



Community Support Program – Application Guidelines

At Peninsula Co-op, we are pleased to be able to contribute positively to the communities in which we do business through our Community Support Program. Although our pool of funds is limited, we endeavour to assist as many organizations as possible.

Due to the high volume of requests and our desire to adjudicate each application fairly and equitably, the following guidelines were developed to assist you when submitting your request.

All applications must be submitted through our online [Request for Community Support](#) form and should be submitted a **minimum of 8 weeks in advance*** of the event date or the requirement for funding in order to be considered at the Committee meeting.

Review committees:

- a. The Member Relations and Community Committee reviews applications for Greater Victoria and Southern Vancouver Island and meets every two months.
- b. *The Local Advisory Committees handle the Comox and Campbell River areas and meet three times per year and on an as-required basis. Requests in these trade areas should be provided a minimum of 12-16 weeks in advance to align with the frequency of review meetings.

Requests and donations are reviewed by the jurisdictional committees and are evaluated based on the criteria below.

Funding/Community Donations Criteria:

Funding will be prioritized towards youth, education, and community initiatives, and favours capital expenses over operating costs.

- a. Groups must be a non-profit, charity and/or community organization within the general trading areas of Peninsula Co-op.
- b. Initiatives that reflect [co-operative principles](#), support our business and enhance brand recognition.
- c. Local donations within our immediate trading areas will have priority over provincial/national donations.
- d. Donations will enhance the Co-op's corporate social responsibility profile in the community.
- e. The following is a list of areas which Peninsula Co-op considers unsuitable to donate to:
 - i. Religious organizations (those offering community services on a non-denominational basis may be considered).
 - ii. Private clubs or organizations.
 - iii. Organizations involved in promoting controversial issues.
 - iv. Political groups.
 - v. Individual self-interest. Exceptions may be made for youth education-related initiatives (i.e. [Student Awards Program](#))
 - vi. Costs relating to travel, wages and salaries

Applications are to be submitted online through peninsulaco-op.com