



Community Sponsorship Program (Over \$1,000.00) Guidelines

Purpose

Through the **Community Sponsorship Program**, Carpathia Credit Union primarily supports the activities of Ukrainian cultural and educational organizations, libraries and museums, cultural and educational events, and projects which will have a positive impact on Manitoba's Ukrainian Community.

Support

- Preference will be given to project requests from members of Carpathia Credit Union and which support activities within our Ukrainian Community.
- Support will be given to *a maximum of \$2,500* per application. Special projects exceeding this amount may be considered from time to time.
- Applications may be awarded on a ONE TIME basis which would be for a fixed term upon application and annual review.
- Applications *may be CONTINUOUS* (awarded annually) with a Carpathia Credit Union review. In these cases, a completed application form providing full and current information must be submitted annually.
- Projects *must be completed within twelve months* following approval, unless otherwise indicated.
- Carpathia Credit Union will consider only *one project per year, per group/organization*.

Application Deadlines and Requirements

- Application deadlines are fixed on a quarterly basis during Carpathia Credit Union's fiscal year (October 1st to September 31st). Support is dependent upon available funds.
- Applications must be received by the following deadlines for review and consideration: **March 1st, June 1st, September 1st, and December 1st**.
- Applications must be received *at least six (6) weeks prior to the date of the event*.
- Applicants are required to complete all sections of the application form. No other form size or type will be considered.
- All attachments as specified must be included.
- Applications must be delivered by mail or in person to:

Public Relations & Promotional Committee
Carpathia Credit Union
3rd floor, 952 Main Street
Winnipeg, MB R2W 3P4



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Eligibility

- The applicant should be a registered corporation or non-profit organization with either 50% of its shareholders or 50% of its members who are eligible for membership with Carpathia Credit Union.
- The applicant should be a group / organization with a proven track record of making responsible use of funds.
- The applicant should be an organization whose project is dedicated to the promotion / enhancement of the Ukrainian Community locally.

Who is not eligible?

Requests will *not* be considered from:

- political organizations,
- national events (other than credit union system events),
- school yearbooks or similar publications, and/or
- **books, CD's, DVD's and similar productions produced by groups or individuals for profit other than charitable organizations. (2002)**

Carpathia does *not* award grants for salaries, operating expenses, endowments, budget deficits, socials, food, beverages, or touring outside of Manitoba.

Decisions

Wherever possible, applicants will be advised of Carpathia Credit Union's decision by mail within a month of the application deadline.



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Terms and Conditions

Distribution of Funds

- Unless otherwise agreed upon, financial support will be made in two installments:
 - The first installment of 50% will be provided up to three months prior to the commencement of the project.
 - The second installment of 50% will be provided upon receipt of the project's post-event report. (Applicant's failing to provide a post-event report may not be considered for subsequent sponsorship and/or donation requests.)

Acknowledgment of Support

Presenter Status

- All advertising material produced in support of activities made possible by a funding contribution shall contain acknowledgment of Carpathia Credit Union's name and logo.

Advertising

Event / Program:

- For support of \$500.00 or more, provide a minimum of one half (1/2) page for advertising in the event program being supported by Carpathia Credit Union (necessary artwork will be provided).
- a minimum of 4 event tickets.
- Carpathia Credit Union name and logo to appear with credit line for all donations \$100 and over.
- For support under \$100 Carpathia Credit Union name to appear with credit line.
- Please estimate quantities.

Brochures/Flyers:

- Carpathia Credit Union name and logo to appear in association with the supported project.
- Please estimate quantities.

Newspaper:

- Newspaper ads must incorporate the Carpathia Credit Union name up to \$100, name and logo over \$100.
- List intended newspapers and number of ads.



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Television:

- Paid advertising must incorporate Carpathia Credit Union acknowledgment.

Radio:

- Radio advertising and / or public service announcements must incorporate Carpathia Credit Union acknowledgment.
- Ticket giveaways and any media promotion should also acknowledge Carpathia Credit Union.
- List stations and frequency if possible.

Press Releases:

- Incorporate and associate Carpathia Credit Union name with the supported project.

Media Conferences:

- Provide acknowledgment for Carpathia Credit Union at location (Carpathia Credit Union to provide signage).
- Provide the opportunity for a Carpathia Credit Union spokesperson to participate in the official ceremonies.

Site Signage:

- If signage is produced, Carpathia Credit Union, name and logo to appear in association with the supported project.

Note: Carpathia Credit Union has available formats of the logo (hi-res jpg, eps and pdf) for use by supported organizations.

Other:

- Carpathia Credit Union will be given first right of refusal to host any media or social event in connection with the project.
- Carpathia Credit Union reserves the right to purchase tickets to events sponsored by same to be used as promotional giveaway items.



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Post-Event Report Requirements

Post-Event Reports are to be received from applications receiving support from Carpathia Credit Union under the **Community Sponsorship Program**, Community Donations Program, and the Ukrainian Bilingual Program. Post-event reports are to be received *no later than three (3) months* following the completion of the funded project.

The post-event report must include (where applicable):

- An event report (title, date, attendance figures and written description of the event).
- A financial report on the project.
- Copies of all advertising vehicles used to promote / host the project.
- Copies of all acknowledgments of Carpathia Credit Union support including press clippings.
- A statement of the success of the project.
- Recommendations for improvement of the project for the future.

Final Payment will not be made to any applicant until a complete and satisfactory post-event report has been submitted. Applicant's failing to provide a post-event report may not be considered for subsequent sponsorship and/or donation requests.



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Application Form

1. Applicant Information:

Name of Applicant: _____

Address: _____

Postal Code: _____

Telephone: _____ Fax: _____

Contact person and title: _____

Telephone: _____ Email: _____

Type of Group/Organization: National ____ Provincial ____ Regional ____ Local ____

Year/Date established: _____

Is your group/organization a non-profit organization? Yes ____ No ____

Is your group/organization a member of the Ukrainian Canadian Congress? Yes ____ No ____

Number of members in your group/organization: _____

Attachments Required with this Application:

- Brief description of the mission, goals and objectives of your group/organization, activities of organization, services provided, target population, geographic area served and number of people served last year.
- List of your Board of Directors and Officers.
- Most recent audited financial statements and annual report.
- Income and expense budgets for the *current fiscal year* and *last fiscal year*
- A recent newsletter and/or brochure.

2. Affiliation to Carpathia Credit Union:

Is the applicant (group/organization) a member of Carpathia Credit Union? Yes ___ No ___

Member # _____

If No:

- Is 50% of your corporate voting shares held by or in the case of a body corporate without share capital, the majority of its members are made up of persons of Ukrainian origin?
Yes ___ No___
- Is your prime aim or objective to advance the interests of the Ukrainian Community, provided the majority of the members of the organization are persons of Ukrainian Origin? Yes ___ No___

Affiliation with other Financial Institutions:

Is your group/organization a member of any other financial institution other than Carpathia Credit Union? Yes ___ No___

If Yes:

- Please indicate the total amount of business with that/those financial institution(s)
\$ _____

3. Previous funding and the year(s) received from Carpathia Credit Union:

\$ _____(YEAR) \$ _____(YEAR) \$ _____(YEAR) \$ _____(YEAR)

4. Sponsorship Request:

Amount requested: _____ Date of Event: _____

When Funds Required: _____ Location of Project: _____

Anticipated Attendance: _____ Total Project Cost: _____

Type of support requested:

- a) Special Project _____
- b) One Time Capital Project _____
- c) Other _____

Please specify: _____

5. Project/Event Details:

Describe the purpose of the project:

Cite evidence of the need for the project – specifically stating its significance to the local community.

Indicate how you will measure the outcomes (*i.e.* the successes of the project in relation to its goals and objectives). Include a timetable for implementing objectives. Do you have a plan to specifically evaluate both your project’s benefits and its costs?

Describe the capacity of your group/organization to conduct the project including special staff requirements.

Provide a detailed project budget indicating costs by category. Include copies of at least two quotations for capital acquisitions.

Is the organization’s premises occupied as owner or tenant? _____

List other funding sources approached for support including corporate support and responses to date:

If the project is successful, what financial resources will be available for its continuation?

Please attach details of **Acknowledgement of Support**. (See our **Guidelines** for reference)

Terms and Conditions

- Financial support will be made in two installments, unless otherwise specified:
 - The first installment of 50% will be provided up to three months prior to the commencement of the project.
 - The second installment of 50% will be provided upon receipt of the project's post-event report.
- Promotional merchandise will be supplied one week prior to the event.
- A post-event report will be expected *within one month*, including evidence of recognition of Carpathia Credit Union support. Applicant's failing to provide a post event report may not be considered for support for subsequent applications.

I/we acknowledge that the Credit Union has adopted policies to protect my/our privacy and that I/we may obtain particulars upon request. Until I/we withdraw my/our consent, I/we hereby consent to the use (by the Credit Union and any of your affiliates or other members of the Canadian Credit Union system) of information provided by me/us or collected about me/us for any use related to the provision to me/us (whether currently provided or prospective) of services by you or any of your affiliates or other members of the Canadian Credit Union system.

On behalf of the applicant organization/group named below, I/we hereby irrevocably and unconditionally agree and authorize that Carpathia Credit Union Limited may take photographs of the project or event (in any format) and use them, along with identifying information, in publicity conducted by Carpathia Credit Union, its advertising agencies, or other related parties, without compensation of any kind.

I/we release Carpathia Credit Union Limited, its advertising agencies, or other related parties, from all liability in connection with the use and display of the photographs, and agree to indemnify and hold them harmless from any claims.

Authorization:

Has this request been authorized by your organization's governing Board?

Yes ___ No ___ If yes, date of motion/consensus: _____

This application must be signed by the President, Chairperson, or Treasurer of your organization:

Organization/Group Name: _____

Signature: _____ Date: _____

Title: _____