



Community Involvement Award Guidelines

Since the inception of the Community Involvement Award, eleven years ago, Peoples Credit Union has awarded over \$71,000 in donations to local community groups or organizations. This year, the Community Involvement Award will total \$5000 to be shared between two or more applicants based in Simcoe and Dufferin County and who meet the eligibility guidelines.

Applicant organizations are asked to read the following guidelines, complete, and return the attached application by August 31, 2011. The recipient, or recipients, of the award(s) will be announced during the month of October 2011, and celebrated during Credit Union Day festivities on October 21, 2011.

The community involvement award is intended:

- Reflect Peoples Credit Union's mission and values
- Be identified with the communities the Credit Union serves

ELIGIBILITY GUIDELINES

It is expected that applicant organizations will have:

- an identifiable link to the communities , or members directly served by branches of Peoples Credit Union;
- a charitable registration number or non-profit status;
- less than 50% of their funding provided by United Way or government agencies;
- a board of directors as part of the operating structure;

Any project/event/item purchase that has been submitted for consideration should ideally occur between October 1, 2011 and June 30, 2012.

FUNDING DETAILS

Funds will only be advanced to the recipient organization(s), once it is clear that the proposed project is going ahead and the funds are required. Should it be determined by a recipient organization that their project cannot go ahead, and a suitable alternative to the project not be agreed upon by the organization and Peoples Credit Union, the funding will be awarded to another applicant, at the Credit Union's discretion.

INELIGIBILITY

Organizations that have been chosen as recipients of this award in the previous five years are ineligible to apply.

Applicants requesting funding for administrative costs, including staffing and labour costs, are ineligible to apply.



EXAMPLES

The following are examples of causes that Peoples Credit Union may consider under the guidelines. This list is not exhaustive and should not preclude applications for other capital projects, items or causes.

Community - Community projects/events geared to children, youth and/or families

Education - Awareness programs with a community focus for youth and/or families

Health - Health related programs with a grassroots community focus

THE APPLICATION PROCESS

1. Application forms are available from all Peoples Credit Union Branches or the website www.peoplescu.ca.
2. Completed application forms should be returned by mail or in person to Peoples Credit Union by August 31, 2011.

Address: Community Involvement Award Committee
 Peoples Credit Union, Head Office
 8034 Yonge Street, Innisfil ON L9S 1L6

3. Peoples Credit Union will then make an assessment under (but not limited to) the Credit Union's granting criteria.
4. Applicants will be advised in a timely manner of the status of their application. Recipient(s) are asked to assist in the coordination of a media event at their primary operating location, which will include the cheque presentation and take place during the month of October.
5. ***In follow-up, the recipient(s) will be asked to provide Peoples Credit Union with a brief written overview of the outcome of the application of the granted funding.***

DONOR RECOGNITION

The following are some ideas for recognition, which Peoples Credit Union would appreciate in relation to their donation:

- Inclusion in publicity like the media release, photo opportunities etc.
- Thanked in a newsletter or on certificates, trophies etc.
- Verbal thank you at any related functions
- Opportunity to present an award or participate at the event/project launch

USE OF NAME:

The applicant(s) receiving a donation from Peoples Credit Union are asked to please forward for our review and approval, any printed materials and draft copies of media communication that will be using the Peoples Credit Union name.



COMMUNITY INVOLVEMENT AWARD APPLICATION FORM

(To be completed by applicant and submitted by August 31, 2011)

Name of Organization: _____

Organization's link to communities served by or members of Peoples Credit Union:

How long has the organization existed? _____

Aims and Objectives of Organization: _____

Contact person: _____

Phone number: _____ Email: _____

Charitable Registration/Non-Profit number: _____

Organization Mailing Address: _____

Organizational funding overview - please fill in percentage of total of the organization's operating funds that are provided by:

Government ____% United Way ____% Other ____%

Donation amount requested: _____

Which donation category best describes your cause:

- Environment
- Sport
- Health
- Education
- Arts
- Other (please specify) _____



Location funding request applies to:

- Innisfil (please identify community: Stroud, Alcona, Lefroy etc.)
- _____
- Alliston
- Barrie
- Bradford
- Shelburne
- Orangeville
- Other _____

How will the donated funds be used? (Please provide sufficient detail to allow the committee to adequately evaluate your request. You may attach a separate page if necessary.)

How would this donation assist our community? *(In 150 words or less, please be as specific as possible)* _____

How many people (#) in your community do you estimate will benefit directly from this donation? _____

What is the estimated total budget for this project/item? _____

What are the dates of this project/ item? Is this a one-time event, short-term activity or long-term activity?

If there are excess funds, how will they be directed?



How will your organization recognize Peoples Credit Union for their donation?
(Please describe briefly below.):

Please describe your overall plans for communicating/marketing the project/item in the community.

What other organizations have been approached and/or secured as donors for this project? *Please provide a complete list identifying organization name and level of support*

We will contact you should we require additional information to complete our assessment of your application.

Please send/fax/email your application or queries to:

**Community Involvement Award Committee
Peoples Credit Union
8034 Yonge Street
Innisfil, ON L9S 1L6
Fax: 705-431-5610
Email: info@peoplescu.ca**