

# Community funding application

CAISSE DESJARDINS DU LAC-MEMPHRÉMAGOG

November 2018

## Eligibility

Before completing this form, please read our community funding policy.

We will accept **just one funding application per year**, so be sure to include all your requests in this application.

Only applications received at least three months prior to the project/event will be reviewed.

I have read the community funding policy.

## Instructions

- Complete all fields.
- Attach your visibility plan and all documents listed in item 6.
- Email your completed application and all required documents to [demande.soutien.financier.lacmemphremagog@desjardins.com](mailto:demande.soutien.financier.lacmemphremagog@desjardins.com).

We will review your application within the timeframe indicated in our community funding policy and notify you of our decision by email.

If your application is approved, we will direct deposit the funds into your account.

For more information, contact cooperation and communications advisor Émilie Cottineau.  
[demande.soutien.financier.lacmemphremagog@desjardins.com](mailto:demande.soutien.financier.lacmemphremagog@desjardins.com)  
819-843-3328, ext. 7208287

Date :

## 1. Applicant Identification

Name of organization:

First and last names of contact person:

Title of contact person:

Email:

Organization's mailing address:

City:

Postal code:

Phone:

Extension:

Cell:

## 2. Information about your organization

Is your organization a not-for-profit, cooperative or government entity?

Yes  No

Is it registered as a charity with the Canada Revenue Agency?

Yes  No

CRA number:

Québec Enterprise Number (NEQ):

Has your organization been an active member of Caisse Desjardins du Lac-Memphrémagog for at least 90 days?

Yes  No

If so, please provide your folio/account number. If your request is approved, we will direct deposit the funds into this account.

Does your organization do business with another financial institution?

Yes  No If so, which one?

Please specify your organization's focus area.

Cooperation

Education

Culture

Humanitarian work and community service

Economic development

Health and healthy living

Please specify the areas your organization serves or where your event will be held.

Caisse's territory (Memphrémagog RCM). Please specify which municipalities:

Other. Please specify:

How many people does your organization serve each year?

In what age groups?

5 to 12

13 to 17

18 to 25

26 to 35

36 to 45

46 to 55

56 to 65

65 and older

All

**Who sits on your organization's board of directors?**

**Number of employees:**

**Number of volunteers:**

**Describe your organization's mission and operations. Be sure to indicate when your organization was founded.**

**Describe your organization's financial situation.**

**Where does your organization get its funding? Is it self-funded?**

**Have we given your organization funding in the past five years? If so, please specify the projects/events, years and amounts.**

### 3. Project or event information

Project/event name:

Description :

Date(s) :

Project/event objectives:

Number of participants/attendees:

Where do participants/attendees come from?

Target audience(s):

What impact will the project/event have on the community?

Explain the importance of your project/event to our community.

Explain why your project/event will be viable in the short, medium and/or long term.

## 4. Project or event funding

Total cost of the project/event: \$

Explain how the project/event will be funded (projected expenses and revenue streams).

List any partners or sponsors you have identified for the project/event as well as those that have confirmed their support.

Amount of funding requested:

Other support requested:

Do you agree to work exclusively with Desjardins for all your financing, insurance, real estate brokerage and other needs?

Yes

No. Indicate the names of Desjardins competitors involved and the amounts they have pledged:

Will you be applying for funding for this project/event on an ongoing basis?  Yes  No

How will your organization ensure the sustainability of the project/event without Desjardins's ongoing financial support?

## 5. Materials and communications

- Only the **official logo of Desjardins or Caisse Desjardins du Lac-Memphrémagog** and the **term Desjardins or Caisse Desjardins du Lac-Memphrémagog** may be used in any advertising or promotional materials. Your organization must follow the rules and standards governing use of the caisse's signature (logo) available at [www.desjardins.com/identity](http://www.desjardins.com/identity) and obtain the caisse's consent before producing, printing or using any materials containing the caisse's signature (logo).
- Your organization must transport, assemble and disassemble any promotional materials loaned by the caisse and return them to the caisse in good condition between Monday and Friday from 10:00 a.m. to 3:00 p.m.

## 6. Required documents

**For all funding applications (not donation requests)**

- Attach your visibility plan or complete Appendix C below. See Appendix A of our community funding policy for ideas.
- Attach any document that complete your answers.

**Attach any document that complete your answers.**

- Your detailed project/event budget (projected budget)
- Your most recent financial statements
- Any other documents that will help us better understand your project/event

# Appendix C

## VISIBILITY PLAN

- We will be the exclusive financial institution partner. The term “financial institution” refers to banks, trusts, credit unions, caisses, trust companies, insurance companies, securities brokers, payroll services companies, credit card companies and other businesses offering similar products and services.

### 1. Desjardins visibility – partner materials

#### ■ Posters with the Desjardins logo

Quantity: Coverage area:

Number of named sponsors:

#### ■ Official brochures with the Desjardins logo

Quantity: Coverage area:

■ Desjardins logo

■ Desjardins ad – Specify full page, half page, etc.:

Number of named sponsors:

#### ■ Sponsor sign with the Desjardins logo

Quantity: Size:

Number of named sponsors:

#### ■ T-shirts or other apparel with the Desjardins logo

Type of apparel: Quantity:

Size of the logo area: Logo placement (front, side, etc.):

#### ■ Event tickets/entry forms with the Desjardins logo

Quantity:

#### ■ Logo projected onto a big screen

#### ■ Promotional gifts with the Desjardins logo

Quantity: Size of the logo area:

#### ■ Permanent signage

■ Honourary plaque

■ Room, building or other place named by Desjardins

■ Permanent placard or coroplast sign (Desjardins logo)

**Other. Please specify:**

## 2. Desjardins visibility – Desjardins materials

- Desjardins banner (indoor) – Specify quantity:
- 10' x 10' promotional tent – Specify quantity:
- Beach flags – Specify quantity:
- Coroplast signs – Specify quantity:  Size:  Small  Medium  Large
- Desjardins rug (indoor events only)
- Desjardins video during the event
- Area for a staffed Desjardins booth
- Special Desjardins member advantage for the event (discount, advance purchase, VIP experience, gift, raffle, etc.)  
– Please specify:

## 3. Public relations

- Press conference(s) mentioning Desjardins's support – Number:
- Brief remarks by a caisse representative
- Official cheque presentation by a caisse representative with media coverage
- Mention of Desjardins in the press release
- Caisse press release in the media kit or accompanying press release
- Honourary event chair
- Mention(s) of Desjardins during the event
- Complimentary tickets – Specify quantity:
- Desjardins booth – Number of representatives:
- Mention of Desjardins in your internal newsletter
- Mention of Desjardins in your annual report
- Free room/event space rental at the caisse – Number of rentals:



## 4. Internet and social media

- Desjardins logo and link on your website
- Ad banner on your website
- Message from Desjardins in your newsletter
- Mention of your partnership with Desjardins on your Facebook page  
(tag: Desjardins – Caisse du Lac-Memphrémagog) – Number of posts mentioning Desjardins:
- Mention of your partnership with Desjardins on other social media  
(tag: Desjardins – Caisse du Lac-Memphrémagog) – Number of posts mentioning Desjardins:

## 5. Media campaign using the Desjardins logo

**Newspaper ad**

Name of newspaper:

Number of runs:  Ad size:

Other named sponsors:

**TV spot**

Specify:  Caisse logo  Mention of the caisse

Name of channel:

Number of runs and date(s):

Length of spot:

Other named sponsors:

**Radio ad**

Name of radio station:

Number of runs and date(s):

Length of spot:

Other named sponsors: