



Community Involvement Award Guidelines

Each year, Peoples Credit Union dedicates a portion of its after tax profit to further major community projects. This year that amount will be \$6,000.

Applicant organizations are asked to read the following guidelines and to complete and return the attached application by September 15, 2006. The recipient, or recipients, of the award(s) will be announced publicly on October 19, 2006, during Credit Union Day festivities.

The sponsorship award should:

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

ELIGIBILITY GUIDELINES

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

Youth groups

Community events e.g. festivals, etc.

Education

Awareness programs with a community focus

School fundraising activities e.g. equipment campaigns

Health

Equipment for the local health facilities

Health related programs with a community focus

Equipment support for identifiable charities i.e. Canadian Cancer Society, Heart and Stroke Foundation etc.

It is expected that applicant organizations will have an identifiable link to the areas served by Peoples Credit Union.



DONOR RECOGNITION

The following are examples of recognition that Peoples Credit Union may request in relation to their donation:

- Inclusion in publicity opportunities i.e. Peoples Credit Union mentioned in a media release, or included in photo opportunities in the local paper
- Peoples Credit Union name included in a newsletter or on certificates, trophies etc.
- An event MC to give verbal acknowledgement to Peoples Credit Union at any related functions
- A Branch representative to make a short speech, present an award or participate at the opening of an event or building

USE OF NAME: The applicant(s) receiving a donation from Peoples Credit Union must forward any printed materials using the Peoples Credit Union name/logo to receive written approval. Peoples Credit Union must also approve draft copies of any media releases to be issued in which the Credit Union name is used.

PLEASE NOTE

Any project/event/item purchase that has been submitted for consideration should ideally occur a minimum of eight weeks after the application cut off.

THE 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 September 15, 2006.

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 the Credit Union's granting criteria.
4. Applicants will be advised in a timely manner of the status of their application. Recipient(s) are expected to send a representative to attend the cheque presentation on October 19, 2006, Credit Union Day. The presentation location will be decided on the basis of the community involved.
5. The recipient(s) of the donation/sponsorship may be required to complete a Sponsorship Review Form within four weeks of the expenditure of funds donated.



COMMUNITY INVOLVEMENT AWARD APPLICATION FORM

(To be completed by applicant and submitted by September 15, 2006)

Name of Organization: _____

Aims & Objectives of Organization: _____

Contact person: _____

Contact phone number: _____

Charitable Registration number (if applicable): _____

Organization Mailing Address: _____

Donation amount requested: _____

Which donation category best describes your cause:

- | | |
|--------------------------------------|---|
| <input type="checkbox"/> Environment | <input type="checkbox"/> Arts |
| <input type="checkbox"/> Sport | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> Health | _____ |
| <input type="checkbox"/> Education | |

Location of Activity:

- 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 your community? (*In 75 words or less, please be as specific as possible*)_____

How many people in your community do you estimate it will benefit?_____

What is the estimated 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 Peoples Credit Union be recognized for their donation?
(Please describe briefly below.):



Please submit overall budgets and plans for promoting the project/item.

- Budget submitted
- Marketing/promotional plan submitted

What other organizations have been approached and/or secured as donors?
Please provide a complete list

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

Please send your application or queries to:

Sponsorship/Donation Committee
Peoples Credit Union
8034 Yonge Street
Innisfil, ON
L9S 1L6
Fax: 705-431-5610
Email: info@peoplescu.ca