



Desjardins

Caisse du Réseau de la santé



DONATIONS AND SPONSORSHIP POLICY AND USE OF THE CDF

Introduction

This document was designed to help structure community sponsorships, donations and financial assistance provided by Caisse Desjardins du Réseau de la santé. It is a work tool to guide the allocation and management of the amounts offered. Note that this policy is subject to change without notice.

1. Policy background

Caisse Desjardins du Réseau de la santé (hereinafter referred to as “Caisse”) receives many requests from organizations in the health care sector. Since its creation, the Caisse has supported a multitude of initiatives, making its contribution an important lever for the community.

Managing sponsorships and donations, and the Community Development Fund (CDF) are some of the means Desjardins uses to carry out its mission. Assistance must therefore be used for information and education purposes, business development and the well-being of the community served.

With a focus on maintaining the Caisse’s profitability and our co-operative distinction, the community financial support policy aims to allow the Caisse to structure its contributions and manage them properly. This policy reflects the company’s business reality in light of the Caisse’s mission and the orientations of Desjardins Group.

Mission of the Caisse: *To contribute to the economic and social well-being of personnel in the health care system and their communities:*

- ***so that the group’s wealth and strength can be used for the benefit and growth of its members.***

Due to their leveraging effect, sponsorships, donations and the CDF also encourage economic development in the health care sector by supporting our union partners, in addition to the investments and financing provided by members of the Desjardins Group (hereinafter referred to as Group).

Management activities for this assistance are carried out in accordance with the values, principles and guidelines set out in the Desjardins Group Code of Ethics and Professional Conduct. Through its participation in the development of its community, the Caisse wishes to convey cooperative values such as:

- **Equality**, by offering equal access to its applicant members

- **Equity** in that its support varies depending on the impact on community development and on and the visibility granted to the Caisse
- **Democracy** through the collective dividend vote (Community Development Fund)
- **Co-operative education** for better participation
- **Accountability** where each party honours its commitments
- **Solidarity**, the value that's fundamental to commitment and volunteering

2. Objectives

This Sponsorship, donation and community development fund policy pursues the following general objectives:

- Provide equal access to members within the clearly established criteria
- Establish eligibility criteria and scales based on the purpose of the requests
- Strengthen the analytical rigour of requests and facilitate processing
- Establish clear guidelines
- Meet the business objectives of the Caisse Desjardins du Réseau de la santé

3. Definitions

3.1. Donation

A donation is a financial contribution in the form of financial assistance, material or services provided to an organization that promotes the creation of a development activity and public recognition for the Caisse. A donation is a contribution that directly serves the cause associated with the organization. A donation does not have to be recurring.

3.2. Sponsorships

A sponsorship is a contribution in the form of financial assistance, material or services provided to allow the creation of a business partnership, activity, event or project, in exchange for visibility of the Caisse in order to reach targeted members of the population. Sponsorship is a means of communication that involves advertisement, the promotion of products and services, public relations, press relations and business relations. Sponsorship is a contribution that supports the creation of events.

3.3. Community Development Fund (CDF)

The Community Development Fund is a collective member dividend whose amount is determined each year during the Caisse's annual general meeting. As a result, the members decide the annual allocation to this fund.

3.3.1. General Funds

The CDF is an investment by the Caisse to leverage projects with one of the following objectives:

- Contribute significantly to the sustainable development of our community

- Create jobs
- Establish or maintain local services
- Introduce new socio-economic activities to the health community

The CDF can also serve as an economic lever for the region/industry for major events with significant economic benefits.

The Caisse may initiate the establishment of a project or become a partner. Each supported project may be presented on the Caisse's website; however, the Caisse requires visibility for each of these projects in order to highlight the involvement of Desjardins members.

The CDF can be used to invest (share purchase, loan, etc.) in a not-for-profit business project only if the investment significantly contributes to the community development and that the traditional means available at the Caisse are not accessible for such a project.

CDF projects may receive up to five consecutive years of regressive support. The regressive contribution is recommended to promote the financial autonomy of organizations.

Specific programs created and/or endorsed by the Caisse Desjardins du Réseau de la santé are also funded by the CDF.

4. Guidelines

The allocation of sponsorships, donations and CDF adheres to the guidelines as follows:

- It is understood that equal access will be provided to members. As such, three-year or five-year agreements may be established with partners. When agreements come to term, needs are assessed in second place, after those of requesters who have not received support from the Caisse.
- All requests undergo an analysis that considers the business issue, the strategic planning by the Caisse and the guidelines of Desjardins Group.
- When required, the Caisse takes the appropriate steps to associate other caisses or the vice-presidency and general management – Group caisses to the project. A contribution may be granted despite the refusal of other Desjardins levels if the business issue is considered significant to the Caisse.
- The Caisse does not replace government agencies.

5. Eligibility criteria

5.1. General eligibility criteria

Applicants must meet the following criteria:

- Be a member of the Caisse for at least 90 days
- Their purpose must be focused on the well-being of the community or a particular category of individuals
- The project must lie within the prioritized health sector as determined by the board of directors

- The project submitted corresponds to the Caisse’s mission—it is intended for one of its target audiences, draws on its business priorities and on its marketing efforts(an exception may be considered in a humanitarian case involving persons with disabilities)
- The activity involves an economic contribution to the community
- The source and number of persons participating in the activity, event or project justify participation by the Caisse
- The media coverage justifies the Caisse’s participation and the organization offers a diversified visibility plan in compliance with Desjardins’ graphic requirements
- The Caisse’s commitment ensures a strengthening of Desjardins’ image and recognition by the organization
- The project promotes exclusivity in the financial institution sector. The term “financial institution” refers to banks, trusts, credit unions, caisses, trust companies, insurance companies, securities brokers, payroll and credit card companies, and other businesses offering similar products and services.

* Requests of an “annual event” type that may provide an opportunity for business development may be accepted on a recurring basis.

5.2. Specific criteria for donations

Donation applications must meet the following criteria:

- Be recognized as a charitable, humanitarian or not-for-profit organization and have a charitable and non-profit charter
- Contribute, through its means of operating its account(s) with the Caisse, to the Caisse’s continuity in a fair and equitable manner
- Ensure that its activities are largely based on volunteering, and that the organization can demonstrate its self-funding efforts and its capacity for existence in the medium term

5.3. Specific criteria for sponsorships

The sponsorship applicant must meet the following criteria:

- Provide the Fund with significant visibility or business opportunities in a business reciprocity report
- Contribute, through its means of operating its account(s) with the Caisse, to the Caisse’s continuity in a fair and equitable manner
- Allow the cooperative network to carry out direct actions with members of the caisses and of the public (example: conferences, outreach, etc.)
- Demonstrate various forms of support to ensure project sustainability

5.4. Specific criteria for the Community Development Fund (CDF)

Applicants for a CDF contribution must meet the following criteria:

- Demonstrate that the project submitted will contribute to the well-being of our community
- Demonstrate that the Caisse’s financial contribution will be used to develop other sustainable activities that will not require any future funding from the Caisse

- Commit to providing an annual report showing the results of the project and the visibility granted in exchange for the financial support received for the duration of the partnership

6. Exclusions

Organizations supported by the Caisse must not act against the following five corporate values: democracy, solidarity, equality, equity, and responsibility.

Organizations, projects or activities that are not eligible to receive our financial support

- foundations
- activities outside the health community
- lobbying and advocacy activities
- public relations campaigns
- requests that go against the Caisse's mission or that could infringe upon its ethical standards and integrity
- requests to support a sports team
- requests submitted in the form of a newsletter
- feasibility studies
- personal and private events
- advocacy groups
- organizations that have been subject to fraud or been involved in illegal business
- unincorporated, non-recognized or for-profit organizations (for donations)
- political parties, political organizations or interest groups promoting a specific political ideology
- individual projects
- projects with questionable financial management
- projects that do not reflect Desjardins' corporate image
- trips and excursions

7. Analytical procedures

The board of directors allocates an annual budget for sponsorships and donations based on a percentage of the business volume. The Community Development Fund is a collective member dividend whose amount is determined each year during the Caisse's annual general meeting. As a result, the members decide the annual allocation to this fund.

7.1. Processing time

All applications, if complete, will be processed within 30 days of receipt. Incomplete applications will be returned to the applicant for correction and must then be resubmitted for further processing.

7.2. Ethics

Anyone called for and on behalf of the Caisse to take any actions regarding the policy is bound by the ethical rules that apply to the Caisse's directors, including discretion and absence of any conflict of interest.

7.3. Budget administration

Budgets are allocated by business sector based on the strategic planning established by the board of directors.

The administration of sponsorships, donations and the CDF budget is the responsibility of the CEO and the Director of Communications, Marketing and Community Life.

A report of the accepted and rejected applications will be produced three times per year. The CEO and the Director of Communications, Marketing and Community Life are mandated to receive, support and recommend applications to the board of directors.

8. Involvement of beneficiaries

The relationship created by granting assistance is based on that of the Caisse in its commercial operations.

Depending on the value of the assistance, the Caisse may require the organization to commit to certain obligations in writing.

8.1. Transparency

The Caisse and the organization are committed to maximum transparency when providing assistance. The organization is particularly committed to communicating any changes that may affect the Caisse's support for a certain number of years.

8.2. Doing business with the Caisse

The organization is committed to promoting the development of its own business with the Caisse. It is also committed to encouraging its members to do business with the Caisse or, more generally, with entities that are part of the Desjardins Group.

8.3. Favourable bias for Caisse members

Where possible, the organization is committed to supporting other members of the Caisse in implementing a project.

If necessary, at the organization's request, the Caisse might identify a list of service providers from which the organization could choose in order to participate in the implementation of a project that would require it.

9. Communications to members

During the annual general meeting, members will be informed of the assistance provided by the Caisse on their behalf.