

## South Country Co-op Ltd.

### COMMUNITY DONATIONS POLICY

<b>Title: Community Donations</b>	<b>Number: FM-3</b>
<b>Supersedes (Dates): May 11, 2018</b>	<b>Date Adopted by Board: November 20, 2018</b>  <b>Signed by President:</b>  <b>Signed by Secretary:</b>

#### Policy Statement:

South Country Co-op Ltd. (“the Co-op”) recognizes its strong history of social conscience and community mindedness. The Co-op has been built on a foundation of community involvement and service. The Co-op will invest in the communities in which it operates.

#### Principles:

The Co-op’s annual operating budget shall include 1% of net savings from previous fiscal year-end, for community donations.

#### Definitions:

- **Advertising:** Advertising generally refers to paid forms of communication that are distributed by means of television, radio, newspapers, banners, mail, Internet, etc. as part of the Co-op’s intentional and systematic effort to affect individual attitudes and choices in relation to the consumption of goods and services.
- **Donation:** Donation is defined as gifts of cash, gift cards, product or service given by the Co-op for charitable purposes and/or to benefit the community that the Co-op serves.
- **Political Activism:** Political activists are people who get involved in the political process for the sake of promoting, impeding or raising awareness about a certain issue or set of issues. Political activism typically involves engagement beyond just voting, whether it is through protest, demonstration or lecture.

This policy is subject to any specific provision of relevant legislation or union agreement.

- **Political Contribution:** Political contribution means any gift, subscription, loan, advance, or deposit of money or anything of value, made for any political purpose.
- **Social Activism:** Social activism is defined as an intentional action with the goal of bringing about social change.
- **Sponsorship:** Corporate sponsorship is defined as advertising in which companies pay to be associated with certain events.

When the sponsorship of a non-profit or charitable event is involved, the sponsorship activity is often referred to as event marketing or cause marketing

Donations also include sponsorships or in-kind advertising that falls within the limits set out in this policy.

## **Applicant Criteria:**

Applications for donations from the Co-op must meet the following criteria:

1. The applicant must be one of the following:
  - a. a youth group whose members are under 18 years of age; or
  - b. a not-for-profit registered organization operating in the Co-op's trading area;
2. The applicant must not be a political or social-activist organization or have any known association with a political or social-activist organization. If it is unclear whether the applicant meets this criterion, the request must be brought to the Member Relations and Community Engagement Committee for consideration and subsequently to the Board for a final decision.
3. The application must be received prior to the activity or event;
4. The donation must be for the betterment and benefit of the community;
5. The Co-op's donation must be spent in the Co-op's trading area;
6. No one organization or group shall be eligible to receive more than \$5,000 in a fiscal year without the Board of Directors approval. The Marketing and Community Relations Manager will provide a recommendation and supporting rationale in writing, to the Member Relations and Community Engagement Committee for consideration and subsequently to the Board for a final decision.
7. Applications exceeding \$1,000 shall be reviewed by the Marketing and Community Relations Manager with a recommendation and supporting rationale in writing, to the Member Relations and Community Engagement Committee for consideration.

## **Procedures:**

1. All applications for donations, whether for cash or merchandise, shall be submitted in writing to the Marketing and Community Relations Manager for consideration.
2. The donation may be in the form of cash, Co-op gift card, product or services provided by the Co-op.
3. Products or services purchased from or donated by the Co-op may not be exchanged or refunded by the Co-op, unless approved by the Marketing and Community Relations Manager.

This policy is subject to any specific provision of relevant legislation or union agreement.

4. Deviations from this Policy must be brought before the Member Relations and Community Engagement Committee for review and recommendation to the Board of Directors.

### **Reporting:**

Each quarter the CEO shall submit a report to the Board of Directors, with a copy provided to the Member Relations and Community Engagement Committee, with the following:

1. List of community donations recipients for the preceding quarter;
2. The total community donations for the preceding fiscal quarter;
3. The budget amount for the preceding fiscal quarter and the fiscal year;