



DONATIONS AND FUND-RAISING POLICY UCCO-SACC-CSN NATIONAL EXECUTIVE

Our Union is currently examining the possibility of adopting a union policy for setting up a budget allocation for Donations. This allocation would enable us to disburse certain amounts of money in response to requests that come to us from our members and from certain organizations.

We have tried to divide these requests into two distinct categories.

Here are the definitions:

A **donation** is a contribution or a certain amount of money given with no strings attached. The donation is not a marketing communications strategy. It is motivated by the goal of providing ad hoc financial support without any expectation of receiving any kind of commercial, economic, social, or other benefits in return. It is a straightforward act of generosity motivated by nothing more than doing good in its own right.

Example of a donation: Social causes (United Way, Leucan, Sun Youth Organization), a Union that's on strike, when there's a Union on strike at the CSN, a community organization, a victim of a criminal act...

Goal: Social commitment, to develop solidarity, to develop contacts.

A **sponsorship** is the purchase of a right to associate with something and acquire visibility in exchange for money and services. The intent of a sponsorship involves using this right to associate with something to achieve certain marketing communications goals by way of advertising or promotion, and thereby getting one's message across, the service desired by the sponsor. A sponsorship entails direct advertising benefits. It strives to create a conspicuous and noteworthy presence of the sponsor in a relevant environment. More precisely, it provides a means for delivering a message to a target customer segment by way of a visibility plan that uses, amongst other vehicles, communications tools associated with the sponsored event, activity or product.

Example of a sponsorship: fund-raising Gala, festivals, tournaments, social gatherings, conventions, symposiums...

Goal: Visibility, raising awareness about our situation.

IN VIEW OF the budget that the UCCO-SACC-CSN national executive has at its disposal for donations and fund-raising;

IN VIEW OF the necessity of agreeing upon priorities with regard to the allocation of these amounts;

IN VIEW OF the need to agree upon a method for dealing with the different requests for donations submitted to the UCCO-SACC-CSN national executive;

The UCCO-SACC-CSN national executive has adopted the following policy:

Article 1 All requests for donations or sponsorships addressed to UCCO-SACC-CSN must be dealt with in the manner set out in the present policy. UCCO-SACC-CSN committees, regions and Local Unions are not authorized to make decisions regarding donations or sponsorships that come under the authority of the national executive. They may however make a recommendation to the UCCO-SACC-CSN national executive.

Article 2 Organizations that are covered by this policy and that operate nationally shall be given priority. Organizations that operate locally or regionally shall generally be referred to the region or the Local Union, where applicable.

Article 3 Priority shall be given to requests that mirror and espouse the Union's priorities during the year in progress, as well as any organizations related to our profession.

Article 4 Generally speaking, union and charitable organizations shall have priority in terms of the allocation of donations.

Article 5 Donations or sponsorships to the same organization shall not exceed a maximum of \$ 500.00 per fiscal year.

Article 6 Any organization that has received a donation or a sponsorship from UCCO-SACC-CSN during the fiscal year cannot solicit a second one, and this, so that the Union may respond to a greater number of requests.

Article 7 All requests must be sent to the UCCO-SACC-CSN National Vice-President who shall then submit them to the national executive.

Article 8 The UCCO-SACC-CSN national executive may then:

- Accept the request for assistance in whole or in part;
- Refuse the request for assistance;
- Refer the request for assistance to the appropriate region(s) or Local Union(s).

Article 9 Any decision to grant a donation or a sponsorship that departs from this policy must be made by the UCCO-SACC-CSN national executive.

Article 10 At least twice a year, a report shall be submitted to the UCCO-SACC-CSN national executive regarding donations made under this policy.

Article 11 The donations and sponsorship budget shall not exceed \$ 5,000.00 per fiscal years .