

## **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 key financial contributor and supporter of events and various 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/or 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 but are not guaranteed funding. Examples of programs that may qualify for funding include the following:

- 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 within the above-mentioned focus areas should meet the following eligibility criteria:

- All requests need to be submitted in writing or electronically with a BCU sponsorship application form at least **60 days** before the event takes place. Telephone inquiries will not be accepted.
- For contribution requests of \$1,000 or more, the application must include a detailed budget for the project/event.

### **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

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

### **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

### **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

### **Successful Sponsorship Recognition Requirements**

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 will evaluate the impact of projects/events sponsored by verifying BCU's recognition prior to, during and after the project/event is complete. The applicant is required to share photos and videos with BCU and tag us in any materials/posts on social media. 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 who receive greater than \$5,000 CAD in sponsorships or donations from BCU Financial Group 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, and submit a short 30-second video acknowledging BCU's funding which will be shared by BCU Financial Group.

## Application Process

Applicants seeking funding are required to complete the following steps:

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

[bcufinancial.com/](http://bcufinancial.com/)

Complete and submit the application by email to:

[sponsorship@bcufinancial.com](mailto:sponsorship@bcufinancial.com)

Complete and submit the document by mail to:

**BCU Financial Group**

**Attn: 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.

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 6 weeks to review.

## Contact Information

For any questions, please contact Anna Jacyniak, *Community Relations* at (416)-763-8914 x7207 or [sponsorship@bcufinancial.com](mailto:sponsorship@bcufinancial.com)