

# CALGARY CO-OPERATIVE ASSOCIATION LIMITED

## COMMUNITY INVESTMENT PROGRAM SPONSORSHIP AND DONATION REQUEST GUIDELINES

Calgary Co-op has a long history of community involvement and participating in corporate social responsibility activities in our community. Community investment is a practical expression of Calgary Co-op values, particularly the values of “community” and “leadership”. In supporting local charities, non-profits and others, we look for partnerships and other community involvement activities that will enhance the social, economic and environmental well-being of the communities we serve. Each year, we donate between \$1.5 million and \$2 million in products, cash and in-kind donations to registered, local charities, non-profit and other groups. We do not provide funding to individuals.

Calgary Co-op is also recognized by the Alberta government as an “Alberta’s Promise” company for its ongoing commitment to programs that support children. We are committed to increasing our annual donations when feasible and practical to do so, based on our annual financial results. As such, Calgary Co-op will continue to invest a portion of its earnings in the community each year in the form of monetary, product and in-kind donations.

The Member and Public Relations Division is responsible for managing the community investment, sponsorship and donations programs on behalf of Calgary Co-op. This includes receiving, reviewing and making decisions on donation and sponsorship requests, campaigns, fundraisers and other community investment events and activities.

### **SUBMITTING A REQUEST FOR FUNDING OR SUPPORT**

**All requests for donations, sponsorships or other funding must be submitted to the Member and Public Relations Division in writing. *Verbal requests are not accepted.* Due to the large number of requests received at Calgary Co-op each week, all requests must be received at least six weeks before** the date of the event or activity for which the request is being made. Requests received with less than six weeks’ notice may not be considered and may be declined due to timing constraints.

While we would like to be able to support every request we receive, it is simply not possible. Each year, we receive over 5,000 requests for donations and that number grows each year. Therefore, we ask for your understanding if your donation is declined. We also ask that when you submit a request to us, that you contact ONE LOCATION only whether it one of our food stores or head office. Please do not submit multiple requests to more than one location for the same event or activity. This may result in all of your requests being declined.

### **How to Submit a Request**

All requests must be submitted in writing to Member and Public Relations six weeks prior to the event or activity for which you are requesting funds or support. Applicants must reside in the Calgary Co-op trading area, with preference given to Calgary and surrounding communities. All requests must be in writing and provide the following information about the request; requests missing any of this information will be declined. (Before proceeding, please see Donation Exclusions\*.)

1. Name of company, group or person submitting the request.
2. All contact information (mailing address, email address, telephone number).
3. Registered charitable number.
4. Calgary Co-op membership number.
5. Whether your organization participates in our Charity Plus Program\*\*.
6. Dollar amount requested and purpose. Be specific and include all details.
7. Product requested, if applicable, including estimated quantity required. Be specific.
8. Date of activity or event.

9. Brief description of event or activity, location of event or activity, and expected attendance.
10. Recognition to be provided to Calgary Co-op. Be specific.
11. Other information you think may be helpful.
12. If you are making a request on behalf of a charity, school, youth group, etc. please include a letter from that group on their official letterhead indicating they have authorized you to raise for their group or cause on their behalf. Include a contact number for that group, school, team, etc.

### **\* *Donation Exclusions***

Due to limited financial and other resources, Calgary Co-op support is restricted to applicants and/or activities that best match the values and community support objectives of Calgary Co-op. While the following requests may receive consideration on an exception basis, they are not normally supported by Calgary Co-op:

- ◆ publications;
- ◆ professional or technical associations;
- ◆ political groups (see company policy restricting political donations);
- ◆ grant-making foundations;
- ◆ community or goodwill advertising;
- ◆ religious and sectarian organizations, except for community services or events offered on a non-denominational basis;
- ◆ fraternal organizations;
- ◆ conferences, training sessions, seminars, workshops, conventions, retreats;
- ◆ trips, tours;
- ◆ corporate fundraising activities by external for-profit organizations;
- ◆ third-party fundraisers (particularly those that Calgary Co-op supports directly);
- ◆ film, video and television productions;
- ◆ individuals;
- ◆ endowments.

**\*\* *Charity Plus Program.*** *This program offers registered charities and non-profit organizations (such as schools), a pre-determined discount on most purchases (see program brochure for exceptions). A copy of the Charity Plus brochure is available on this website and from customer service at any Calgary Co-op food centre.*

### **Submit written donation/sponsorship requests to:**

Calgary Co-operative Association Limited  
Member and Public Relations Division  
#100, 151 – 86 Avenue SE, Calgary T2H 3A5

Or fax to: 403-299-5445

### **Other Opportunities for Fundraising**

**Community Coupon Books.** This program offers charities, non-profits, schools, clubs and other groups the opportunity to purchase booklets of coupons for resale, which allows the group to raise funds by selling the books through their fundraising events. Contact Accounting at ext. 6198 for more information, or any Calgary Co-op customer service office, or view [www.calgarycoop.com](http://www.calgarycoop.com).

**Bags to Riches.** This program offers members and customers the opportunity to recycle their Calgary Co-op shopping bags when at our centres. In return, the member/customer will receive pre-designated funds, which they can apply to their grocery purchase or donate to local charities selected by Calgary Co-op

employees each year. The amount donated to each organization is based on the total funds raised through this program each quarter. See the Bags to Riches section of our website.

**In-Store Fundraising:** From time to time, Member and Public Relations and/or the centres receive requests from groups, associations, youth sports teams and others to hold fundraising activities or events in our centres to solicit donations from our customers. **Calgary Co-op is under no obligation to permit these to occur on our premises, but does so from time to time as a courtesy.** The group, team or charity must have by non-profit, have a registered charity number, and no complaints about its fundraising tactics or business, on file with the Better Business Bureau. Requests for onsite fundraising must adhere to our policies, all instructions and directions provided by Calgary Co-op in relation to the fundraising activities, all workplace and food safety practices, and environmental policies and programs. All requests must be approved by Member and Public Relations or the centre manager at the applicable food centre location.

All decisions made by Calgary Co-op about in-store fundraising requests are final. Once approval is received, instructions will be provided by centre management and must be followed at all times – there are no exceptions to this. If these are not followed, you will be asked to leave the premises. Calgary Co-op may withdraw its approval at any time without prior notice. In these situations, the fundraisers will be contacted about the cancellation if the event has not yet taken place; if representatives are onsite already, they will be notified by store management and must vacate the premises immediately when asked to do so. Violation of any instructions, safety policies or procedures may result in banning your group from the premises, and in rare instances, may result in legal action against you or your group.

*Fundraising by individuals for their own purposes or initiatives will not be permitted.* In-store fundraising is limited to official representatives of non-profit, community or other approved groups with the approval of Calgary Co-op. All requests for in-store fundraising must be received in writing, be presented on the official letterhead of the organization or group, and be signed by a legal representative of the organization, including their name and contact information. Requests of a questionable nature received by a centre will be referred to Member and Public Relations for review and decision. All decisions are final.

**Voluntary Coin Boxes.** No voluntary coin, cash or other honour box donations are permitted in any Calgary Co-op locations except those used by Calgary Co-op for its own fundraising initiatives, or those managed and approved by Member and Public Relations, such as the annual poppy fund collection boxes, food drive or the Salvation Army Christmas kettles, which are staffed by volunteers from those organizations at all times.

**National, International, and/or Disaster Relief Campaigns.** Although donations or fundraisers are normally limited to local initiatives, from time to time, Calgary Co-op may be called upon to implement a fundraising activity to respond to national, international and other disasters. Member and Public Relations will investigate each situation and request for fundraising and, in consultation with the Chief Executive Officer or his designate, decide whether Calgary Co-op will participate. These activities will be managed through Member and Public Relations.

**If you require more information about our donations and community investment program, please contact the Member and Public Relations donation line at 403-219-6061 or call our Member and Public Relations Division at 403-219-6025, ext. 6139 or ext. 6105.**

*Errors and Omissions Disclaimer: Every effort has been made to ensure this web document regarding donations and sponsorships is current and accurate. However, changes may occur from time to time to the official policy document maintained on file with Calgary Co-op, which may not be posted immediately to this website. The official document will take precedence over and supercede any and all information contained on this website. Calgary Co-op is not responsible or liable for any errors, omissions or inaccurate information contained in this web document. Decisions made by Member and Public Relations in this regard will prevail and be final in all cases.*