



# PETERBOROUGH NEW HORIZONS BANDS

## Concert Beneficiary Selection Guideline

**Date Issued:** January 16 2025

**Purpose:**

To assist the PNHB Board in selecting a charity for the beneficiary of a PNHB concert event. This Guideline and the "Concert Beneficiary Proposal" form is posted on the PNHB website.

**Donations:**

The selected charity is

- given 10 complimentary tickets.
- given 10% of our profits from the beneficiary concert.

**Expectations:**

We expect the selected charity will do the following,

1. Include our concert in their advertising (eg. Website event calendar, newsletters etc.).
2. Demonstrate a willingness to have a spokesperson to speak for a few minutes at the Concert.
3. Demonstrate a willingness to have a table at the concert, advertising their organization.

**Criteria for Evaluation:**

That the organization:

1. Is a registered charity.
2. Is local with a community focus (as opposed to national or international).
3. Is visible within the local community (is in the media occasionally, has marketing material).
4. Promotes a worthwhile cause and has a large reach and/or impact on the community.
5. Whether another organization with the same or a similar cause has been a beneficiary of a PNHB concert within the past 5 years;
6. Submit the completed "Concert Beneficiary Proposal" form.

**Process:**

1. Interested organizations submit a completed "Concert Beneficiary Proposal" form.
2. Board or committee reviews the proposal against the criteria in this Guideline.
3. Board or committee makes a recommendation and approves selection and informs the Concert Manager.
4. Concert Manager advises the organizations including the unsuccessful ones.

**Date Approved:** Jan 15, 2025      **Signed:**   
**PNHB Board Secretary**