

## **RCU Credit Union Sponsorship and Donation Policy**

### **Purpose of Policy**

This policy outlines the process, application criteria and informational requirements, funding decision considerations and internal reporting requirements for sponsorship and donations. Its purpose is to ensure that funding decisions are consistent with RCU's vision, that disbursements are spent for desirable purposes and consistent with the original request; funding amounts are appropriate for the request and fall within RCU's financial capabilities.

### **Sponsorship and Donation Focus Areas**

RCU Credit Union is proud of its commitment to Lithuanian communities across Ontario and beyond and plays an integral role within the larger Lithuanian-Canadian community as a major financial contributor and supporter of major events and various community organizations. RCU's members and employees are dedicated to supporting the communities in which they live, work, and play.

RCU will grant sponsorships and donations either as monetary support or promotional goods (logoed items, ie., t-shirts, bags, etc.) to individuals or organizations, events or projects, that contribute to and enhance the Lithuanian-Canadian and member community in the geographic areas that RCU serves.

Applications for funding that fall within RCU's parameters will be considered for, but not guaranteed for funding. Examples of programs that may qualify for funding include the following:

- Events or projects whose focus is the promotion of Lithuanian arts, culture, education, and language
- Events that support Lithuanian-Canadian charitable organizations
- Organizations which support education and community awareness
- Organizations that promote Lithuanian youth leadership training, education and good Citizenship
- Ontario-based and serves the local community in an area that is served by RCU Credit Union.
- This means that local community organizations of a national organization or of other ethnic groups that are served by RCU Credit Union may apply and be approved for a donation as long as they generally meet the other requirements of the application process.
- Lithuanian organizations based in Lithuania or other countries with significant Lithuanian populations may also apply even if they do not maintain an account at RCU Credit Union, however, they will be considered for an award of a donation ONLY if there is room in the ANNUAL budget after money has been disbursed to local and Canadian organizations.
- Major Canadian charitable organizations such as hospitals, foundations engaged in battling major diseases, food banks, etc. may also be considered for donations without the membership requirements.

## **Sponsorship Eligibility Criteria**

RCU receives applications for funding from many organizations and cannot fulfill all requests. You will be notified if your application is successful. Be sure to include as much information as possible on the application form including any additional attachments necessary.

RCU Credit Union reserves the right to publicize all projects and recipients. All funding recipients are requested to acknowledge any funding received from RCU Credit Union on all applicable forms of print media, websites and social media platforms. Additionally, RCU Credit Union can provide RCU signage, banners, etc., and scripted messaging that acknowledges the Credit Union's support.

Applicants failing to provide a post-event report may not be considered for subsequent donation and/or sponsorship requests.

Organizations with events or projects aligned within the above mentioned focus areas need to meet the following eligibility criteria:

- All requests need to be submitted in writing or electronically via a completed RCU sponsorship application form at least 6 weeks before the event taking place. Telephone inquiries will not be accepted.
- For contribution requests exceeding \$1,000:
  - The application should include the budget for the project/event.
  - Applicants agree to complete a Post-Event/Project Evaluation Report outlining the success of the event and how RCU was recognized.

All qualifying requests will be presented to the RCU Board of Directors for their consideration and discretion for approval.

## **Criteria Specific to Donations**

Donation applicants must meet the following criteria:

- Be a not-for-profit or registered charitable organization.
- Event or majority of project is based on volunteer work and not personal profits.
- Agree to communicate RCU's branding and messaging in accordance with RCU standards.

## **Criteria Specific to Sponsorships**

Sponsorship applicants must meet the following criteria:

- Offer RCU significant visibility or promotional opportunities.
- Event or majority of project is based on volunteer work and not personal profits.
- Agree to communicate RCU's branding and messaging in accordance with RCU standards.

\* If your request includes advertising opportunities, please provide RCU with all information regarding advertisements, ie. Ad specs and submission deadlines.

### **Funding Limitations and Exclusions**

The following donation and sponsorship requests are not eligible for financial support from RCU:

- Projects linked to a political party or candidate of a political party or labour organization.
- Requests to support ongoing operating expenses are generally excluded.

### **Funding Requests Greater Than \$1,000**

As part of the agreement prior to receiving RCU funding exceeding \$1,000, the applicant will complete a Post-Event/Post-Project Report, no later than two months following the completion of the event or the project — unless otherwise specified.

The Report must include:

- Event/Project details including title, date, attendance figures and written a description of the event/project.
- A financial report on the project.
- Copies of all advertising used to promote/host the event/project that pertain to RCU.
- Copies of all acknowledgments of RCU.

Events and/or projects receiving RCU funding exceeding \$5,000:

- Will be awarded in two installments: 50% upon sponsorship request approval by the Board and 50% upon event completion and submission of a completed Post-Event/Post-Project Report.

All funding recipients who receive greater than \$5,000 CAD in sponsorships or donations from RCU Credit Union are required to work with the RCU Marketing Department representative to determine an appropriate and effective marketing and advertising strategy, provide all required files and receive approvals, and submit a short 30-second video acknowledging RCU's funding which will be shared by RCU Credit Union.

### **Additional items for consideration:**

- The organization should be a member in good standing at RCU Credit Union.
- Organizations that maintain their accounts at other financial institutions are strongly encouraged to submit their request to those financial institutions rather than to RCU Credit Union.
- Applications from individuals will generally not be accepted in this category, nor will applications generally, from for-profit organizations.

## **Application Process**

Applicants seeking funding are required to complete the following steps:

1. Download a Donation/Sponsorship Application from the RCU website:  
Complete and submit the application by email to:  
[rcusponsorship@rpcul.com](mailto:rcusponsorship@rpcul.com)

Complete and submit the document by mail to:

**RCU Credit Union**  
**Attn: Donation/Sponsorship Committee**  
**3 Resurrection Road, Toronto, Ontario M9A 5G1**

2. All applications/requests will be logged as they are received and will be reviewed for eligibility.
3. Applicants whose application has been approved for funding will be notified in accordance with the Application Timeline.

## **Application Deadlines**

Funding request applications can be submitted at any time throughout the year. Requests are required at least 6 weeks before the event taking place and may take up to 60 days to review.

## **Contact Information**

For any questions, please contact Vilija Thompson (416) 532-3400  
[Vthompson@rpcul.com](mailto:Vthompson@rpcul.com) or [rcusponsorship@rpcul.com](mailto:rcusponsorship@rpcul.com)