

At the LCBO, we care about communities.

Our extensive network of more than 660 stores provides a powerful platform for registered charities to fundraise for initiatives that improve the lives of countless Ontarians.

Through the commitment of our employees and the generosity of our customers, we're able to contribute to real change in our communities.

*In 2016,
our fundraising
efforts totaled a
record-breaking
\$13.3 million
for worthy causes*



Giving Back In Our Community

The Provincial Donation Box Program is part of a year-round, in-store fundraising campaign called *Giving Back in Our Community*. We collect donations that support local and Ontario-wide charitable organizations in their efforts to feed the hungry, conduct medical research, provide community outreach programs, prevent impaired driving, protect the environment, enrich the lives of children and much more.

Giving Back in Our Community also includes Tag Days, during which registered charities may canvas for their cause in front of LCBO stores.

Criteria for participating in Giving Back in Our Community programs:

- Must be a charity registered with Canada Revenue Agency
- All funds raised must be returned to communities within Ontario
- Must provide:
 - The most recent annual report
 - Information about where the money raised will be directed and how the program will be evaluated
- General liability insurance (Tag Days participants only)

How does The Provincial Donation Box Program work?

The donation box program has two parts: province-wide and local.

Province-wide

Each year, the LCBO provides registered charities the opportunity to fundraise for one month through donation coin boxes in our stores across Ontario. Two charities are chosen for each available month. More than 1,800 donation coin boxes are distributed to all LCBO stores and conveniently placed beside cashiers.

At the end of each donation period, each store counts the donations for each charity and deposits the total through our Point of Sale system. All funds raised are then sent directly to the charity.

[See a complete list of charities involved in the province-wide donation box program this year.](#)

Guidelines for province-wide charities

- Must be a charity registered with Canada Revenue Agency
- All funds raised through donation boxes must be returned to communities within Ontario
- Causes may include, but are not limited to:
 - Environment
 - Arts & culture
 - Education
 - Health
 - Indigenous issues
 - Diversity & inclusion
 - Youth & children
 - Employment
 - Community development
 - Social services
 - Alcohol-related treatment/counselling

How to apply for the province-wide donation box

Online application form -

<https://www.surveymonkey.ca/r/LCBOalwaysstakingcare>

Deadline to submit your application

October 31 (for the following calendar year)

Selection process

Every year, the LCBO's selection committee reviews all eligible applications in early November and announces the approved charities before the end of that year. The committee is committed to ensuring that the selected causes reflect the diversity of our vibrant province.

Local Donation Box Program & Local Tag Day Program

For two months of the year, the LCBO provides local registered charities the opportunity to raise funds through local donation coin boxes and tag day opportunities in our stores. Charities are selected by local store managers. The designated months vary from year to year.

Guidelines for local charities

- Must be a charity registered with Canada Revenue Agency
- Must be based in the local community
- All funds raised through donation boxes must be invested back into the local community
- Causes may include, but are not limited to:
 - Education
 - Health
 - Indigenous issues
 - Diversity & inclusion
 - Youth & children
 - Employment
 - Community development
 - Social services
 - Alcohol-related treatment/counselling

How to apply for the local donation box & local tag day program

Send a written request to your local LCBO's district manager.

Use the [LCBO.com](http://www.lcbo.com) search function to contact your local store <http://www.lcbo.com/content/lcbo/en.html> or contact helloLCBO at 416-365-5900 or toll-free at 1-800-668-5226 to locate the District Office.

What to include in your application

- Contact information
- CRA Number as provided by the Canada Revenue Agency
- Description of the mission/purpose of the charity
- Charity's website address
- Most recent annual report
- Overview of where funds raised will be directed

When to apply for the local donation box

Applications are accepted throughout the year at local LCBO stores.

Corporate Tag Day

As part of our commitment to supporting and enriching the communities where we live and work, the LCBO allows registered charities and not-for-profit organizations to canvas in front of our stores.

We respectfully require all tagging activities to first get approval from us, as well as from the landlord and the city (where applicable). Only one organization may solicit at a store per month and we typically limit the number of Tag Days a charitable organization is permitted to participate in to once per year.

Organizations selected to canvas on Tag Days must report to the LCBO the amount of funds collected within 5 business days.

What kind of organizations can participate in Corporate Tag Days?

The LCBO seeks to support diverse community issues and we invite charities that address all sectors to apply to canvas, including:

- Environment
- Arts & culture
- Education
- Health
- Indigenous issues
- Diversity & inclusion
- Youth
- Employment
- Community development
- Social services

Guidelines for corporate tagging

- Must be a charity registered with Canada Revenue Agency
- Must provide proof of liability insurance and registration number
- Must bring LCBO Tag Day approval letter to store manager on Tag Day
- Canvassing is permitted outside stores and may not block doorways or hinder customer traffic
- Displays, exhibits, tables and other promotional material are not allowed

How to apply for Corporate Tag Days

Online application form -

<https://www.surveymonkey.ca/r/LCBOalwaysstakingcare>

Deadline to submit your application

October 31 (for the following calendar year)

Selection process

Every year, the LCBO's selection committee reviews all eligible applications in early November and announces the approved charities before the end of the month. The committee is committed to ensuring that the selected causes are diverse. The LCBO thanks all charities for their applications.