

Donation & Sponsorship



— Context

For several years, Noverka Conseil has been associated with various fundraising and charitable organizations in order to give back to the community.

We have numerous requests for donations and sponsorships and we wish to respond in a coherent manner, in line with our corporate objectives and values.

In order to ensure sound and transparent management, Noverka Conseil has adopted a policy governing the granting of donations and sponsorships.

— General objectives



Provide financial support to organizations whose projects are compatible with Noverka Conseil's values



Demonstrate that Noverka Conseil is involved in the community and acts as a good corporate citizen



Support our current and potential clients in their charitable initiatives and increase our visibility with them

— Definitions

Sponsorship : *A sum of money or a service granted to a group or organization meeting the criteria, to enable a project or activity to be carried out with the promise, in return, of appropriate visibility and access to the business potential associated with that activity.*

Donation : *Financial, material or service assistance granted to a group or organization meeting the criteria, with no other advertizing purpose than to have Noverka Conseil recognized as a "donor".*

— **prioritization of social issues**

We wish for the activities carried out under our donation and sponsorship policy to result in positive and sustainable change. In the hope of establishing continuity, we want to contribute to the creation of collective wealth so as to generate commitment to sustainable development in society.



We aim to maximize our impact by focusing our efforts on desired, specific and needed social change. Based on our overall objectives, we prioritize two social issues:

Education



The next generation

We support organizations that :

Contribute to the development of education, literacy, or promote training and knowledge development.

Maintain access-to-knowledge programs that prepare the next generation for the jobs of the future.

We support organizations that :

Promote back to school, higher education, training, internships, access to employment and equal opportunities, to prepare the next generation of workers.

Help and support children and teenagers in their personal or educational development, whether to improve a precarious situation or to position them to better become the adults of tomorrow.

— Basic criteria

— Acceptance criteria

- Each request for donation or sponsorship must be accompanied by the visibility program for Noverka Conseil.
- Noverka Conseil's involvement should enable us to achieve our general objectives in terms of donations and sponsorships.
- The organization or event must meet the following conditions:

Be an NPO, institution, cooperative or non-profit association

Demonstrate an ability to exist in the medium term

Operate in the territory served by Noverka Conseil

Present a defined project for which it seeks support from Noverka Conseil

Demonstrate the lasting benefits of sustained activity and the number of people reached

Advocate social and human values in their interventions in the community

With the above conditions of acceptance, in order to encourage volunteer action by its employees, Noverka Conseil may grant a maximum amount of \$300 to an organization referred by one or more permanent employees of Noverka Conseil, provided that one or more of these employees are involved on a regular volunteer basis.

— Ineligible applications

- The amount requested is used for wage subsidies;
- The amount requested is used to pay for current operating expenses (premises, electricity, etc.) and the normal activities of the organization;
- Political in nature, associated with a pressure group or religious group, controversial or far-fetched in nature;
- Trips/excursions and activities taking place outside of Canada;
- Individual requests, or requests of a personal and private nature.



NOVERKA CONSEIL

www.noverkaconseil.com