

Contribution policy

Desjardins Ontario Credit Union



BACKGROUND

As a cooperative financial group contributing to the development of communities, Desjardins uses its business model as a powerful force for community development.

Through its financial support and community involvement and collaboration initiatives, Desjardins actively supports projects that benefit our members and clients.

1. DESCRIPTION

This policy aims to provide information to Credit union collaborators on the guidelines that govern how funding applications are handled. It enables the board of directors to direct financial support based on Credit union objectives and community needs.

By supporting community development, the Credit union promotes Desjardins Group's values:

- Money at the service of human development
- Personal commitment
- Democratic action
- Integrity and rigour in the cooperative enterprise
- Solidarity with the community
- Intercooperation

2. TYPES OF CONTRIBUTIONS

There are many ways the Credit union can enrich the lives of people and communities.

Donations

Donations include financial assistance, materials or services provided to non-profit or charitable organizations or foundations, without consideration. However, public recognition may be granted. Donations directly support the organization's cause.

Sponsorships

A sponsorship is a collaboration with an organization or company for the purposes of business development. A sponsorship must include a plan that covers visibility, the benefits for members and clients, and how business objectives are to be achieved.

Community Development Fund (CDF)

The CDF is a way for credit union members to contribute to sustainable development in their communities, alongside other financial support mechanisms provided by local, regional or sector-specific organizations.

CDF investments are a key factor in getting many projects off the ground. They're designed to support meaningful projects that meet community needs. Meaningful projects are projects that:

- Unite different stakeholders around a common goal that will have a lasting impact on the community
- Have a lot of added value for people and the community, empowering them to take charge of their development and their ability to act

Contributions to the Community Development Fund are approved by members at the annual general meeting (AGM). The contributions come from the surplus earnings reserved for member dividends. Members who attend the AGM must receive an annual report on the use of the CDF.

The analysis and approval of requests submitted to the CDF fall under the responsibility of the Communications and Community Relations team, as well as the Engagement Committee. These bodies make recommendations to the Board of Directors for approval in cases where requests exceed \$50,000.

The credit union's board of directors is not required to invest the total amount of money contributed to the CDF every year. In addition, the board can only use money from the CDF after it has set aside the funds required to meet earlier multi-year commitments made by the credit union.

Members receive a cooperative difference report every year at the AGM.

3. CONTRIBUTION PRIORITIES

We defined these priorities based on consultations with our members and collaborators to ensure that contributions reflect the needs of members and the community.

The members of the committee, mandated to analyze CDF applications, are guided by the following priorities:

CDF investment priorities	Description
Entrepreneurship and business succession	<ul style="list-style-type: none">• Supports entrepreneurs and their successors during business transfers• Boosts our presence and collaboration with organizations that help new Canadians
Economic excellence and innovation hubs	<ul style="list-style-type: none">• Stimulates rural economic activity and local initiatives• Prevents brain drain and encourages leaders to stay in their communities• Impacts employment and entrepreneurship priorities
Promoting success in education and training	<ul style="list-style-type: none">• Promotes employability
Local services and housing	<ul style="list-style-type: none">• Improving and maintaining essential services available locally, including affordable housing and community development projects.
Employment and workforce	<ul style="list-style-type: none">• Initiatives to create, maintain or improve jobs, as well as promoting skills development and access to qualified workers.

The Credit union also has a sponsorship budget for collaborations with organizations or companies in the context of business development. These s are designed to provide benefits such as visibility and advantages for members and customers.

4. SUBMISSION AND ANALYSIS PROCEDURE

The credit union will ask the applicant for information based on the scope of the application.

Any incomplete applications will not be analyzed and will be returned to the applicant for correction. The application will need to be resubmitted and will be processed only once all required documents have been received.

Community Development Fund (CDF)

Funding applications must be submitted using the following form on the [credit union's website](#).

Applications can be submitted on a rolling basis. Once all the requested documents have been received, the credit union will notify the applicant of when their application will be analyzed.

After analysis and recommendation, applicants will be informed of how much funding they will receive from the credit union.

Donations and sponsorships

Applications for donations and sponsorships can be submitted at any time of year using this form.

All applications will be reviewed and processed 30–60 days after they are received, provided they are complete.

After analysis, applicants will be informed of how much funding they will receive from the credit union.

5. ELIGIBILITY AND SELECTION CRITERIA

Desjardins member organizations will be given priority for funding. However, the Credit union will consider applications from organizations that aren't members, taking into account their contribution to the community.

Collaborators that apply for funding from the Credit union must meet the following criteria.

GENERAL CRITERIA

Community Development Fund (CDF), sponsorships and donations

- Applications for funding must be submitted by the requester using the appropriate form and include the following documents:
 - Project or event budget.
 - Sponsorship plan describing the benefits and visibility for Desjardins. **Donation applications don't need a recognition plan.**
 - Summary of a similar prior event or project.
 - List of the organization's board members and organizing committee members.
 - The organization's most recent annual report and financial statements.
 - Any other relevant documentation.
- Any applications for projects that have already been completed or will be completed before the Credit union responds will be rejected.
- The application is aligned with the Credit union's investment or business priorities.
- The project or event must take place in the Credit union's territory.

SPECIFIC CRITERIA

Community Development Fund (CDF)

- The applicant must be a non-profit corporation, cooperative, association, organization or group.
- Individuals and private-sector businesses can be considered for accredited Desjardins Group programs only, such as scholarships, the Desjardins Mutual Assistance Fund, the Desjardins Microcredit to Businesses Program and the Créavenir Youth Entrepreneurship Program.
- Funding cannot be used to support a project's or an organization's regular long-term operations.
- Funding cannot replace government financial aid programs but can be part of the community's share or outlay, as required by the program.
- The project must be a meaningful community project with a local or regional impact.
- The project must meet a shared need and add value to the organization's regular operations.
- The project must unite people from different backgrounds around a common goal (financial, material or human resources support).
- The applicant must show that the project provides a demonstrated contribution to the well-being of the community.
- The applicant must show that the project reflects the Credit union's mission, values and funding priorities and will have a positive impact.
- The Credit union will give special attention to project applicants that have taken sustainability and equity, diversity and inclusion (EDI) criteria into account.

Sponsorships

- Be a non-profit corporation, business, cooperative, association, organization or group.
- Individuals and personal projects are not eligible.
- Provide the Credit union significant visibility or business opportunities through a reciprocal business relationship.
- Propose a project that's in line with the Credit union's business development objectives.
- Offer different sponsorship arrangements.
- If possible, include an exclusive financial services relationship for a reasonable period.
- The Credit union will give special attention to project applicants that have taken sustainability and equity, diversity and inclusion (EDI) criteria into account.

Donations

- Have a head office in Canada.
- Be a registered charitable or non-profit organization.
- Be registered with the Canada Revenue Agency.
- Keep administrative fees at a reasonable level.
- Demonstrate efforts to self-finance.
- Demonstrate the ability to continue operating over the medium term.
- Individuals and personal projects are not eligible.

EXCLUSIONS

Community Development Fund (CDF), sponsorships and donations

Non-exhaustive list of exclusions:

- Social club or leisure club activities. (The Credit union's involvement may include contributions to municipal recreation or leisure centres.)
- Sports teams. (The Credit union's involvement may include contributions to sports federations and/or associations.)
- School and class projects will be directed to the Desjardins Foundation Prizes and/or The Project Factory.
- Applications from organizations that subsidize other organizations via donations.
- Applications or organizations that already receive support from Desjardins Group or a Credit union.
- Organizations that receive support must not compromise Desjardins Group's values.
- Applications that are religious in nature or from a religious organization.
- Applications that are political in nature or from an organization with political objectives.
- Applications that encourage or promote drug or alcohol use.
- Applications of an activist nature.
- Applications that may cause reputational risk.
- Applications for funding to pay back debt or invest in a reserve.
- Applications for trips and excursions (even for charitable purposes).
- Organizations that have been involved in fraud or whose activities could negatively affect Desjardins's reputation.
- Applicants that are in a precarious financial situation.
- Projects that go against environmental protection, for example involving engines that use a lot of fossil fuels.



6. OTHER FUNDING OPTIONS FOR YOUR PROJECT

Desjardins Foundation Prizes

The [Desjardins Foundation Prizes](#) are open to anyone who works with a school or organization and would like to get financial assistance of up to \$3,000 to carry out projects that make a difference for kindergarten, elementary or high school students.

The Project Factory

The [Project Factory](#) is a free fundraising platform for elementary and high schools across Canada. The platform is an educational initiative from Desjardins aimed at supporting young people by helping them make their school projects and extracurricular activities a reality.

GoodSpark Fund

The [GoodSpark Fund](#) was created to support regional and national projects that will make a lasting socioeconomic impact in our communities.

Desjardins Mutual Assistance Fund

The [Desjardins Mutual Assistance Fund](#) provides people experiencing financial hardship or dealing with emergency expenses with a free budget consultation, advice and, subject to certain conditions, a small loan with payment terms tailored to their situation.

Créavenir

The [Créavenir Youth Entrepreneurship Program](#) offers support, mentoring and financial assistance (line of credit and credit card with preferred interest rates, possible grants) to young entrepreneurs ages 19 and under who are starting a new business or growing an existing business that's less than 3 years old.

Desjardins Microcredit to Businesses

The [Desjardins Microcredit to Businesses](#) program provides self-employed workers and entrepreneurs ages 18 and over with financing, technical support and personalized coaching for their business project.

7. DESJARDINS CODE OF PROFESSIONAL CONDUCT

Anyone called upon by the Credit union to complete a task on its behalf related to this policy is bound by the *Desjardins Code of Professional Conduct*, including the provisions on confidentiality and conflict of interest management.

8. RECIPIENT'S COMMITMENT

For each financial contribution, the collaborator must agree, in writing, to sign a collaboration letter or agreement. The purpose of this agreement is to describe the terms and conditions applicable to the collaboration by specifying the rights and responsibilities of each party.

9. POLICY REVIEW

The Credit union agrees to review this policy as necessary.