Desjardins

Information regarding Desjardins Group sponsorships and charitable partnerships

Desjardins Group is actively involved in communities and with young people in particular. We want to do what's best for them. Through our investments in sponsorships and philanthropy, we're committed to giving young people the means to achieve their goals so they can reach their potential and fulfill their dreams.

PRIORITY SEGMENTS

We have decided to focus our sponsorship and charitable partnership investments in:

- Education

  We support organizations that promote student life and financial education, encourage young people to stay in school and help them access higher education.

- Employment and entrepreneurship

  We're committed to initiatives that help people find their first part-time or full-time job or that value entrepreneurship and business start-ups.

- Community and humanitarian involvement

  We support initiatives that value community involvement, whether they focus on community, humanitarian or environmental issues.

- Health and healthy lifestyles

  We value health and healthy lifestyles by supporting projects that promote physical activity, healthy eating, and the mental well-being of individuals and communities.

- Culture

  We help organize cultural events that expose young people to culture, support emerging artists and promote creativity.

- Economic development

  We support projects that enhance and maintain our leadership in the socio-economic development of communities.

GENERAL ELIGIBILITY CRITERIA

To be eligible, the sponsorship or charitable partnership must meet the following criteria:

- Reflect Desjardins Group's mission and serve one of our clienteles
- Be submitted by an applicant who is a member or client or agree to become one before the agreement is signed
- Belong to one of the previously listed priority segments
- Yield specific and measurable spinoffs for members and/or the community
- Provide visibility or business opportunities that are beneficial to all parties and have specific and measurable spinoffs
- Offer exclusive status in the financial institution category or in one of the following segments: banking, insurance or credit cards
  Exceptions apply for the cooperative sector; if the initiative offers an advantage deemed strategic by the future signatory of the agreement; or for a charitable partnership that involves a number of competitors.
- Support sustainable development

CRITERIA SPECIFIC TO CHARITABLE PARTNERSHIPS

In addition to meeting the general eligibility criteria, the applying organization must meet the following criteria:

- Have its head office in Canada
- Be registered with the Canada Revenue Agency as a foundation or non-profit organization
- Maintain a low administrative expense ratio (less than 20% of the amount raised annually for established organizations) considering the nature and scope of its activities and the number of years it has been operating
- Demonstrate self-sustainability for more than one year

EXCLUSIONS

The following types of applications are generally not eligible:

- Applications involving activities that are not compatible with our mission or values (e.g. activities that do not promote sustainable development and healthy lifestyles)
- Applications received less than 6 months before implementation
- Applications from organizations receiving support from a Desjardins component or caisse at the time of the application
- Applications from organizations receiving aid from the United Way at the time of the application
- Applications from organizations who are in a precarious financial situation
- Applications for projects associated with a political party or a candidate who belongs to a political party, religious group, pressure group or lobby group
- Applications submitted in the form of mass solicitations
- Applications for personal projects or projects concerning a single individual
- Applications for trips, excursions (even if undertaken for charitable purposes), or challenges in aid of a cause
- Applications for projects supporting the creation of a product or a work of art
- Applications for the production of audiovisual materials
- Applications for activities promoting the consumption of alcohol and drugs