

Donations & Sponsorships – Policy

POLICY

It is the Policy of the Belledune Port Authority (BPA) that every year funds be reinvested into the communities around the region through donations and sponsorships, **up to a maximum** of five percent (5%) of the preceding year’s net income. The fund will be used to support worthwhile community-based initiatives that support the Chaleur, Restigouche, and Acadian Peninsula regions, as determined by the Donation & Sponsorship Committee (the “Committee”). This act of corporate philanthropy is a part of the BPA’s overall corporate social responsibility strategy.

The Committee will consist of a minimum of three (3) members from the BPA’s Board of Directors (the “Board Members”) and one (1) member who is employed by the BPA (the “Employee”), as determined by the Board of Directors and the President & CEO.

DEFINITIONS

Corporate Social Responsibility

Describes the overall attitude of an organization toward society at large, while corporate philanthropy is a narrower form of corporate social responsibility.

Source: Double the Donation. (2020). Corporate Philanthropy: The Ultimate Guide to Giving. Retrieved from: <https://doublethedonation.com/tips/corporate-philanthropy/>

Corporate Philanthropy

Involves a corporation making a *direct* contribution to a charity or cause, most often in the form of cash grants, donations, and/or in-kind services.

Source: Wiley Online Library. (2012). Six Social Initiatives for Doing Well by Doing Good. Retrieved from <https://onlinelibrary.wiley.com/doi/10.1002/9781119205210.ch2>

Donation

When companies give money with no expectation of anything in return (publicity, tickets, or other items of value).

Source: Partnership Group. (2013). Sponsorship versus Donation. Retrieved from <http://www.partnershipgroup.ca/sponsorship-versus-donation/>

Sponsorship

Sponsorship occurs when a business makes a donation toward the cost of a charity’s activity or event, and in return, the charity advertises or promotes the business’s brand, products or services.

Source: Government of Canada. (2016). Sponsorship. Retrieved from <https://www.canada.ca/en/revenue-agency/services/charities-giving/charities/operating-a-registered-charity/receiving-gifts/sponsorship.html>

MAXIMUM TOTAL ALLOWANCE PER OCCURRENCE

Donations	\$1,000
Sponsorships	\$10,000

ADMINISTRATION OF THE FUND

1. The amount dedicated to donations and sponsorships will be determined by the Board of Directors from year to year during the approval of the annual budget.
2. The Board Members, the President & CEO, and/or the BPA Employee appointed to the Committee will be responsible to maintain the budgeted amount.
 - a. The Board Members of the Committee may approve up to a maximum dollar amount of \$10,000 per occurrence at a scheduled Committee meeting, not exceeding the approved budgeted amount.
 - b. The President & CEO and/or the Employee of the Committee may approve up to a maximum dollar amount of \$500 per occurrence outside of a scheduled Committee meeting, not exceeding an annual cumulative sum of \$5,000.
3. The Finance & Administration Department is responsible for the record-keeping of payments processed for approved donations and sponsorships.
4. The Marketing Department is responsible for managing and tracking requests and associated paperwork, as well as providing the Committee with summaries of approved requests, rejected requests, and the amount spent at the time in comparison with the approved budget through the Donation & Sponsorship Committee Board Report (the "Board Report").
5. The writing of the Board Report will be the responsibility of the Employee on the Committee, and will be completed and submitted within two business days after a Committee meeting.
6. The Committee will review the requests brought forward by the Employee for consideration of financial support, unless a request is otherwise reviewed outside of the Committee by the Employee and/or President & CEO.
7. Funds may be distributed up to a maximum of the budgeted amount for any given year with no carry-over of funds permitted. Therefore, the fund will not increase overtime if insufficient requests are supported during any given year such that distributions are lower than the budget amount in a given year.
8. Unless approved by the BPA Board of Directors, financial support for any request in a given year will not be provided if the amount of support requested is greater than the amount budgeted.
9. All multi-year requests must be approved by the BPA Board of Directors at the recommendation of the Committee.
10. It will be at the discretion of the Committee whether to allocate funds to a variety of initiatives, a select few, or a mix of both during a calendar year, adhering to the maximum dollar amount per occurrence.

11. Consideration for financial support will be based on the criteria laid out in the “Request Guidelines” below. The BPA Board of Directors may choose to support a special request in accordance to the “Request Guidelines”, but should not require the Committee to account for the special amount in the annual budgeted amount designated for Donations and Sponsorships.

REQUEST GUIDELINES

PRIORITY FUNDING

Priority will be given to financially supporting requests that contribute, improve, enhance, ad/or meet a need in terms of the following aspects within the regional community:

- Culture;
- Education;
- Health & welfare;
- Environment and conservation;
- Youth and family;
- Senior initiatives;
- Inclusion;
- Community engagement.

Additionally, priority will be given to requests from initiatives/organizations/groups that are affiliated, associated, and/or of interest to a BPA employee(s).

QUALIFYING REQUESTS

Contributions will be considered by the Belledune Port Authority Donation Committee to the following:

- Requests from Canadian registered charities or non-profit organizations;
- Requests from municipalities or local organizing groups;
- Recreational clubs or organizations.

NON-QUALIFYING REQUESTS

Contributions will not be made by the Belledune Port Authority Donation Committee to any of the following:

- Initiatives outside of Canada;
- An individual or team fundraising initiative and/or event, or initiatives that are restricted to the use or benefit of specific individuals or organizations within the communities;
- For-profit organizations or other corporations' community outreach initiatives;
- Specific teams or subsidiaries of an association;
- Churches, organizations within the church, and/or other religious affiliations;
- Capital projects, infrastructure construction or maintenance, restoration, statues, monuments, art work, and/or beautification projects;
- Costs associated with travel for school activities, and/or field trips;
- Day cares, pre-kindergarten, or pre-schools;
- Third-party flow-through fundraising initiatives/events;
- Umbrella organizations, such as private or family foundations;
- Business, industry, or member-based associations;
- Conferences and/or registrations fees;
- Political organizations, advocacy, and lobbying activities;

- Advertising and/or promotional initiatives;
- Publication and/or distribution of books or movie productions;
- Humanitarian or mission trips;
- The same organization or group that was previously approved within the calendar year.

Certain exceptions may apply per the Donation Committee's recommendation.

Promotional items/merchandise is to be distributed to organizations/events/initiatives at the discretion of the Marketing Department.

Adopted under Board Motion #2020-1355