



Town of Happy Valley-Goose Bay

Policy Statement

Index: Finance		Policy Number: F0020	
Approved Date: January 25, 2005	Effective Date: January 1, 2005	Revision Date: December 15, 2020	
Authority: 12th Council of the Town of Happy Valley-Goose Bay		Page 1 of 7	

TOPIC: DONATION, GRANT, AND SPONSORSHIP

PURPOSE

The Town of Happy Valley-Goose Bay recognizes the many benefits that various groups, organizations, volunteers, and events within the municipality provide by promoting and improving upon the cultural, social, and economic well-being of the community.

The Town is committed to treating all requests for donations, grants, and sponsorships in a consistent, fair, and equitable manner subject to local needs, priorities, and Council's approved budget.

SCOPE

This policy applies to all community and charitable organizations serving the Town of Happy Valley-Goose Bay that request a donation, grant, or sponsorship from the Town in support of a program, event, or service.

POLICY STATEMENT

The Town of Happy Valley-Goose Bay has the responsibility of ensuring that municipal funds and donations, grants, and sponsorships granted to registered charities, non-profit organizations, public organizations, and private organizations for the purpose of starting, operating, supporting, or maintaining community-based programs, events, or services are distributed in an open, fair, and accountable process and are beneficial to the community.

This policy is designed to assist Council in administering requests for donations, grants, or sponsorships and to establish guidelines for these types of requests.

DEFINITIONS

Clerk – the Town Clerk appointed by the Town Council of Happy Valley-Goose Bay or his/her designate



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Index: Finance		Policy Number: F0020	
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Authority: 12th Council of the Town of Happy Valley-Goose Bay		Page 2 of 7	

TOPIC: DONATION, GRANT, AND SPONSORSHIP *continued*

Donation – a monetary gift to charitable or non-profit groups or organizations for a particular purpose that provides a direct benefit to the residents of Happy Valley-Goose Bay

Donation in-kind* – a donation that does not involve a monetary contribution but instead might include providing a promotional item, a Town service/resource, waiver of user/rental fees, or other item

* Municipal resources eligible for a donation in-kind include:

- use of a municipally owned facility (rental fee waived/reduced)
- use of municipal staff as support for an event (wages waived/reduced)
- use of municipally owned equipment (rental fee waived/reduced)
- use of municipally owned materials (rental fee waived/reduced)

Grant - a payment made to an organization from which the Town will not receive any goods or services directly in return

Event - a planned public or social occasion

Program - a system of services, opportunities, or projects, usually designed to meet a social need

Service - a contribution to the welfare of others

Sponsorship – an opportunity that will, in most cases, offer a promotional opportunity for the Town. Where Town sponsorship has been approved, groups or organizations must recognize the Town of Happy Valley-Goose Bay by using the Town logo on all advertising and printing. {Reference the Town’s Promotional Materials Guidelines}



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Index: Finance		Policy Number: F0020	
Approved Date: January 25, 2005	Effective Date: January 1, 2005	Revision Date: December 15, 2020	
Authority: 12th Council of the Town of Happy Valley-Goose Bay		Page 3 of 7	

TOPIC: DONATION, GRANT, AND SPONSORSHIP *continued*

Town or the Town – Town of Happy Valley-Goose Bay

Town Facilities – Arena, Ball Fields, Soccer Fields, Parks, et al.

RESPONSIBILITIES

Council is responsible for approving this policy and any amendments and approving donations and sponsorships as per this policy.

The Clerk will support the implementation of this policy and recommend any amendments.

The Director of Financial Operations will administer this policy to ensure compliance and consistency.

REFERENCES

Organizations seeking a tax exemption are to reference the Property Tax & Business Tax Exemption Policy (F0009).

QUESTIONS

The Director of Financial Operations will act as a resource on donations and sponsorship as it pertains to this policy.

PROCEDURE

The Town will implement and maintain a donation, grant, and sponsorship program with the purpose of demonstrating good corporate citizenship. Annually, the Town will budget the exact amount of money it will expend for donations, grants, and sponsorships to support various community programs, events, and services.



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Index: Finance		Policy Number: F0020	
Approved Date: January 25, 2005	Effective Date: January 1, 2005	Revision Date: December 15, 2020	
Authority: 12th Council of the Town of Happy Valley-Goose Bay		Page 4 of 7	

TOPIC: DONATION, GRANT, AND SPONSORSHIP *continued*

Council may, at their discretion and by a 2/3 vote of the Councillors in office as per section 99 of the *Municipalities Act, 1999*, approve a request for a donation, grant, or sponsorship that meets the criteria set out in this policy.

Criteria

Donations, grants, or sponsorships can take the form of cash contributions, merchandise, or in-kind contributions.

Donation, grant, and sponsorship requests will be evaluated against predetermined criteria and with due regard to the value of the request. Approval for a donation, grant, or sponsorship is **not** meant to provide annual operating funds for organizations on an ongoing basis.

The criteria to be met by organizations requesting a donation, grant, or sponsorship from the Town is as follows:

- be based within the Town of Happy Valley-Goose Bay or provide a direct benefit to the residents of Happy Valley-Goose Bay
- be a charitable or non-profit organization (heritage organizations must have Municipal and Provincial designation as a heritage site)
- demonstrate fundraising efforts
- demonstrate the significance of the program, event, or service
- provide the total detailed cost of the program, event, or service
- illustrate the benefit to the community
- not be the recipient of any other financial or other type of assistance from Council
- not be a Federal or Provincial Government funded initiative
- agree to acknowledge Council's contribution in any publicity relating to the program, event, or service to which the donation, grant, or sponsorship applies



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Policy Statement

Index: Finance		Policy Number: F0020	
Approved Date: January 25, 2005	Effective Date: January 1, 2005	Revision Date: December 15, 2020	
Authority: 12th Council of the Town of Happy Valley-Goose Bay		Page 5 of 7	

TOPIC: DONATION, GRANT, AND SPONSORSHIP *continued*

Preference is given to organizations falling within the following categories:

- charitable or non-profit
- can demonstrate community support and involvement
- can demonstrate how the funds or in-kind donations from the Town are to be spent with the expected outcome of the event
- programs, events, or services that support, sustain, promote, inform, educate, celebrate, preserve and/or provide access to the arts, culture, environment, heritage, youth, children, elders, recreation, and/or healthy living activities

The following are not eligible for support:

- individuals, organizations, projects, or activities located outside the Town's municipal boundaries or whose primary focus is not within the municipality
- professional fundraisers working on behalf of an organization
- unsolicited or generic requests that may have been sent to other various organizations
- organizations or charities that normally solicit funds from residents through door-to-door canvass, mail-out solicitation, telemarketing, or similar direct-to-resident fundraising
- 'To Whom It May Concern' letters

Application Process

Applications for events must be submitted at least **six weeks** prior to the event to allow for committee review and recommendation for Council approval at a Public Council meeting. Applications for a continuous program or service must be submitted by **September 30th** in the year prior in order to be considered during the budget process.



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Policy Statement

Index: Finance		Policy Number: F0020	
Approved Date: January 25, 2005	Effective Date: January 1, 2005	Revision Date: December 15, 2020	
Authority: 12 th Council of the Town of Happy Valley-Goose Bay		Page 6 of 7	

TOPIC: DONATION, GRANT, AND SPONSORSHIP *continued*

All requests for a donation/sponsorship must be made by application and provide supporting details that the program, event, or service is providing an economic or cultural/social benefit to the residents of Happy Valley-Goose Bay.

A charitable or non-profit organization must be sponsoring the program, event, or service and an individual representative of this organization must complete the written application.

A detailed budget showing proposed revenues and expenditures for the program, event, or service must be submitted with the application. Council reserves the right to request a financial statement from the previous year prepared by a qualified person.

Approval Process

The Director of Financial Operations shall review each application for completeness. **Incomplete applications will not be considered.**

The Director of Financial Operations will prepare a summary report of the applications, relative to the eligibility criteria, for the Clerk's recommendation to Council through the Finance Committee.

Donations, grants, or sponsorships will be granted by a 2/3 vote of the Councillors in office as per section 99 of the *Municipalities Act, 1999*.

Donations, grants, or sponsorships that have been approved are not to be regarded as a commitment by the Town to continue such donations, grants, or sponsorships in future years. The Town reserves the right to limit the number or value of donations/sponsorships made to a particular organization in any given year. Requests will not be approved retroactively.

Applicants will be advised as to whether their request for a donation, grant, or sponsorship was approved or denied with the reasons for the denial.



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Index: Finance		Policy Number: F0020	
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Authority: 12th Council of the Town of Happy Valley-Goose Bay		Page 7 of 7	

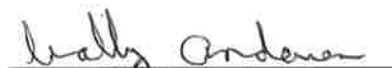
TOPIC: DONATION, GRANT, AND SPONSORSHIP *continued*

Requests for Donation of Furnishings/Equipment

With the exception of the use of tables, chairs, podiums, BBQs, projectors, etc., on Town grounds for Town-supported events, requests for the donation of furnishings will not be approved.

Requests for Reduction or Elimination of Fees for Use of Town Facilities

Charitable and non-profit organizations may request a reduction or elimination of fees from the Town for the use of Town facilities. Any reduction or elimination of fees can only be done by motion of Council. This reduction or elimination of fees shall only be done in exceptional circumstances and will not be granted for licensed events using Town facilities.



Mayor, Wally Andersen



Town Clerk, Nadine MacAulay