



DONATIONS & SPONSORSHIP POLICY

Policy Number:	ADM15
Administered By:	Chief Administrative Officer
Approved By:	Chief Administrative Officer
Effective Date:	January 2018

Purpose:

The Town of Fort Macleod will be fiscally responsible to the citizens of the Town by establishing a Policy that provides Town Council and Administration the guidelines/criteria on the subjective allocation of funds and/or “in-kind” contributions of eligible resources to non-profit volunteer community groups hosting and event, fundraiser and/or project that are of interest to the Town.

Scope:

This Policy applies to all requests for donations and/or sponsorships where there is a financial cost to the Town of Fort Macleod

Responsibilities:

The Chief Administrative Officer will be responsible for the review and disposition of Applications that fall into their approval limit and to ensure the integrity and application of this Policy.

Town Council will be responsible for the review and disposition of Applications that exceed the delegate's approval limit.

Town Council will be responsible for defining an annual budget allocation for funds/resources to be used as donations.

Definitions:

Applicant – a community group or organization that should be, but is not limited to being a non-profit organization or a not-for-profit organization that is registered under the *Alberta Societies Act* or registered under the *Income Tax Act* as a Registered Charity.

In-Kind Contributions – Resources owned by the Town of Fort Macleod that are eligible for donation/grant include:

- Use of a Town-owned facility (rental fee waived or reduced)
- Town staff support for an event (wages waived or reduced)
- Use of Town-owned equipment (rental fee waived or reduced)
- Use of Town-owned Material (rental fee waived or reduced)

Policy:

The Town of Fort Macleod recognizes that many community events/fundraisers are hosted by non-profit, volunteer community groups, and a number of these event are in the interest of the municipality. Town Council recognizes that these groups, may on occasion, require a municipal donation of money and/or some other form of “in-kind” support to help with the hosting of the event or fundraiser, or for the purposes related to the wellbeing of the community and the growth and/or recognition of individuals in the community.

Town Council may provide a donation of money or an in-kind contribution, that in the opinion of Council, is in the interest of the municipality. This subjective decision will be based on availability of the requested resource, potential financial impact to the Town, contribution to the wellbeing of members of the community, recognition of a worthwhile cause and overall community impact subject to the following criteria.

Procedure:

Criteria:

- a) All requests shall be made in writing, on a Town of Fort Macleod Donation Application for, and addressed to the Chief Administrative Officer as well in advance of the event as possible, but no later than six (6) weeks, to ensure approval is received prior to proceeding with the event. See attached Schedule "A" for the Town of Fort Macleod Donation Application.
- b) Each Applicant must demonstrate a need for the fund requested, and that the funds requested will not accrue or case profit to accrue to the Applicant, either directly or association.
- c) Under normal circumstances, only one (1) request per organization will be considered in a calendar/fiscal year.
- d) Priority will be given to projects, events and/or activities that promote tourism, recreation, sports, culture, fine arts and/or heritage. There will be on-going consideration for the local elementary and secondary schools. Other programs that show a benefit to the community may also be considered.
- e) The Town may consider applications for one-time only contributions to assist in the development of new organizations.
- f) The Applicant shall be based within the municipal boundaries of the Town of Fort Macleod.
- g) The Applicant must acknowledge the Town's contribution in all publicity relating to the event
- h) Donations to the following will be deemed ineligible, except under extraordinary circumstances, and would be at the discretion of Town Council:
 - a. Religious organizations
 - b. Political organizations
 - c. Commercial organizations

Managerial Guidelines:

- a) The Chief Administrative Officer will include, for Council consideration, funding in the annual budget for donation requests.
- b) Donations/grants made by the Town are not to be regarded as a commitment by the Town to continue such donations/grants in the future.
- c) In making donations/grants, the Town may impose such conditions and/or restrictions as it deems fit such as damage deposits and proof of liability insurance.

- d) The Chief Administrative Officer has the delegated authority to approve an in-kind or cash donation for a single event up to a maximum value of \$200.00 subject to reaching the budgeted donation maximum for donation requests
- e) All In-kind or cash donation requests in excess of the \$200.00 limit shall be presented to Town Council for consideration.
- f) Town Council's decisions regarding donations/grants are final.

Accountability:

- a) Applicants awarded a donation/grant will be held accountable for the expenditure of the funds in accordance with the stated objectives/plans. Grants in future will be reviewed based on past demonstrated fiscal responsibility of the Applicant.
- b) Funds granted under this Policy are not transferable between projects or groups without prior approval of the Town, and must be used for the specific purpose outlined.
- c) Accountability statements must be completed and submitted by the Applicant within sixty (60) days of the event or project completion. The statement shall include:
 - a. A description of the completed event/project,
 - b. A financial statement for the event, listing all expenditures and revenues pertaining to the event/project, and the use of the funds/in-kind resources granted by the Town, and
 - c. The signature of a representative of the Applicant.

Further Information:

For further information regarding this Policy, please contact the department identified in the title bar under Administered By.

CAO – Town of Fort Macleod