

## **Sponsorship and Donations Policy**

### **1.0 Policy Statement**

The Co-op proudly supports community activities, events and fundraising efforts conducted by non-commercial organizations or groups. It provides assistance using various methods and approaches. Recognizing that the Co-op's resources are limited, decisions related to support of community activities, events and fundraising efforts are made in accordance with this policy.

### **2.0 General**

- 2.1 In cases where the Co-op agrees to provide financial support for community activities, events and fundraising conducted by non-commercial organizations or groups, except as noted in Section 3, below, the financial support will be in the form of specific product, Co-op gift cards, the use of Co-op equipment, or any combination of these methods. Cash donations will not be made.
- 2.2 The Co-op will only support community activities, events and fundraising that occur within the organization's primary area of business, which is defined as including the communities of Yellowknife, N'dilo, Dettah and Behchoko.
- 2.3 The Co-op may provide opportunities for organizations, including those organizations not eligible for some types of financial support described in this policy, to pack groceries, sell tickets, conduct car washes, conduct barbeques or carry out other types of fundraising activities on the Co-op's property.
- 2.4 Under this policy, no financial support will be provided to individuals.
- 2.5 All support provided by the Co-op, is provided at the discretion of the authorities listed in this policy.

### **3.0 Financial Support for Schools**

- 3.1 The Co-op provides annual *per capita* funding, at an amount determined by the Board of Directors, to schools in Yellowknife, N'dilo, Dettah and Behchoko for use by the public schools in accordance with the general philosophy and values of the Co-op.
- 3.2 As a result of financial support provided in Section 3.1, schools and school related activities are not eligible to receive additional financial support described in Section 4.

### **4.0 Eligibility for Financial Support**

- 4.1 As first priorities, the Co-op may provide financial support for:
- Community activities, events and fundraising related to elimination of hunger or raising awareness of hunger issues.
  - Community activities, events and fundraising related to promoting healthy lifestyles.
- 4.2 The Co-op may also provide financial support for:
- Community events open to the public generally or a significant portion of the public (e.g. activities related to statutory holidays);
  - Cultural activities and events open to the public generally or a significant portion of the public (e.g. music festivals, artistic displays);
  - Community activities and events that will raise funds for the general benefit of the residents of Yellowknife, N'dilo, Dettah or Behchoko or a significant portion of the community (e.g. charitable foundation events benefiting the community);
  - Activities and events that will raise funds for the benefit of an individual or family resident in Yellowknife, N'dilo, Dettah or Behchoko who is suffering from a personal crises (e.g. loss resulting from a fire or illness); and
  - Local activities associated with national fundraising efforts, provided such activities would have a demonstrated direct or indirect benefit to the residents of Yellowknife (e.g. annual national fund raising events).
- 4.3 In all cases, requests for financial support must be submitted by a Yellowknife Direct Charge Co-operative member who is in good standing..
- 4.4 Financial support will not be provided for:

- Activities of government departments or agencies;
- Sports teams;
- Travel;
- Commercial day cares or day homes;
- Religious observances or promotion activities (religious groups may receive financial support for activities that are not primarily religious in nature);
- Political parties, associations or events that are primarily of a political nature; and
- Except as noted in Section 4.2, activities that would result in a direct benefit to individuals or a small group of individuals.

4.5 All receiving financial support are required to publicly acknowledge the Co-op's support of their activity.

## **5.0 Sponsorship and Donation Policy Authorities**

5.1 The Board of Directors is responsible for the approval and oversight of this policy.

5.2 The General Manager (and any employee or employees to whom s/he may delegate responsibility) shall administer this policy.

5.2 All requests for financial support or access to the Co-op's property for other community activities, events and fundraising efforts shall be supported by a written request in a form approved by the General Manager.

5.3 The General Manager may approve, in accordance with the terms and conditions described in this policy, financial support requests of under \$500.

5.4 If the General Manager receives a request in excess of \$500, the General Manager may:

- Approve the financial support in an amount not to exceed \$500;
- Reject the claim; or
- Refer the request to the Board of Directors for consideration, if the General Manager believes a donation of more than \$500 may be

appropriate.

- 5.5 The decision of the General Manager is final and not subject to appeal.
- 5.6 The General Manager may approve or deny requests for access to the Co-op property for the conduct of community activities, events and fundraising efforts by eligible groups and organizations.
- 5.7 The General Manager may refuse any request for financial support or access to the Co-op property to carry out activities such as those indicated in Section 2.4 if s/he believes that:
  - the financial or other support would be prohibited by this policy;
  - the proposed activity or event is not consistent with the Co-op values;
  - the public relations value to the Co-op will be minimal or negative; or
  - the person or group requesting support has misused previously provided assistance or support or has failed to provide the Co-op with any publicity promised in the previous application for funding.
- 5.8 The General Manager shall inform the Board of Directors, on a monthly basis, of the number, nature and disposition of all requests received related to this policy.