

CANADORE COLLEGE
CORPORATE POLICY MANUAL

TITLE: **Support of Community Events and Initiatives**

EFFECTIVE DATE: **January 25, 2022**

1. SCOPE

1.1 Authority

This policy is issued under the authority of the Board of Governors.

1.2 Application

This policy applies to all employees and members of the Board of Governors.

2. PURPOSE AND PRINCIPLES

2.1 The purpose of this policy is to outline the instances in which the College will make non-cash donations to support community events and initiatives using revenues generated through activities neither funded through the General Purpose Operating Grant, nor other MCU funding, nor through student tuition payments and ancillary fees.

2.2 In order to support advocacy, advancement and development of strategic industry and community alliances and relationships, Canadore College will participate in regional, provincial, national and international initiatives and events which require in-kind contributions.

3. POLICY

3.1 The College supports community events and initiatives through the following mechanisms:

- Advertisements - includes publications, banners, websites and other media;
- Sponsorship of awards named for and/or acknowledged as Canadore College;
- Purchase of tickets for College participation;
- Prizes/Giveaways; or
- Staff participation.

- 3.2 The College may pay for items such as corporate tables at non-partisan events which enhance the profile of the College and support advocacy, advancement or public and private partnerships beneficial to the College.
- 3.3 Tickets to fundraising events may be purchased when attendance at such events by Board members, College employees or students supports advocacy, advancement or partnership development, and/or enhances the profile of the College.
- 3.4 Donations of gifts or in-kind services may be made to external organizations when they support enhanced profile, advocacy and advancement, and partnership development.
- 3.5 The terms of donations or sponsorships must be in writing, include conditions of the arrangement, and be for a fixed term.
- 3.6 The College assumes no obligation to reimburse expenses that are not in compliance with this policy.
- 3.7 The Community Events and Initiatives Committee will assess all requests for support. The Committee membership consists of the President, the Manager of the Office of the President, and the Director of Corporate, Community, and Alumni Partnership.

4. ROLES AND RESPONSIBILITIES

4.1 Board of Governors

The Board of Governors is responsible for the initial approval of the policy and all subsequent amendments.

4.2 President

The President is responsible for the overall management and operation of the College. The President will ensure the policy is implemented and that compliance is monitored.

5. EVALUATION

This policy will be reviewed by the Board of Governors every 3 years.