



## COMMUNITY INVESTMENT POLICY

### Objective:

Community Investment Policy is designed to support local, non-profit and community organizations by providing financial, in-kind, or volunteer support. We believe that the well-being of our communities has a direct bearing on the success of Prairie Sky Co-op and our employees; in keeping with our corporate mission, we aim to strengthen our bond with the community and address the needs of the communities we serve. We seek to develop and promote the co-operative as a valuable and integral part of the life and culture of its communities.

The Community Investment policy ensures that all donations, sponsorships, company volunteer activities and in-kind services are coordinated and aligned with Prairie Sky Co-op's corporate social responsibility strategy and business goals, maximize opportunities for corporate visibility, and foster long-term business relationships while staying within budget and resource limitations.

### Application:

All incoming and outgoing requests for charitable contributions/sponsorships, in-kind services or support, and/or company volunteer support, or business courtesies will be coordinated and administered by the Member Relations Manager. This includes communicating directly with agencies regarding all requests and coordinating any follow-up documentation, and/or collateral activities such as advertisements, tickets, invitations, banners etc.

Prairie Sky Co-op is contacted by a wide variety of organizations each month. Requests for must be made through the online application or made in writing which will be forwarded to Member Relations and/or General Manager for research, review, and final disposition. Please allow up to 2 weeks for your request to be reviewed and for a follow-up.

Organizations may apply for the following types of support from Prairie Sky Co-op:

- Cash contributions for specific programs and capital improvements.
- Volunteer assistance for program services and other meaningful volunteer experiences. We cannot guarantee that Prairie Sky Co-op employees will agree to volunteer; volunteering is an individual, personal decision made by each employee.
- Product or in-kind donations.
- Fundraising event sponsorship is available for organizations that operate or contribute within Prairie Sky Co-op's trading area.



Eligibility:

Prairie Sky Co-op uses the following guidelines as a basis for our Community Investment Policy:

- Donation will directly benefit a non-profit or charitable organization not through a third-party (unless specified in a partnership agreement),
- Organization is within Prairie Sky Co-op's trading area,
- Event and/or organization will create positive public relations recognition of Prairie Sky Co-op,
- Organization/event supports development, benefits, or fulfills a recognized need within the community and demonstrates social responsibility,
- Organization/event is significant to membership and the community,
- There is an opportunity for exposure/advertising for Prairie Sky Co-op. This may include the use of the Prairie Sky Co-op logo on printed material, verbal or written acknowledgement, display of banners or brochures, plaques, or naming rights,
- Request is within Prairie Sky Co-op's budget,
- Organization/event supports Prairie Sky Co-op's corporate priorities that include local charitable, artistic, cultural or sports endeavors.

Prairie Sky Co-op will not provide support for:

- Requests that solicit financial support for Individuals, political candidates and political campaigns, or entities that are not non-profit organizations,
- Events/organizations that are used to propagate a group's ethnic, civil, political, or religious message, however, a community program by a religious organization may be considered (e.g., food pantry, public barbecue),
- Events/organizations that discriminate based on age, sex, race, religion, national origin, sexual orientation, or disability with respect to employment, volunteer participation, or the provision of services,
- Organizations outside of Prairie Sky Co-op's trading area, unless agreed upon otherwise such as provincial or national organizations,
- Operation or administrative costs,
- Organizations/events that represent a conflict of interest to the Prairie Sky Co-op.



Authorization:

Prairie Sky Co-op reserves sole discretion to authorize or withhold approval of the Applicant's application; and to withdraw its authorization at any time prior to and during the Applicant's event.

Authorization of monetary donation and sponsorship requests approval is as follows:

- Member Relations Manager: requests up to \$2,000 or re-occurring requests that have had prior approval.
- General Manager: requests up to \$5,000 or re-occurring requests that have had prior approval.
- Board of Directors: new requests that exceed \$5,000
- Member Relations Committee: no authority to approve requests unless specifically delegated by the Board of Directors

Monitoring:

Prairie Sky Co-op reserves the right to monitor or attend any event it chooses to support by donation, sponsorship, volunteerism, or recognition. Where the event is for charitable fundraising, the Applicant agrees to allow Prairie Sky Co-op to share the total amount raised because of the event through social media and website.