



## 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.

The Member Relations and Community Committee meets to review applications every two months. Requests and donations are reviewed and evaluated based on the criteria below.

### **Funding/Community Donations Criteria:**

Funding will be prioritized towards youth, education, health and social services, 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, hobby-style organizations, and adult sports teams.
  - 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 outside of our trading areas.

Applications are to be submitted online through <https://www.peninsulaco-op.com/community/request-for-community-support/>