



TOWN POLICY

POLICY NUMBER: 1208

REFERENCE:

Council 234.09.14

ADOPTED BY:

Town Council
17 Sept 2014

PREPARED BY: Community Services

DATE: September 17, 2014

TITLE: **Community Donation Policy**

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Policy Statement

The purpose of this policy is to structure donations/grants of municipally owned resources in limited amounts to non-profit organizations within the Town of Strathmore for purposes related to the well-being of the community and the growth and/or recognition of individuals in the community.

1. Definitions

- 1.1 Council means the Council of the Town of Strathmore, in the Province of Alberta.
- 1.2 Chief Administrative Officer means the person appointed by Council to carry out the powers, duties and functions of the position of Chief Administrative Officer, or the person appointed to act as his designate.
- 1.3 Deputy Chief Administrative Officer means the person appointed by the Chief Administrative Officer to act as his designate.
- 1.4 Management means all Director level positions.
- 1.5 Employee means the employee of the Town of Strathmore.
- 1.6 Donation means any direct monetary contribution or provision of Town services, facilities, equipment or merchandise that is not eligible for assistance under any other Town Program.

2. Responsibilities

2.1 Council

2.1.1 To give formal approval to the policy.

2.1.2 To give formal approval of specific levels of donation as outlined in this policy.

2.2 Chief Administrative Officer or his designate.

2.2.1 To establish and present to Council for approval appropriate guidelines.

2.2.2 To provide forms, schedules and agreements necessary for the administration of this policy.

2.2.3 To approve all donation requests.

2.3 Management

2.3.1 To ensure all employees under their authority are aware of the Community Donation Policy and adhere to the procedures.

3. Policy Scope

3.1 This policy applies to all town departments, boards, agencies, facilities and other organizations falling within the reporting entity for the Town of Strathmore with the following exceptions which may continue to provide grants to groups through its own budget line and outside of this policy:

- Strathmore Family & Community Support Services community grants.
- Strathmore United Way Partnership community funding program.
- Strathmore Handi-bus.

3.2 Monetary Donations – while not a common form of donation, applications requesting monetary funds will be reviewed by Administration and shall be brought to an open council meeting with a recommendation for decision by resolution.

4. Application Guidelines

4.1 All requests for donations should be directed in writing to the Town of Strathmore one month prior to the event so the request can be considered.

- 4.2 Requests for support must meet at least one of the following criteria:
- 4.2.1 General Exposure and Profile – The event or activity enhances the Town’s general profile and/or status, and/or increases overall awareness of the Town of Strathmore as a community, particularly when the event or activity will provide media exposure for the Town.
 - 4.2.2 Economic Benefit – the event or activity attracts tourists and visitors to the Town thereby providing economic benefit to local businesses.
 - 4.2.3 Promote Civic Pride and Sense of Place – The event or activity will enhance entertainment, recreational, and cultural opportunities for Strathmore residents and will help create a more varied, vibrant, and interesting local flavour.
- 4.3 Organizations and/or charities whose primary focus is not within the municipality shall not be considered for a municipal donation.
- 4.4 The Town of Strathmore does not provide support for business events, conferences, and any other events and/or activities that are solely commercial in nature.
- 4.5 The Town of Strathmore reserves the right to request specific information regarding any group, individual, or organization making an application.
- 4.6 The Town of Strathmore recognizes that some events are strongly identified within the community; therefore these events may require on-going funding due to the exposure and tourism opportunities they provide. The Town of Strathmore may opt to commit to funding for more than a one-year period, however the annual application process will still be required. On-going support is not guaranteed.
- 4.7 In making donations/grants, the municipality may impose such conditions and/or restrictions as it deems fit.
- 4.8 Facility and/or Equipment donation requests exceeding 50% of the total rental cost must be approved in a regular council meeting by resolution.
- 4.9 Approval of applications is subject to the budgeted funds available in any given year, and therefore the application process is competitive.

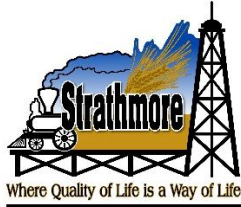
- 4.10 The Town of Strathmore may provide promotional items for fundraising purposes, including door prizes, auction items and give aways, at the discretion of the CAO or designate, subject to application.
- 4.11 The Town of Strathmore may post or advertise information on behalf of a charity or non-profit organization on staff or public bulletin boards in town facilities, in the local newspaper, on the town website, and through social media channels at the discretion Administration, at no incurred cost to the Town of Strathmore.
- 4.11 The section is not exhaustive, but provides the general rules for funding and the Town of Strathmore and its Council reserves the right to accept or refuse any application for any reason.

5. Application Process

- 5.1 Applications for donations should be received at least one month prior to the event to be considered. Where it is not possible to submit an application a month prior to the event, the application should be submitted at the applicant's earliest convenience.
- 5.2 Each application will be reviewed by administration with a recommendation forwarded to the CAO and/or Council, if required, for decision.
- 5.3 Applicants may be required to attend a Council meeting to respond to any questions regarding their application.
- 5.4 In determining the amount of support, the Town of Strathmore will consider:
 - 5.4.1 Fundraising efforts made by the applicant;
 - 5.4.2 Total budgeted cost for the event or activity;
 - 5.4.3 The applicant's contribution to the event by way of volunteer activities, in-kind and financial contributions;
 - 5.4.4 The benefit to the community overall, and the significance of the event or activity;
 - 5.4.5 The marketing value and opportunity offered the Town in exchange for its support.

6. End of Policy

“Schedule A”



Town of Strathmore
Donation Request Application Form

Organization:

Contact Person:

Mailing Address:

Town:

Postal Code:

Phone Number:

Email Address:

Name of the Event:

Type of Donation Requested

1. MONETARY (Cash donation)

Amount Requested:

Please describe what the funding will be used for:

2. FACILITIES

Family Centre Civic Centre Aquatic Centre

Please describe what the facilities will be used for, including dates:

3. PROMOTIONAL ITEMS

Give Aways to Participants

Amount:

Age of Participants:

Door Prize

Number of Event Participants:

Silent Auction Item

Number of Event Participants:

Please attached a formal Letter of Request with the Application Form. It is recommended to have requests in 1 month prior to your event to ensure great success for approval.

FOR OFFICE USE ONLY

Donation Approved:

Approved By:

Resolution Number: