



## DONATION, GRANT & SPONSORSHIP POLICY

The Town of Logy Bay-Middle Cove-Outer Cove recognizes the many benefits that its residents, various groups, organizations, volunteers and events within the Town provide by promoting and improving upon the cultural, social and economic well-being of the Town. Pursuant to the general powers conferred to the Town under the *Town and Local Service Districts Act*, the following regulations were approved and adopted at a regular meeting of Council on June 16, 2025.

### PURPOSE

The Town is committed to treating all requests for donations, grants and sponsorships in a consistent, fair and equitable manner subject to local needs, priorities and Council's approved budget. This policy applies to individuals and organizations serving the Town of Logy Bay-Middle Cove-Outer Cove that request a donation, grant or sponsorship from the Town in support of a program, event or service. The policy is designed to assist Council in administering requests and establish guidelines for donations, grants and sponsorships from the Town.

### DEFINITIONS

Donation – a monetary gift to charitable or non-profit groups or organizations or individuals for a particular purpose that provides a direct benefit to the residents of Logy Bay-Middle Cove-Outer Cove.

Donation in-kind\* – a donation that does not involve a monetary contribution but instead might include providing a promotional item, a Town service/resource, waiver of user/rental fees or other item.

*\*Municipal resources eligible for a donation in-kind include:*

- *use of a municipally-owned facility (rental fee waived/reduced)*
- *use of municipal staff as support for an event (wages waived/reduced)*
- *use of municipally-owned equipment (rental fee waived/reduced)*
- *use of municipally-owned materials (rental fee waived/reduced)*

Grant - a transfer payment made to an organization from which the Town will not receive any goods or services directly in return

Event - a planned public or social occasion

Program - a system of services, opportunities or projects, usually designed to meet a social need

Service - a contribution to the welfare of others

Sponsorship – an opportunity that will, in most cases, offer a promotional opportunity for the Town. Where Town sponsorship has been approved, groups or organizations must recognize the Town of Logy Bay-Middle Cove-Outer Cove by using the Town logo on all advertising and printing.

## **RESPONSIBILITIES**

Council is responsible for approving this policy and any amendments and approving donations and sponsorships as per this policy. The Town Clerk/Manager will support the implementation of this policy and recommend any amendments. The Manager of Corporate Services will administer this policy to ensure compliance and consistency and will act as a resource on donations and sponsorship as it pertains to this policy.

## **CRITERIA**

Donations, grants or sponsorships can take the form of monetary contributions, merchandise or in-kind contributions. Donation, grant and sponsorship requests will be evaluated against predetermined criteria and with due regard to the value of the request. Approval for a donation, grant or sponsorship is **not** meant to provide annual operating funds for organizations on an ongoing basis.

The criteria to be met by organizations requesting a donation, grant or sponsorship from the Town is as follows:

- be based within the Town of Logy Bay-Middle Cove-Outer Cove or provide a direct benefit to the residents of Logy Bay-Middle Cove-Outer Cove.
- be a charitable or non-profit organization
- demonstrate the significance of the program, event or service
- not be the recipient of any other financial or other type of assistance from Council (this includes teams associated with KPSA, as the Town provides a large subsidy to offset the cost associated with running this program)
- not be a Federal or Provincial Government funded initiative
- agree to acknowledge Council's contribution in any publicity relating to the program, event or service to which the donation, grant or sponsorship applies

Preference is given to organizations falling within the following categories:

- charitable or non-profit
- can demonstrate community support and involvement
- can demonstrate how the funds or in-kind donations from the Town are to be spent with the expected outcome of the event
- programs, events or services that support, sustain, promote, inform, educate, celebrate, preserve and/or provide access to the arts, culture, environment, heritage, youth, children, elders, recreation and/or healthy living activities

The following are not eligible for support:

- individuals, organizations, projects or activities located outside the Town's municipal boundaries or whose primary focus is not within the municipality
- individuals, organizations, projects or activities that do not have a direct benefit to the Town, or the residents, of Logy Bay-Middle Cove-Outer Cove.
- professional fundraisers working on behalf of an organization
- organizations or charities that normally solicit funds from residents through door-to-door canvass, mail-out solicitation, telemarketing or similar direct-to-resident fundraising
- requests for cash donations

### ***Sports Teams & Players***

- athletes must be attending an Atlantic, Eastern, National, World or International Championship Event as part of Team NL for the sport governing body. (For example NL Volleyball Association NLVA, Softball NL SNL, Hockey NL HNL, NL Basketball Association NLBA, etc.)
- the funds must be used to offset travel expenses for the above-mentioned events.
- donations are \$50 per athlete up to a maximum of \$200 per team.
- Athletes are eligible to receive only one donation from the Town per calendar year.
- All donation requests **MUST** but accompanied by a letter from the sporting organization to recognize the fundraising efforts of the athlete.
- Please note donations will not be approved or provided for local, regional or provincial championships or tournaments.

### **PROCEDURE**

The Town will budget an annual amount of money to spend on donations, grants and sponsorships that support various community residents, programs, events and services.

All donation, grant and sponsorship requests must be completed on the Town's *Donation, Grant and Sponsorship Application* and received by Town staff for review. Town staff will include all requests on the Corporate Services agenda with a recommendation based on the criteria of this policy. The committee's decision will be included in the Corporate Services report tabled at the next Council meeting for a motion of Council. Donations, grants or sponsorships will be granted by a two-third vote of the Councillors in office as per the *Towns and Local Service Districts Act*.

#### *Application Process*

Applications for events must be submitted at least **one month** prior to the event.

Applications for a continuous program or service must be submitted by **September 30<sup>th</sup>** in the year prior in order to be considered during the budget process.

All requests for a donation/sponsorship must be made by application and provide supporting details that the program, event or service is providing an economic or cultural/social benefit to the residents of Logy Bay-Middle Cove-Outer Cove.

### *Approval Process*

The Manager of Corporate Services shall review each application for completeness. **Incomplete applications will not be considered and will be sent back to the applicant.**

Request for donations for sports related activities that meet the criteria of this policy are awarded \$50 each to an organization on behalf of an individual resident, OR \$200 per team, if there are 4 or more players on the team, that are residents of the Town. All payments are to be made to a registered organization. Personal cheques will not be issued to individual players. Individual players (including those on a team) will only be permitted to receive a donation, grant or sponsorship once per calendar year.

Donations, grants or sponsorships that have been approved are not to be regarded as a commitment by the Town to continue such donations, grants or sponsorships in future years. The Town reserves the right to limit the number of donations/sponsorships made to a particular organization in any given year. Requests will not be approved retroactively.

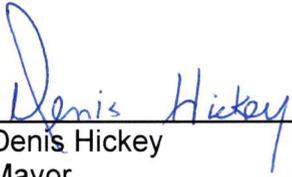
Applicants will be advised as to whether their request for a donation, grant or sponsorship was approved or denied with the reasons for the denial.

### **Pre-Approved Annual Donations/Sponsorships**

Council has traditionally contributed to the following organizations and will continue to contribute, upon written request where necessary, to these organizations. These contributions are to be included in the annual budget allocation and are to be reviewed every four (4) years.

- Ray Bonia Memorial Scholarship Award - \$1000
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- Northeast Avalon Food Bank - \$1000
- Dart League – seasonal use of the Justina Centre (4 hours weekly, typically Thursday evenings) and four Saturdays for tournaments (November Memorial Tournament, St. Patrick's Day, December Knock-out's and April Knock-out's)
- Girl Guide of Canada (Embers, Sparkes, Guides) – weekly use (two hours) of the Justina Centre per group (dates/time as determined by Town staff)
- 50+ Club - seasonal use of the Justina Centre (3 hours weekly) (dates/time as determined by Town staff)

- Bridge Club - seasonal use of the Justina Centre (3 hours weekly) (dates/time as determined by Town staff)
- Concert Crowd – seasonal use of the Justina Centre (2 hours weekly) (dates/time as determined by staff). One Saturday per year, cleaning fee required.
- Logy Bay Development Association - use of the Justina Centre/Council Chambers for association meetings (based on availability). One Saturday per year, cleaning fee required.
- Resident Passing - use of the Justina Centre for post-funeral gathering (one day)
- Retiring Teacher from St. Francis of Assisi - use of the Justina Centre for celebration (one day)
- Knights of Columbus - use of the Justina Center for annual BBQ & Dance (one day)
- Sporting Group Fundraising – any team availing of the Town BBQ can do so by providing their own propane.
- Children's Birthday Party (Lower Level) – Child must be a school aged resident of the Town (applicable for ages 5-11). Rentals are subject to Saturdays & Sundays (12:00-4:00 pm), subject to availability. Cleaning fee required
- Outer Cove Marines – one Saturday per year, cleaning fee required.
- St. Francis Road Memorial Gardens Inc. – one 2-hour slot per year for Annual General Meeting (based on availability).
- Performers offering a free performance for a town event are given \$100 gift card for their time and contribution.

  
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 Denis Hickey  
 Mayor

  
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 Susan Arns  
 Town Clerk/Manager