Contribution policy

Caisse Desjardins de Minganie–Basse-Côte-Nord



Contribution policy

BACKGROUND

As a cooperative financial group contributing to the development of communities, Desjardins uses its business model as a powerful force for community development.

Through its financial support and community involvement and partnership initiatives, Desjardins actively supports projects that benefit our members and clients.

1. DESCRIPTION

This policy aims to provide information to caisse partners on the guidelines that govern how funding applications are handled. It enables the board of directors to direct financial support based on caisse objectives and community needs.

By supporting community development, the caisse promotes Desjardins Group's values:

- Money at the service of human development
- Personal commitment
- Democratic action
- Integrity and rigour in the cooperative enterprise
- Solidarity with the community
- Intercooperation

2. TYPES OF CONTRIBUTIONS

There are many ways the caisse can enrich the lives of people and communities.

Donations

Donations include financial assistance, materials or services provided to non-profit or charitable organizations or foundations, without consideration. However, public recognition may be granted. Donations directly support the organization's cause.

Sponsorships

A sponsorship is a partnership with an organization or company for the purposes of business development. A sponsorship must include a plan that covers visibility, the benefits for members and clients, and how business objectives are to be achieved.

Community Development Fund (CDF)

The CDF is funded by each caisse's annual surplus earnings. During our annual general meeting (AGM), caisse members vote on how much to put into the CDF. This act of solidarity gives members the opportunity to support community development.

CDF investments are a key factor in getting many projects off the ground. Alongside other financial support mechanisms provided by local, regional or sector-specific organizations, the CDF supports major local projects that meet community needs.

Major local projects are projects that:

- Unite different stakeholders around a common goal that will have a lasting impact on the community
- Have a lot of added value for people and the community, empowering them to take charge of their development and their ability to act

The CDF is managed exclusively by the caisse's board of directors. The board alone is responsible for determining how the money in the CDF is used.

Members receive a community involvement report every year at the AGM.

3. CONTRIBUTION PRIORITIES

We defined these priorities based on consultations with our members and partners to ensure that contributions reflect the needs of members and the community.

Contribution policy

Cooperation Committee members are responsible for analyzing **CDF applications** and base their decisions on the following priorities:

CDF investment priorities	Description
Employment and workforce	We want to support meaningful community projects related to creating, maintaining and improving jobs, as well as bettering people's quality of life and the increasing the appeal of villages. Developing natural resources and tourism, improving the environment and encouraging entrepreneurship are just some of the ways we can achieve this.
Local services and housing	We want to contribute to projects to improve accessibility to local services for everyone, particularly those that are necessary for a thriving local community, such as shops, food services, health and social services, culture and communication.
Education and training	We want to support initiatives that recognize academic achievement; provide academic support; prevent dropout; support continuing education for adults; support access to tech and digital resources for modern and effective learning; and improve accessibility to early childhood services and programs.
Humanitarian work and civic engagement	We want to encourage community organizations and cooperatives who work with seniors and people in vulnerable situations or who are living with a disability. We also want to support meaningful projects that mobilize and enliven communities by organizing cultural events, festivals, environmental protection and biodiversity support initiatives.
Health and healthy lifestyles	We want to support initiatives that encourage people to adopt healthy lifestyles (getting or staying active, eating healthy, etc.), including projects that focus on organizing free or low-cost sports and fitness activities.

The caisse also has a **sponsorship** budget that gives us a chance to partner with organizations and businesses to support our business development. These partnerships require consideration for us, such as a visibility plan or benefits for our members and clients.



Initiatives not selected through the Desjardins Foundation Prizes

The Caisse reserves a maximum budget envelope of $12,000, or until a support ratio of 50% of submitted initiatives is reached, to support projects not selected through the Desjardins Foundation Prizes platform.

Project selection will be based on the highest scores obtained in the Desjardins Foundation Prizes, combining the evaluation of a jury with the votes of employees and directors.

The Project Factory

The Caisse reserves a maximum budget envelope of $5,000 to contribute to The Project Factory campaigns. A maximum of $1,000, up to 15% of the goal, is contributed per fundraiser.

4. SUBMISSION AND ANALYSIS PROCEDURE

Any incomplete applications will not be analyzed and will be returned to the applicant for correction. The application will need to be submitted again and will be processed only when all required documents have been received.

Community Development Fund (CDF)

There are two application deadlines every year. Applications must be received by us no later than:

Application period	Applications processed	Responses provided to applicants
May 1 to 31	June	First week of July
October 1 to 31	November	First week of December

All requests for financial support need to be submitted using our partnership request form, which is available on the caisse website.

Following the Cooperation Committee's analysis and recommendation, the board of directors will give final approval. Applicants will then be informed of how much funding they will receive from the caisse.

Donations and sponsorships

All requests for donations or sponsorships need to be submitted using our partnership request form, which is available on the caisse website. All applications will be reviewed and processed within 20 days after they are received, provided they are complete.

After analysis, applicants will be informed of the caisse's decision about their request.



5. ELIGIBILITY AND SELECTION CRITERIA

Desjardins member organizations will be given priority for funding. However, the caisse will consider applications from organizations that aren't members, taking into account their contribution to the community.

Partners that apply for funding from the caisse must meet the following criteria.

GENERAL CRITERIA

Community Development Fund (CDF), sponsorships and donations

- Applications for funding (partnership request) must be submitted by the requester using the appropriate form and include the following documents:
  - Project or event budget.
  - Sponsorship plan describing the benefits and visibility for Desjardins. **Donation applications don't need a recognition plan.**
  - Summary of a similar prior event or project.
  - List of the organization's board members and organizing committee members.
  - The organization's most recent annual report and financial statements.
  - Any other relevant documentation.
- Applications must be submitted according to the application schedule. Any applications for projects that have already been completed or will be completed before the caisse responds will be rejected.
- The application is aligned with the caisse's investment or business priorities.
- The project or event must take place in the caisse's territory.



SPECIFIC CRITERIA

Community Development Fund (CDF)

- The applicant must be a non-profit corporation, cooperative, association, organization or group.
- Individuals and private-sector businesses can be considered for accredited Desjardins Group programs only, such as scholarships, the Desjardins Mutual Assistance Fund, the Desjardins Microcredit to Businesses Program and the Créavenir Youth Entrepreneurship Program.
- Funding cannot be used to support a project's or an organization's regular long-term operations.
- Funding cannot replace government financial aid programs but can be part of the community's share or outlay, as required by the program.
- The project must be a meaningful community project with a local or regional impact.
- The project must meet a shared need and add value to the organization's regular operations.
- The project must unite people from different backgrounds around a common goal (financial, material or human resources support).
- The applicant must show that the project provides a demonstrated contribution to the well-being of the community.
- The applicant must show that the project reflects the caisse's mission, values and funding priorities and will have a positive impact.
- The caisse will give special attention to project applicants that have taken sustainability and equity, diversity and inclusion (EDI) criteria into account.

Sponsorships

- Be a non-profit corporation, business, cooperative, association, organization or group.
- Individuals and personal projects are not eligible.
- Provide the caisse significant visibility or business opportunities through a reciprocal business relationship.
- Propose a project that's in line with the caisse's business development objectives.
- Offer different sponsorship arrangements.
- If possible, include an exclusive financial services relationship for a reasonable period.
- The caisse will give special attention to project applicants that have taken sustainability and equity, diversity and inclusion (EDI) criteria into account.

Donations

- Have a head office in Canada.
- Be a registered charitable or non-profit organization.
- Be registered with the Canada Revenue Agency.
- Keep administrative fees at a reasonable level.
- Demonstrate efforts to self-finance.
- Demonstrate the ability to continue operating over the medium term.
- Individuals and personal projects are not eligible.

EXCLUSIONS

Community Development Fund (CDF), sponsorships and donations

Exclusions (non-exhaustive list):

- School and class projects will be directed to the Desjardins Foundation Prizes or The Project Factory.
- Applications from organizations that subsidize other organizations via donations, except for those involved in the Desjardins Cares and Shares campaign.
- Applications or organizations that already receive support from Desjardins Group or a caisse.
- Organizations that receive support from the caisse must not compromise Desjardins Group's values.
- Applications that are religious in nature or from a religious organization.
- Applications that are political in nature or from an organization with political objectives.
- Applications that encourage or promote drug or alcohol use.
- Applications of an activist nature.
- Applications that may cause reputational risk.
- Applications for funding to pay back debt or invest in a reserve.
- Organizations that have been involved in fraud or whose activities could negatively affect Desjardins's reputation.
- Applicants that are in a precarious financial situation.
- Projects that are harmful for the environment.



6. OTHER FUNDING OPTIONS FOR YOUR PROJECT

La Ruche supported by Desjardins

La Ruche supported by Desjardins is a platform that helps local residents, entrepreneurs and organizations propel promising projects that stimulate the economy and vitality of Quebec and its regions through crowdfunding.

The Project Factory

The Project Factory is a free fundraising platform for elementary and high schools across Canada. The platform is an educational initiative from Desjardins aimed at supporting young people by helping them make their school projects and extracurricular activities a reality.

GoodSpark Fund

The GoodSpark Fund was created to support regional and national projects that will make a lasting socioeconomic impact in our communities.

Desjardins Mutual Assistance Fund

The Desjardins Mutual Assistance Fund provides people experiencing financial hardship or dealing with emergency expenses with a free budget consultation, advice and, subject to certain conditions, a small loan with payment terms tailored to their situation.

Desjardins Foundation Prizes

Desjardins Foundation Prizes are open to anyone who works with a school or organization and would like to get financial assistance of up to $3,000 to carry out a project that will make a difference for kindergarten, elementary or high school students.

Créavenir

The Créavenir Youth Entrepreneurship Program offers support, mentoring and financial assistance (line of credit and credit card with preferred interest rates, potential grants) to young entrepreneurs ages 39 and under who are starting a new business or growing an existing business that's less than 3 years old.

Desjardins Microcredit to Businesses

The Desjardins Microcredit to Businesses program provides self-employed workers and entrepreneurs ages 18 and over with financing, technical support and personalized coaching for their business project.

7. DESJARDINS CODE OF PROFESSIONAL CONDUCT

Anyone called upon by the caisse to complete a task on its behalf related to this policy is bound by the *Desjardins Code of Professional Conduct*, including the provisions on confidentiality and conflict of interest management.

8. RECIPIENT'S COMMITMENT

For each financial contribution, the partner must agree, in writing, to sign a partnership letter or agreement. The purpose of this agreement is to describe the terms and conditions applicable to the partnership by specifying the rights and responsibilities of each party.

9. POLICY REVIEW

The caisse agrees to review this policy as necessary.