

## CIC COMMUNITY INVESTMENT POLICY

CIC is committed to leading the Crown sector to ensure Saskatchewan's economic success. This will be accomplished through a more efficient, responsive and financially sustainable Crown sector that addresses the challenges of a growing Saskatchewan by providing leadership and support for an improved quality of life in Saskatchewan. In striving to achieve this goal, the CIC Community Investment Policy will provide sponsorships and/or donations to support Saskatchewan's growth in the following ways.

### Principles

CIC has a responsibility to:

- support the people and communities of Saskatchewan through sponsorships or donations to organizations within the province who make a difference in our communities, align sponsorship decisions with its mandate to support Saskatchewan economic success; and be fair and equitable in making decisions on sponsorships and donations; and
- be accountable to Saskatchewan people for the expenditure of public funds.

### Definitions

A **sponsorship** is a cash or in-kind contribution which is given in exchange for an equivalent degree of benefits or recognition. Most of CIC's contributions under this policy will be in this category.

A **donation** is generally considered to be pure philanthropy – giving for the sake of giving under the principles of corporate social responsibility, receiving no formal benefits in return. A small number of CIC's contributions under this policy will be in this category.

### Key Areas of Support

CIC **will consider** providing sponsorships or donations to charities, organizations, events, programs, activities or projects that are linked to at least one of the areas of support listed below:

- 1) Aligns with CIC's business policies, programs and services including:
  - entrepreneurship development and education,
  - innovation, and
  - education and employment development.
- 2) Aligns with activities and projects that benefit:
  - disadvantaged people,
  - children and youth development,
  - Indigenous people,
  - diversity groups,
  - women in non-traditional roles,
  - emerging health and social needs, and
  - arts or cultural development.

### Eligibility

Organizations involved in activities that directly benefit Saskatchewan people and communities that are:

- aligned with CIC's key areas of support,
- based in Saskatchewan, and
- provide recognition and/or volunteer opportunities.

In addition:

- support will be provided to a charity, event or organization only **once** per calendar year;
- events should have a province-wide impact (if possible), rather than being specific to one location; and
- one donation may be provided to an organization holding events being held in multiple communities. The organization may determine where best to apply the donation.

### **Conferences**

CIC **may provide support** to conferences provided that:

- the purpose falls within CIC's key areas of support; and
- the criteria for proposals are met.

Exception: Conferences that are part of an organization's Annual General Meeting are not eligible for sponsorship.

### **Awards Banquets, Shows, Programs**

CIC **may support** awards banquets, awards shows or awards programs which:

- are provincial in scope, rather than specific to a community;
- fall within CIC's key areas of support;
- honour groups or individuals which fall within those categories; and
- can demonstrate, through a detailed budget, that the primary goal of the event is to raise funds to support a charity, scholarship fund, or non-profit organization, rather than simply covering the costs of the event.

### **Recognition**

CIC **will seek** recognition, where appropriate, for its sponsorships and donations. This could include such things as signage, logo placement in brochures or ads before/after the event, event tickets, corporate tables, or keynote or other speaking opportunities for CIC officials or representatives.

CIC **will not contribute** to:

- for-profit organizations that would benefit directly;
- political events, candidates, political parties or organizations, or lobby groups;
- religious organizations, or events designed to promote religious beliefs or provide funding for religious causes;
- events designed to create employment for an event organizer, or that have an event organizer as a significant budget item;
- individuals seeking self-gain or employment through fundraising;
- individuals seeking to raise funds for a cause or event that is inconsistent with CIC's key areas of support;
- third parties raising funds for a charity or event (call centres, professional fundraisers);
- charities or organizations whose head offices are outside Saskatchewan, and where funds provided would go to that head office rather than to the Saskatchewan branch of the charity or organization;
- events held outside Saskatchewan;
- annual general meetings;
- events or organizations which are receiving significant support from other Crown corporations or government ministries;
- events that award participants/winners with cash prizes or items of significant dollar value;
- multiple versions of an event held in different communities;
- travel, accommodation or other expenses for trips or tours for individuals, groups or teams;
- sports teams, music groups, service clubs;
- graduations;
- advertising in program brochures;
- publications or video productions;
- research, capital or operating expenses;

### **Promotional Items**

These items **may be provided** to charities, organizations or events that fit into CIC's key areas of support, provided that the organization has not received a donation or sponsorship from CIC during the calendar year. Promotional items **will not** be provided to individuals, teams, or other organizations listed in this policy to which CIC will not contribute.

#### **Requests must include:**

- the name, address, e-mail and phone number of the organization, including a contact name;
- information about the organization and its goals;
- a detailed description of the event or activity for which funds are requested, who will be organizing it, and the expected number of people who will attend or benefit from it;
- the amount or type of support sought, as well as options for support;
- a detailed budget which itemizes the estimated costs of the event or activity, including other sources of funding specifically noting potential funds from other Crown corporations and Government of Saskatchewan organizations, and which clearly states how excess funds (after event costs are paid) will be used;
- details about the benefits and type of recognition that CIC will receive, such as signage, logo placement on websites, brochures or ads before and after the event, tickets, a corporate table, or speaking opportunities.

Requests for sponsorship/donations should be received at least two months prior to the event, be in writing, and directed to:

Executive Director, Communications  
Crown Investments Corporation of Saskatchewan  
400 - 2400 College Avenue  
Regina, Sask. S4P 1C8  
Phone: (306) 787-5889; e-mail: [jjohnson@icorp.sk.ca](mailto:jjohnson@icorp.sk.ca)

### **Approved Requests**

Whenever possible, payments to organizations and events will be made by electronic funds transfer (EFT) payment. On-line registration options and payment by corporate credit card may be used in circumstances where EFT payment is not feasible.

A letter from the Executive Director, Communications will accompany all payments.

### **Denied Requests**

The Executive Director will determine if a request does not meet CIC's policy criteria and should be denied. An e-mail or letter will be sent notifying the applicant of the decision.