

BOW VALLEY CREDIT UNION CORPORATE SPONSORSHIP PROGRAM

OVERVIEW

Bow Valley Credit Union places high value on our members, and is actively engaged in the welfare of our communities. Contributing to our communities is a fundamental commitment of Bow Valley because this is where we started; and our future is within these communities.

To ensure the Credit union is assisting the growth of our communities in a positive and substantial way, it is important that we give back as much as possible, in a fair manner. This program is developed in effort to make our communities the best places to be, to live, work, and succeed.

APPLICATION PROCESS

During each fiscal quarter, the Corporate Sponsorship Committee meets to review the applications received through the online application process. Each applicant is required to submit a complete form, a list of current directors, proof of registration with the Alberta Government, and operating reports and financial statement for the previous two years. These items can be sent by fax or email. After your request is submitted, within 2 business days you will receive an email response confirming your application was received and an approximate date the next Committee meeting will be held. Prior to a Committee meeting, the applicant may be contacted for more information. After the application is reviewed, the contact person listed will be notified via email of the Committee's decision. All committee decisions are final.

FUNDS AVAILABLE

At the end of each fiscal year, October 31, the Management of the Credit Union establishes a corporate sponsorship fund for the upcoming year to be allocated to eligible groups or organizations. These funds are disbursed to the communities in which Bow Valley Credit Union operates a branch location. Funds are allocated on a first-come, first-serve basis.

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ELIGIBILITY

Bow Valley invests in areas that reflect its core value statements (Accountability, Cooperation, Integrity, and Service). Preference is given to organizations working in the areas of:

- Education
- Environmental Responsibility
- Health and Wellness
- Youth

We also give preference to organizations or events:

- Where our members are directly involved
- That foster economic self-reliance and financial literacy

Sponsored Organizations or Events:

- Non-profit and non-political
- Well organized, well managed with clear goals and objectives
- Show long-term viability of the organization and/or project
- Demonstrate a need beyond the means of the organization
- Be within the trading area of Bow Valley Credit Union
- Be registered with Revenue Canada or the Government of Alberta as a non-profit organization or charity.

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Organizations and Events not Sponsored:

- For-profit ventures
- Operating costs, capital expenditures including facilities, and equipment
- Generic, mass mailing solicitations, marketing or advertising materials and activities
- Requests retroactive in nature, or deficit funding
- Individuals or individual pursuits, including independent fundraising for a charity (3rd party fundraising) or collecting pledges for a charity organized fundraiser
- Are controversial or have political or religious affiliation
- Lobby or advocacy groups
- Events or programs occurring outside the Credit Union's market or trading area
- Unregistered organizations or businesses
- Conferences, trade shows, or assemblies
- Elite sports teams (all-star, rep, select, or travelling teams)
- Other applicants not deemed appropriate by the Corporate Sponsorship Committee or represent a conflict of interest to Bow Valley Credit Union.

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CRITERIA

All applications for Corporate Sponsorship must be:

- Submitted by community based, non-profit, volunteer, public service, or charitable organization through the website application
- Focused on programs or events serving the areas of youth, health, education, or environmental responsibility
- To serve the communities Bow Valley Credit Union operates. (Banff, Canmore, Cochrane, Airdrie, and Calgary)
- Submitted at least 8 weeks in advance of the event or project

All applications must clearly demonstrate how the event or project will:

- Contribute positively towards one or more of our communities
- Benefit the greatest number of people over the longest period of time
- Provide our employees the opportunity to participate and contribute as volunteers.
- Measure results of community impact and awareness
- Provide positive economic awareness for the credit union and the community.

MEDIA

All approved applicants shall give consent to the Credit Union to use photographs or other media information regarding the event or organization (ie: logo, event details) for the Credit Union's use including but not limited to its corporate website, community website, in-branch, annual reports, and other Credit Union communications.