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COMMUNITY PARTNERSHIP
PROGRAMC
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Tending to the people who live in Niagara. That's what growing lives is all about.



As a caring company,
committed to building

relationships with local organizations throughout the Niagara Region. We appreciate the support that our members have given us, and in turn, we believe in supporting the people and organizations enhancing the quality of life in our communities. A company's business success is tightly linked to the economic and social conditions of the communities in which it operates and grows. By providing financial support, gifts-in-kind and sponsorships, important initiatives thrive, growing the lives of the people of Niagara. Through our Community Partnership Program, over the past several years, Niagara Credit Union has contributed more than \$1 million to hundreds of community-based organizations in the areas of arts and culture, education, health care, sports, family services and the environment. Niagara Credit Union takes great pride in the accomplishments of all our community partners.

Niagara Credit Union is
relationships with local

Niagara
CREDIT UNION
lives grow here

Donations and Sponsorships - What's the difference?

A "donation" is funds provided to a registered charity, healthcare or educational facility, social services or cultural organization. A "sponsorship" is a partnership negotiated with another organization to support an event, team, or fund-raising activity where the sponsor receives recognition in return for their investment.

DONATION REQUEST GUIDELINES

Niagara Credit Union provides monetary and in-kind donations through the Community Partnership Program. Applications are evaluated on their capacity to enhance the quality of life within our communities and contribute to the overall growth of the Niagara Region. All monetary donation requests are considered bi-annually and normally range up to a maximum of \$10,000 and are most often pledged over a period of time. All Community Partnership Program Donation requests must be received in writing and accompanied by a Community Partnership Program Request form. Applications must be received 30 days prior to the Donation Committee review deadline. The NCU Donation Review Board meets the first week of April and the first week of October each year. Applicants can normally expect to receive a response within 30 days after the application has been reviewed.



What We Support:

Community Partnership Program Donations are intended to:

- Assist educational, health, social services, civic and arts organizations that enhance the quality of life in Niagara.
- Support endeavours that benefit the community, and thus Niagara Credit Union members and employees, by improving the quality of community services.
- Encourage and support community-minded efforts and involvement of Niagara Credit Union employees.

Exclusions:

- Operating costs or deficits
- Activities of religious organizations that serve primarily their membership and/or their direct religious purposes
- Political activities or organizations
- Individual pursuits
- Private schools
- Programs/projects/services outside of the Niagara region.



SPONSORSHIP REQUEST GUIDELINES

Sponsorship Proposals are evaluated on their capacity to support strategic priorities of Niagara Credit Union and member businesses. Some examples of standard sponsorship packages include: promotional material, program advertising and signage, complimentary tickets, etc. We are always looking for creative sponsorship opportunities that present us with ways in which that will benefit the communities served by Niagara Credit Union. Your completed Community Partnership Program Request Form should present us with clear opportunities to promote Niagara Credit Union and details about the levels of sponsorship available. Applicants can normally expect to receive a response within 30 days.

Some examples of what we support:

- Cultural events and community festivals
- Family-oriented events
- Amateur sports
- Youth and senior activities
- Disadvantaged people
- Special one-time opportunities



Exclusions: We are generally receptive to any type of sponsorship opportunity, but we do not normally sponsor individuals, political activities, religious organizations or any event or activity that takes place outside the Niagara Region, or where participants from outside Niagara

are gathering at a Niagara location.

Corporate Funding

As a regional financial institution, Niagara Credit Union's Corporate Office will consider sponsorship for programs, organizations and events that benefit all the communities of Niagara. Requests for sponsorship of region-wide initiatives can be forwarded to Niagara Credit Union's Community Relations Department, 75 Corporate Park Drive, St. Catharines, Ontario L2S 3W3.

Branch Funding

Each Niagara Credit Union branch participates in sponsorship activities with local initiatives that benefit the municipality in which the branch operates. Requests for sponsorships/gifts-in-kind for specific community initiatives can be made by contacting the Branch Manager at each location.