



POLICY 1.04 DONATION & SPONSORSHIP PROGRAM POLICY

RES. NO: 129 - 260408

PURPOSE OF POLICY

The purpose of this policy is to establish a transparent, fair, and consistent quarterly funding program that supports eligible organizations and initiatives which provide direct or indirect benefits to the Town and its residents, including community-based programs, events, and essential health, emergency, social, or community support services delivered locally or on a regional basis.

SCOPE

This policy applies to all eligible community organizations seeking financial assistance from the Municipality through the Donation & Sponsorship Program and governs the allocation, application, evaluation, approval, and reporting requirements associated with the program.

PROCEDURE

1. Program Structure
 - a. Council shall allocate a designated funding amount for each quarter of the calendar year as part of the annual budget.
 - b. Funding shall be distributed through four (4) application intake periods as follows:
 - Quarter 1:** deadline of November 30, approval in December for Jan - Mar
 - Quarter 2:** deadline of February 28, approval in March for Apr - June
 - Quarter 3:** deadline of May 31, approval in June for July - Sept,
 - Quarter 4:** deadline of August 31, approval in September for Oct – Dec
 - c. Unallocated funds at the end of a quarter may, at Council's discretion, be carried forward to a subsequent quarter or returned to general revenues.
2. Eligibility
 - a. Eligible applicants may include:
 - Nonprofit community organizations
 - Registered charities
 - Local service groups or societies
 - b. Applicants must demonstrate:
 - A clear benefit to the Municipality or its residents
 - Sound governance and financial accountability
 - Alignment with municipal strategic priorities, where applicable
 - c. Individuals, for profit businesses, and political organizations are not eligible unless specifically endorsed by Council.
3. Application Process
 - a. Applications must be submitted on the Municipality's approved funding application form by the deadline established for each quarter.

- b. Late or incomplete applications may be deferred to the next quarterly intake or deemed ineligible.
4. Evaluation and Approval
 - a. Administration shall review applications for completeness and eligibility and prepare a summary report for Council.
 - b. All eligible applications shall be presented to Council for consideration.
 - c. Council shall evaluate applications based on, but not limited to, the following criteria:
 - Community benefit and impact
 - Financial need and sustainability
 - Number of residents served
 - Previous funding received and reporting compliance
 - d. Council retains sole authority to approve, deny, or modify funding requests.
5. Funding Distribution and Conditions
 - a. Approved funds shall be disbursed according to Council's direction and may be subject to conditions.
 - b. The Municipality reserves the right to require additional documentation
 - c. Funds must be used strictly for the purpose approved by Council.
6. Reporting and Accountability
 - a. Recipients are required to submit a post-funding report outlining how funds were used and the outcomes achieved within three (3) months of event. Administration will send along with approval status.
 - b. Failure to comply with reporting requirements will affect eligibility for future funding.

ROLES & RESPONSIBILITIES

Applicant

- Submit complete and accurate applications
- Use funds in accordance with Council approval
- Comply with reporting and accountability requirements

Administration

- Administer the program and application process
- Review applications for completeness and eligibility
- Prepare reports and recommendations for Council
- Maintain records of funding decisions and reporting

Council

- Approve the annual funding allocation
- Review and adjudicate funding applications
- Set policy direction and funding priorities

COMPLIANCE

Failure to comply with the terms and conditions of this policy may result in denial of current or future funding and may require repayment of funds at Council's discretion.