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| <b>POLICIES AND PROCEDURES MANUAL</b> | <b>Category</b><br>Municipal Governance | <b>Policy Number</b><br>MG.001        |
|                                       | <b>Date</b><br>November 26, 2014        | <b>Resolution Number</b><br>328/11/14 |

## **DONATION AND SPONSORSHIP POLICY**

### **1. POLICY**

This policy has been developed to assist Council in administering requests for donations and/or sponsorships; to establish guidelines for requests from organizations or individuals who reside in the Town of Inuvik; and, to delineate eligibility for receiving a donation from the Town.

The Town may:

- Lend certain furnishings to local groups that will assist them in hosting their local event
- Provide relief on facility user fees or rentals
- Provide promotional items to groups or individuals

### **2. PURPOSE**

The purpose of this policy is:

- To establish funding criteria and application procedures for requests for financial assistance from groups and organizations
- To provide Council and staff with clear direction in considering and responding to requests for assistance
- To secure an open and transparent decision-making process for requests for donations
- To provide an accessible and equitable process for groups and organizations seeking donations
- To establish a process which allows Council to conduct a meaningful comparison of requests for donations
- To provide a process which allows Council to maintain an equitable distribution of donations

The Town will implement and maintain a donations and sponsorship program with the purpose of demonstrating good corporate citizenship. Annually, the Town of Inuvik will budget the exact amount of money it will expend for donations to support various community events, programs and projects.

Donation requests will be evaluated against predetermined criteria and with due regard to the value of the donation request. This donation/donation in-kind funding assistance is not meant to provide annual operating funds for groups or organizations on an ongoing basis, unless specifically set out in this policy. Council's decision regarding the funding recommendation is final and binding.

The criteria to be met by organizations requesting donations and/or sponsorships from the Town are as follows:

- Be based within the Town of Inuvik
- Be not for profit
- Fundraising efforts
- The significance of the event
- The total cost of the event
- The benefit to the community
- Monies raised through events or activities associated with the donation must be used or distributed wholly within the Town of Inuvik with the exception of Territorial or National Championships
- Not be the recipient of any other financial or other type of assistance from Council
- Not be a Federal or Territorial government funded initiative
- Agree to acknowledge Council's contribution in all publicity relating to the events or activity to which the donation applies

Preference is given to groups and organizations falling within the following categories:

- not-for-profit
- can demonstrate community support and involvement
- can demonstrate how the funds or in-kind donation from the Town is to be spent with the expected outcome of the event
- events, projects or programs that support, sustain, promote, inform, educate, celebrate, preserve and/or provide access to the arts, culture, environment, heritage, youth, children, elders, recreation and/or healthy living activities

The following are not eligible for support: individuals, organizations, projects or activities located outside the town's municipal boundaries; professional fundraisers working on behalf of an organization; generic requests that may have been sent to various organizations; requests for cash donations; "to whom it may concern" letters; and, requests for donation of Town facilities for licensed events.

Requests for donations should be concise, submitted in writing, and include the following:

- An outline of the project or event for which the donation is being requested and the expected outcome;
- The amount or in-kind services being requested together with a total budget or projected cost of the event; and,
- A completed application form.

Applications should be submitted at least one month prior to the event.

### **3. DEFINITIONS**

Donations refer to in-kind contributions only.

In-kind donations are donations that do not involve a direct cash contribution but instead might include providing promotional items or Town services, or waiver of user/rental fees.

Sponsorships relate to opportunities that will in most cases offer a promotional opportunity for the Town. Where Town sponsorship has been approved, groups or organizations must recognize the Town of Inuvik by using the Town logo on all advertising and printing.

Town facilities as defined within this policy shall include the following:

- Swimming Pool
- Squash Courts
- Kids Play Zone
- Community Hall
- Arena
- Curling Ice Surface and Lounge (during periods it is not being leased by the Inuvik Curling Club)
- Sun Dog Room
- Community Lounge
- Portable Stage
- Eligible resources

Municipally owned resources eligible for donation include:

- a) Use of a municipally owned facility (rental fee waived/reduced)
- b) Municipal staff support for an event (wages waived/reduced)
- c) Use of municipally owned equipment (rental fee waived/reduced)
- d) Use of municipally owned materials (rental fee waived/reduced)

### **4. REQUESTS FOR A DONATION**

All requests for a donation must be made in writing and provide supporting details that the event is providing an economic or cultural/social benefit to the community and surrounding region.

A not-for-profit group must be sponsoring the event and this group must complete the written application.

A detailed budget showing proposed revenues and expenditures for the event must be submitted with the application. Council reserves the right to request a financial statement for the previous year prepared by a qualified person.

Territorial and national competitions may be eligible for a donation.

## **5. APPROVAL OF REQUESTS FOR A DONATION**

All requests for a donation received by the Town shall be reviewed by Administration to ensure the request includes the information required as stated in this policy (i.e. evidence they are a not-for-profit group, economic benefit is clearly stated, detailed budget includes all revenues and expenditures for the event, etc.) before the request is presented to Council.

Council shall make the decision on approval of all requests for a donation unless otherwise specified in this policy.

## **6. REQUESTS FOR DONATION OF FURNISHINGS**

The Town may lend furnishings such as tables, chairs, conference draperies and linens, bleachers, portable barbecue, tents and barricades to local groups for events at no charge. The local group is responsible for picking up, setting up, returning and replacing any item(s) that are damaged or missing.

If a local group requires the Town to deliver, set up or pick up the borrowed item(s), or if the group does not return the item(s) as agreed, the Town will pick up the item(s) and may bill the group for staff time, equipment costs, material costs and a 20% administration fee.

The Senior Administrative Officer or his/her designate has the authority to donate furnishings to local non-profit recognized charities.

## **7. REQUESTS FOR ITEM DONATIONS**

The Senior Administrative Officer or his/her designate has the authority to donate promotional items (such as a golf shirt, hat, pen, etc.) or passes for use of the pool, gym or squash courts, subject to availability, for prizes, gifts or silent auction items. Requests for donation of the portable barbecue or tents shall be at the discretion of the Senior Administrative Officer. A monthly report shall be prepared for Council to include any donations approved by the Senior Administrative Officer.

## **8. REQUESTS FOR REDUCTION OR ELIMINATION OF FEES FOR USE OF TOWN FACILITIES**

Not-for-profit groups may request a reduction or elimination of fees from the Town of Inuvik for the use of Town facilities. Any reduction or elimination of fees can only be done by motion of Council. This reduction or elimination of fees shall only be done in exceptional circumstances and will not be granted for licensed events using Town facilities.

Youth and student groups may be eligible to apply for reduced facility user fees up to 50 % of the current subsidized rate provided they show a statement of need and that the registration fees are in line with similar groups in the region. This can be applied to sports tournaments and clinics.

Where user groups require meeting space for a limited time and the space is not being rented, approval shall be at the discretion of the Senior Administrative Officer or his/her designate. The exception to this shall be the community room at the library and the fire training area at the fire department. The Head Librarian, in consultation with the Director of Community Services, shall have the authority to allow the use of the community room at no charge. The Fire Chief, in consultation with the Senior Administrative Officer, shall have the authority to allow the use of the fire training area at no charge. A monthly report including any donations of either of these areas shall be provided to Council.

## **9. PRE-APPROVED ANNUAL DONATIONS**

Each year, the Town of Inuvik shall provide the following financial donations which do not require Council approval and are to be included in the annual budget allocation. These donations are to be reviewed every three (3) years.

### 1) Aurora College Scholarship - \$1,000.00

This is for the Town of Inuvik scholarship that is presented annually to a student enrolled in the Office Administration Program. Applicants are required to write an essay on a topic which is changed each year.

### 2) Northern Arts and Cultural Centre (NACC) - \$5,000.00

The Northern Arts and Cultural Centre brings world class entertainment to Inuvik which normally would not be available to the citizens. As a sponsor, we receive recognition of our contribution.

### 3) Inuvik Volunteer Fire Fighters Ball and Children's Show

The Inuvik Volunteer Fire Department holds a Ball and children's show the first Saturday and Sunday in May each year.



TOWN OF INUVIK

## DONATION AND SPONSORSHIP POLICY

### APPLICATION FOR DONATION

\*Please note that applications should be submitted at least one month prior to the event date.\*

Date: \_\_\_\_\_

1. Name of Applicant

a) **ORGANIZATION INFORMATION**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Organization's Executive Information:**

President/Chairperson Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

E-mail: \_\_\_\_\_

b) **INDIVIDUAL INFORMATION**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

E-mail: \_\_\_\_\_

2. If the applicant is:

a) an organization or group, is it a registered society in good standing?

Yes

No

If not in good standing, please explain:

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NOTE: If your organization is a registered society, please provide the Town with a copy of your society's letter of incorporation.

b) If the applicant is an organization, is it:

Not-for-profit

Other

If other, explain:

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3. **Donation Information**

**NOTE:** Requests for donation of space for licensed events using Town facilities as defined in the Town of Inuvik Donation and Sponsorship Policy are not eligible for donation. Please see the policy for full details.

a) Dollar amount being requested: \$ \_\_\_\_\_

b) If the donation request is for space at a Town facility, please provide details (dates, description of space needed, type of event being held, equipment/supplies needed, etc.)

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c) If the request is for something other than 3 a) or b), please explain:

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4. Total cost of event, project or program being promoted: \_\_\_\_\_

5. Have you received donation/donation in-kind assistance from any other organization, individual or government agency?

Yes

No

If yes, please list all organizations, individuals and government agencies from which you have received or are about to receive assistance from and specify the dollar value of that assistance.

|       |        |
|-------|--------|
| _____ | _____  |
| Name  | Amount |

|       |        |
|-------|--------|
| _____ | _____  |
| Name  | Amount |

|       |        |
|-------|--------|
| _____ | _____  |
| Name  | Amount |

6. What monies are you or your organization committing or raising towards the event, project or program you are sponsoring?

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7. Have you previously applied for and received donation/donation in-kind funding or support from the Town of Inuvik?



Yes

No

If yes, when? \_\_\_\_\_

Amount of donation/donation in-kind assistance received: \_\_\_\_\_

For what purpose? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

8. Have you previously applied for and been refused donation/donation in-kind funding or support from the Town of Inuvik? If yes, please explain.

\_\_\_\_\_  
\_\_\_\_\_

9. Are any of the financial proceeds from the event, project or program you, your organization or group are sponsoring going to be donated to other groups or organizations in Inuvik? Please specify.

\_\_\_\_\_  
Name of Group/Organization

\_\_\_\_\_  
Amount of Donation

\_\_\_\_\_  
Name of Group/Organization

\_\_\_\_\_  
Amount of Donation

\_\_\_\_\_  
Name of Group/Organization

\_\_\_\_\_  
Amount of Donation

10. In order for the Town of Inuvik to process your application for donation/donation in-kind assistance, you may be required to provide the following financial information:

- a) a copy of your group or organization's current budget; and,
- b) a copy of your group or organization's latest audited independent financial statements.

11. You, your group or organization agree to abide by and provide the Town of Inuvik with all the necessary information it requires in order to process this application. This includes requested financial information. Any misrepresentation or material omission on this application can result in the application being declined.

12. You, your group or organization will be required to provide the necessary public liability and all perils insurance coverage if required by the Town in order for the Town to provide any donation/donation in-kind assistance for your event, project or program.

13. You, your group or organization hereby agrees to save harmless the Town of Inuvik from any claim, counter claim, damages or lawsuit arising from you or your group or organization's sponsoring of this event, project or program.

14. I/we agree to provide the Town of Inuvik with a follow-up report if requested:

I \_\_\_\_\_ on behalf of \_\_\_\_\_

do hereby declare that I have the authority and approval to make the above donation/donation in-kind application for assistance from the Town of Inuvik.

15. Contact Person:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

E-mail: \_\_\_\_\_