



**INVESTMENT
POLICY
2021-2023**

INVESTMENT POLICY: 2021 – 2023*

Caisse Desjardins de LaSalle

Caisse Desjardins de LaSalle's mission is to contribute to the **economic and social well-being** of people and communities.

The caisse contributes to the community by **supporting projects alongside local organizations and institutions**, without taking the place of government.

This policy aims to provide information to caisse members and partners on **the caisse's contributions** to the community.

It provides the caisse's board of directors with guidelines on allocating and managing the financial support provided by the caisse, which includes the **Community Development Fund (CDF), donations and sponsorships**.



PURPOSE

This **policy** is based on Desjardins Group's business reality, while considering the specific needs of members and the community, the caisse's strategic planning and Desjardins Group's priorities.

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**



Photo: Board members at the 40th Course et Marche Populaires de Lasalle (2019)

OBJECTIVES

- Share the **framework** for the caisse's community involvement
- Make sure members and the community have the **information needed** for their understanding
- Meet the needs of members and the community by supporting **meaningful projects**
- Promote the **cooperative difference** and the democratic participation of members
- Promote **members' access to funding** by setting clear criteria



Photo: Pay It Forward: Supporting the #PassionLaSalle buy local program (2020)

TYPES OF FINANCIAL SUPPORT

There are many ways the caisse can **enrich** the lives of people and communities. Along with providing financial support, the caisse can encourage **employees** and **board members** to develop strong relationships with members and the community.

○ Community Development Fund

○ Donations

○ Sponsorships

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



Photo: Jeune Aire day camp (2019)

COMMUNITY DEVELOPMENT FUND

The **Community Development Fund (CDF)** is a way for caisse members to **contribute to sustainable development** in their communities, alongside other financial support mechanisms provided by local, regional or sector-specific organizations.

CDF investments are a key factor in getting many projects off the ground. They're designed to support **major local projects** that meet **community needs** by:



Photo: Lasalle CALAC swim club (2019)

- **uniting different stakeholders** around a **common goal** that will have a lasting impact on the community.
- creating **significant added value** for people and the community, empowering them to take charge of their development and their ability to act.

SPONSORSHIPS

A **sponsorship** is a sum of money provided to establish a business partnership or carry out an activity, event or project in exchange for an institutional or commercial **benefit**, with a view to obtaining **visibility** and **business reciprocity** so that Desjardins can reach a target clientele.

Because this is a **business opportunity**, every file is presented with:

📁 a **promotion plan** that defines the initial objectives and **methods**

📁 a **budget**

📁 a way to evaluate the **expected benefits**



Photo: The Action Centre foundation (2019)

DONATIONS

Donations include financial assistance, materials or services provided to **non-profit organizations** (associations, institutions and cooperatives) to support their **development activities** while boosting the caisse's visibility.

Donations **directly support** the organization's cause.

VOLUNTEERING

The caisse may occasionally **offer the time and expertise** of its staff and board members.



Photo: Festival de la soupe (2019)

USE OF THE COMMUNITY DEVELOPMENT FUND (CDF)



Contributions to the CDF are **approved by members** at the **Annual General Meeting (AGM)**. The contributions come from the **surplus earnings** reserved for member dividends. Members who attend the AGM must receive an annual report on the use of the CDF.

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.

The board of directors is not required to invest the total amount of money contributed to the CDF every year. In addition, the board can only use money from the CDF after it has set aside the funds required to meet earlier multi-year **commitments** made by the caisse.

Members receive a **cooperative difference** report (**annual review**) every year at the AGM.



INVESTMENT PRIORITIES

Community Development Fund (CDF)

The caisse is committed to always doing what's best for its members. Accordingly, it has defined a set of investment priorities. The caisse's priorities with regard to the CDF were defined in accordance with the results of member and partner surveys conducted in 2019.

Investment priorities

1 Cultural communities

2 Financial literacy

3 Youth

4 Senior citizens

5 - Meaningful projects
- Involvement of members,
employees and board members

Details

Our community is very multicultural. We will provide support to organizations that promote education and integration for cultural communities and newcomers.

Improving financial literacy has been an urgent challenge in recent years. We will actively help the community improve their financial skills and knowledge so they're equipped to make better financial decisions.

Projects and activities for youth, academic perseverance and success in school are priorities for our members. Among other initiatives, our investments will support scholarships, a financial contribution that directly benefits young people.

Senior citizens are a vulnerable client segment. Our investments will support projects, activities and efforts that directly benefit seniors while treating them with respect and dignity.

Members are encouraged to participate in defining investment priorities and choosing which organizations to support. We also encourage employees and board members to volunteer.

INVESTMENT PRIORITIES

Donations and sponsorships

Investment priorities for donations and sponsorships were also defined based on the results of member and partner surveys conducted in 2019.

Investment priorities

A Youth (ages 6 to 30)

B Sustainable development

C Involvement of employees and board members

D Other priorities: cooperation, culture, economic development and partnerships, health and healthy lifestyles, community service and humanitarian work, etc.

Details

Several priority areas have been identified: education, health and healthy lifestyles, community involvement, employment and entrepreneurship.

We will prioritize partnerships with organizations working to build a greener economy.

Employees and board members are encouraged to get involved and participate in community events as volunteers, coaches, mentors, spokespersons, etc.: actions that reflect our cooperative values and our commitment to the community.

Any proposed initiatives that will contribute to sustainable socioeconomic development in the community.



Photo: Robotics team
École Cavalier de LaSalle (2020)

ELIGIBILITY CRITERIA

Community Development Fund, donations and sponsorships

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

The caisse will give special attention to project developers and donation and sponsorship applicants that have taken **sustainable development** into account.

Applications for financial support or partnerships must **directly target the priorities outlined in this policy**, in addition to meeting the following criteria:



Photo: Festival de la soupe (2020)

ELIGIBILITY CRITERIA

Community Development Fund, donations and sponsorships

Eligibility criteria

Applicants

Details

- The applicant must be a **non-profit** corporation, cooperative, association, organization, institution or group.
- Individuals and private sector businesses will be considered for **caisse-specific programs only**, such as scholarships and support for entrepreneurs (microcredit for businesses, Créavenir Youth Entrepreneurship Program, etc.).
- **Regional, provincial, national or international organizations** will be considered if other Desjardins entities are involved and contribute to the proposed initiative.

Members

- The applicant organization must be a **member** of Caisse de LaSalle. However, the caisse will consider applications from organizations that are **not members**, taking into account their contribution to the community.
- The **organization** itself—not its representative—**must be a member**.
- Organizations that are **members of other Desjardins caisses** should contact their own caisse first regarding their application.

ELIGIBILITY CRITERIA (cont.)

Community Development Fund, donations and sponsorships

Eligibility criteria

3 Sustainable development and youth

- Particular attention will be given to proposed initiatives that take into account **sustainable development**, **youth** or any of the other aforementioned priorities.

4 Territory, scope and visibility

- The initiative must take place within the caisse's **territory** and it should reach a **large number** of people. The applicant must demonstrate how the project will **benefit the community**.

5 a) Visibility – CDF and donations

- The organization must offer the caisse visibility and allow it to promote its contribution via its communication channels.

b) Visibility – Sponsorships

- The organization must offer the caisse significant visibility or business opportunities through a reciprocal business relationship, and must allow the caisse to promote its involvement via its communication channels.
- The arrangement should provide for an exclusive relationship in the financial services sector for a reasonable period.

ELIGIBILITY CRITERIA (cont.)

Community Development Fund, donations and sponsorships

Eligibility criteria

Details

6 Investment priorities

- The application must be aligned with the **investment priorities** defined by the caisse.
- It must also include a **clear and concise project** description.
- The application must **demonstrate the lasting benefits** of the project and **how many people it will reach**.
- It must **promote social and human values** such as mutual aid, cooperation and volunteering as part of its community outreach.

7 Appendices to include in the application

- Applications **MUST** be accompanied by the following documents:
 - Proposed **visibility program**
 - **Overall budget** or budget forecast for the activity, event or project

EXCLUSIONS

Community Development Fund, donations and sponsorships

Exclusion criteria

1 Applicants

Details

- Projects that are **political in nature**, associated with a lobby or **religious** group, controversial or outlandish in nature or in conflict with this policy.
- Projects involving travel/excursions or activities **outside Canada**.
- Applications **submitted by circular letter**.
- Applications for **individuals**, that are **personal and private** in nature, or that only benefit a **small group of individuals**.
- Organizations or projects that **already receive funding** from one or multiple sources within Desjardins Group, including other caisses.

2 Use of funding

- Funding must not be used to subsidize **wages**.
- Funding must not be used to cover **service fees**.
- Funding must not be used to cover **overhead** (rent, electricity, etc.) or operating expenses.
- Funding must not be used to support the **regular operations** of a public sector entity or government body.
- Funding must not be used to pay back **debt**, build up a **reserve fund** or pay for **renovations of commercial premises**.
- Funding must not **replace government financial aid programs**, but may be part of the community's share or outlay, as required by the program.

EXCLUSIONS (cont.)

Community Development Fund, donations and sponsorships

Exclusion criteria

Values and professional conduct

Details

- Supported organizations must not act in conflict with Desjardins Group's **values**.
- Supported organizations must not have been involved in **fraud** or acted in ways that could **negatively affect the caisse's reputation**.
- The application must not be in conflict with the caisse's **investment priorities**.

Territory

- Initiatives taking place **outside the territory** of Caisse de LaSalle will not be considered.

PROCESSING TIME AND SUBMISSION PROCEDURE

Community Development Fund, donations and sponsorships

Processing time

It takes 4 to 6 weeks to analyze and respond to an application.

Submission procedure

Applications must be submitted using the designated **form**: **FORM**

The form is available in the **Involvement in the community** section of the caisse website at

www.desjardins.com/caissedelasalle.

For the application to be considered, all sections of the form must be duly completed and all required documentation must be attached to the application.



PROCESSING TIME AND SUBMISSION PROCEDURE (cont.)

Community Development Fund, donations and sponsorships

⬡ Submission procedure (cont.)

It is the responsibility of the organization offering **visibility** to the caisse to ensure that it has sufficient time to **honour its agreements**. Failing this, the caisse reserves the right to withdraw its contribution in whole or in part.

Please note that the **FORM** is only valid for Caisse Desjardins de LaSalle.

Applicants may address any questions to the communications and cooperation director, who is also responsible for advising applicants on the final decision with regard to their application.



PROCESSING TIME AND SUBMISSION PROCEDURE (cont.)

Community Development Fund, donations and sponsorships

Code of Professional Conduct

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



COMMITMENTS OF THE RECIPIENT ORGANIZATION

Community Development Fund, donations and sponsorships

Commitment

1 Partnership agreement and accountability

Details

The recipient organization agrees to comply with all its **obligations** as set out in this policy, as well as those stipulated in its application or required by the caisse.

The organization must sign a **partnership agreement** and submit an **overview** presenting an analysis of the project and its impact on members and the community.

2 Respect

The caisse and the organization agree to fully **respect each other's missions**.

3 Transparency

The caisse and the organization agree to be as **transparent** as possible with respect to the funding provided. In particular, the organization agrees to **notify the caisse of any change** that could impact the financial support provided by the caisse based on the original application.

4 Business relationship with the caisse

The organization agrees to further **develop its business relationship** with the caisse. It also agrees to encourage its members to do business with the caisse, or more generally, with Desjardins Group entities.

COMMITMENTS OF THE RECIPIENT ORGANIZATION

Community Development Fund, donations and sponsorships

Commitment



Commitment and relationship with the caisse



Visibility

Details

The individuals or organizations that receive funding must demonstrate that they are committed to **using all the resources provided to them**. All assistance is conditional upon the commitment and investment of applicant individuals and organizations.

Sponsorships and contributions provided through the Community Development Fund (CDF) must be accompanied by a detailed **visibility plan** that promotes the caisse's community involvement.

The caisse may also ask that **board members** or **employees** attend the event or project announcement.

Partners that receive funding from the caisse over multiple years must prepare an **annual report** to ensure continued visibility and ongoing compliance with the terms of the agreement.

The organization must also ensure that it can provide **royalty-free photos** of the event, project or participants which the caisse can include in its annual review and distribute via its communication channels.



Photo: Elementary school (2020)



Photo: Maison de soins palliatifs Sault-Saint-Louis (2019)



Photo: Robotics team (2019)

Always committed to helping our community!



Photo: Montreal Sup Fest (2019)

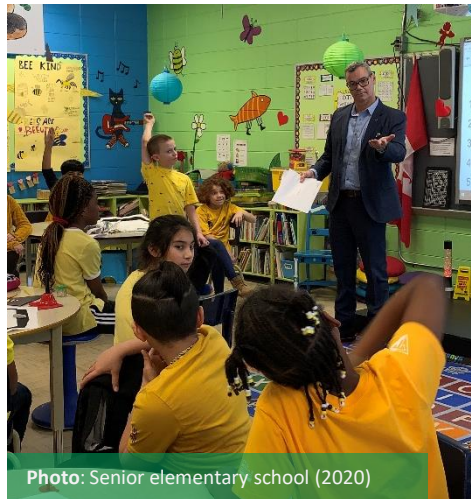


Photo: Senior elementary school (2020)



Photo: École Sainte-Catherine-Labouré (2020)

Always active in the
community!



Photo: Soccer Desjardins (2019)



Photo: Maison de soins palliatifs Sault-Saint-Louis (2020)

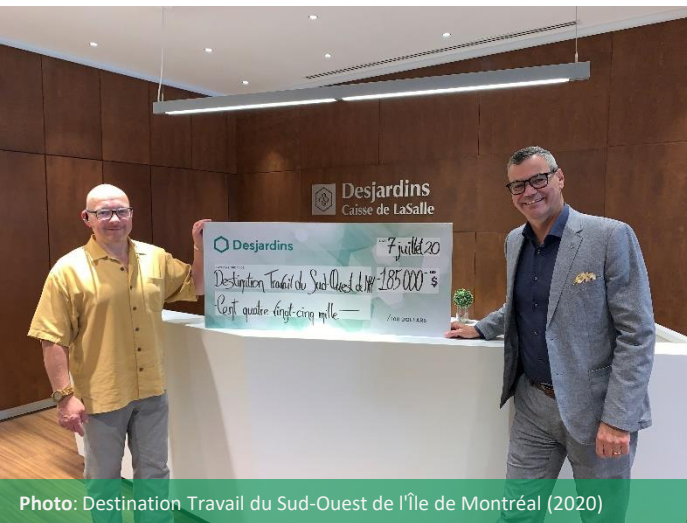


Photo: Destination Travail du Sud-Ouest de l'île de Montréal (2020)

Always contributing to the well-being of our community!

Proud member
and proud to
serve my
community!



Lucia Spallone
CHAIR

United by a
common goal: to
make Desjardins
everyone's #1
choice.



Jean-François Crompt,
BBA
GENERAL MANAGER

Caisse de LaSalle

Transit no. 815-30422

HEAD OFFICE

7700 Boulevard Newman, LaSalle
Tel.: 514-366-6231

SERVICE CENTRES

- Résidence Les Tours Angrignon
1500 Boulevard Angrignon, LaSalle
- Centre de services Résidence Le Cavalier
800 Rue Gagné, Lasalle



« Notre mission est de toujours mieux répondre aux **besoins actuels** et **futurs** des membres et clients ! »

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