITY INITIATIVE:

NOTE: This type of Community Initiative by definition will require minimal support from the Canadian Diabetes Association.

Date of Community Initiative(s): _____

Projected Revenue: _____

Logo Required: _____

Printed Material Required: _____

Material Approval Required by (date): _____

B. ESTABLISHED COMMUNITY INITIATIVE ASSOCIATED WITH THE CANADIAN DIABETES ASSOCIATION

PROJECTED REVENUE:

- Less than \$ 10,000 (5 points)
- Less than \$ 20,000 (10 points)
- Less than \$ 50,000 (20 points)
- Less than \$100,000 (40 points)

COMMUNITY INITIATIVE BACKGROUND:

- Number of years that CDA has been involved with the Community Initiative
- Cumulative revenue to date
- High community awareness and volunteer commitment
- Moderate community awareness and volunteer commitment
- Low community awareness and volunteer commitment

Present Community Initiative Status:

- Continued growth in revenue and awareness
- Static growth in revenue and awareness
- Decreased growth in revenue and awareness

Resources Required from the Canadian Diabetes Association

Staff Time Allocation and Volunteer Recruitment

- Less than 10 hours staff time required (local plus national)
- No volunteer recruitment required
- Between 20 – 50 hours staff time required (local plus national)
- Less than 10 volunteers required
- More than 50 hours staff time required (local plus national)
- More than 10 volunteers required