



British Columbia Association of Broadcasters

# Humanitarian Award Application for 2010/11

## Submission Process:

1. Complete application (must be typed)
2. Attach financial statements
3. Attach additional supporting information
4. Please submit all information by email in PDF format

## Email Submission to:

Brad Phillips, BCAB President

Tel: 604-241-2105

Email: [humanitarian@bcab.ca](mailto:humanitarian@bcab.ca)

Subject: BCAB Humanitarian Award

**Deadline for submission: December 31, 2009**

Established in 1980 the Humanitarian Award was created to provide charitable organizations with a distribution network to communicate their message. The British Columbia Association of Broadcasters recognizes the need to relay information that has a positive impact on all British Columbians and as such, offers significant television and radio airtime free of charge to one or two organizations every year. Millions of people see and hear these messages and the BCAB welcomes the opportunity to provide such a worthwhile service.

Virtually every private TV and radio station runs a full 52 week advertising schedule. Collectively, BC broadcasters donate millions of dollars in advertising, ensuring the recipient of the Humanitarian Award receives significant exposure throughout the province.

The Humanitarian Award does not include creative and production costs. Applicants need not supply completed creative at the time of entry, however a creative outline may be helpful in assisting the judges with their decision. The BCAB is grateful for the generous support of many of BC's leading advertising agencies, which have assisted recipients in previous years.

## TYPE ALL INFORMATION

### Applicant Details:

Name of Organization:

Name of Contact:

Address:

City:

Postal Code:

Phone:

Fax:

E-mail:

Website:

### Questions:

1. Provide a description of the organization and mission statement.
2. If your organization receives the Humanitarian Award, what do you want to achieve with this campaign? (Please describe outcomes)
3. If you are the successful Humanitarian Award recipient, you must provide finished creative material in the appropriate format, MP3 for Radio and Betacam sp tape for television. Please confirm that your organization has adequate resources for funding of creative material. If available, please provide the name of your advertising agency.

- Yes, we have adequate resources for funding creative
- No, we do NOT have resources for funding creative

Name of advertising agency \_\_\_\_\_

4. Does your proposed campaign duplicate existing initiatives by other charitable organizations or any agency of government?
  - Yes
  - No

If yes, please explain

5. Would your proposed campaign be applicable to the entire province of British Columbia or to specific areas only? If specific areas, please clarify.

### Financial:

6. In order to properly adjudicate your organization's needs and resources, the BCAB requires the following financial information:
- Most recent annual financial statement that has been filed under the Societies Act and/or for Revenue Canada purposes.
  - Charitable Tax Number.
  - Provide a list of funding from all sources including name of contribution source and amount. Please indicate if the contribution is yearly or a one-time contribution.

This information will be treated as strictly confidential

### Supporting Documents:

- Please submit all information by email in PDF format
- Please scan and send in PDF format any supporting documents or additional information that supports the application such as brochures, awards, organizations goals etc.

### Awards Process:

- All applicants will be notified by April 1, 2010 if awarded or not.
- The winner of the Humanitarian Award will be invited to attend and accept the Humanitarian Award at the BCAB Gala Awards Dinner on May 7, 2010. The winning organization will be supplied with two complimentary dinner tickets. The cost of transportation and accommodation is the responsibility of the organization. The 2010 dinner will take place at the Delta Victoria Ocean Pointe Resort.