



BCU Financial Group 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 BCU's vision, that disbursements are spent on legitimate purposes and consistent with the original request; funding amounts are appropriate for the request, and fall within BCU's financial capabilities.

Sponsorship and Donation Focus Areas

BCU Financial Group is proud of its commitment to Ukrainian communities across Ontario and beyond and plays an integral role within the larger Ukrainian-Canadian community as a major financial contributor and supporter of various events and community organizations. BCU's members and employees are dedicated to supporting the communities in which they live, work, and play. BCU will grant sponsorships and donations to individuals or organizations, events or projects that contribute to and enhance the Ukrainian-Canadian and member community in the geographic areas that BCU serves.

Applications for funding that fall within BCU's parameters will be considered for, but not guaranteed for funding.

Examples of programs that may qualify for funding include the following:

Support for Ukraine:

In light of the full-scale invasion of Ukraine by Russian forces and the ongoing war, **BCU's sponsorship and donation efforts are primarily focused towards supporting humanitarian aid to Ukraine during this critical time.**

Other Areas of Focus:

- Events or projects whose focus is the promotion of Ukrainian arts, culture, education, and language
- Events that support Ukrainian-Canadian charitable organizations
- Organizations which support education and community awareness
- Organizations that promote Ukrainian youth leadership training, education and good citizenship



Sponsorship Eligibility Criteria

Organizations with events or projects aligned with the above-mentioned focus areas should meet the following eligibility criteria:

- All requests need to be submitted in writing or electronically with the most recent BCU sponsorship application form at least **60 days** before the event takes place/project launch. **Telephone inquiries or general inquiries including letters will not be accepted.**
- For contribution requests exceeding \$1,000:
 - The application **MUST** 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 BCU was recognized **within 30 days** of the event/project launch.

Criteria Specific to Prize 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 BCU's branding and messaging in accordance with BCU standards

Criteria Specific to Sponsorships

Sponsorship applicants must meet the following criteria:

- Offer BCU significant visibility or promotional opportunities
- Event or majority of project is based on volunteer work and not personal profits
- Agree to communicate BCU's branding and messaging in accordance with BCU standards
- Members, supporters, and promoters of BCU will be considered with higher priority

* If your request includes advertising opportunities, please provide BCU 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 BCU:

- For-profit video and film productions
- Projects linked to a political party or candidate of a political party or labour organization
- Requests to support operating expenses are generally excluded



Funding Requests Greater Than \$1,000

As part of the agreement prior to receiving BCU funding exceeding \$1,000, the applicant will complete a Post-Event/Post-Project Report, no later than **30 days** 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 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 BCU
- Copies of all acknowledgments of BCU

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

BCU 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.

BCU Financial Group reserves the right to publicize all projects and recipients. All funding recipients are requested to acknowledge any funding received from BCU Financial Group on all applicable forms of print media, websites and social media platforms.

All funding recipients are required to work with the BCU Marketing Department to determine an appropriate and effective marketing and advertising strategy, provide all required files and receive approvals. All funding recipients agree to tag BCU Financial on all social media posts with acknowledgement of sponsorship.

Funding Requests Greater Than \$5,000

All funding recipients who receive greater than \$5,000 CAD in sponsorships or donations from BCU Financial Group are required to comply with all the aforementioned requirements of the \$1,000+ policy with the addition of submitting a short 30-second video acknowledging BCU's funding which will be shared by BCU Financial Group.

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

- May be awarded in two installments: 50% upon sponsorship request approval and 50% upon event completion.



Application Process

Applicants seeking funding are required to complete the following steps:

1. Download a Donation/Sponsorship Application from the BCU website:

bcufinancial.com/

Complete and submit the application, along with all supporting documents, budgets, etc., by email to:

sponsorship@bcufinancial.com

Complete and submit the document by mail to:

BCU Financial Group

Attn: Ivanna Purkiss, Donation/Sponsorship Committee

2280 Bloor St West, Toronto, ON M6S 1N9

2. All applications/requests will be logged as they are received and will be reviewed for eligibility. Requests are ONLY logged for consideration when sent to the appropriate email inbox at sponsorship@bcufinancial.com. **Telephone inquiries or general inquiries including letters will not be accepted.**

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 **60 days** before the event takes place and may take up to 60 days to review.

Contact Information

For any additional questions, please contact Ivanna Baran Purkiss (416)-763-7003

Ivanna.Purkiss@bcufinancial.com or sponsorship@bcufinancial.com.