



## **Oakville Hydro Community Relations Support Policies and Procedures November 22, 2017**

### **Guiding Principles for Support from Oakville Hydro Electricity Distribution Inc.:**

Oakville Hydro Electricity Distribution Inc. ("Oakville Hydro") believes in providing support to the communities it serves through monetary contributions as well as in-kind and sponsorship support. All contributions or support should result in some form of value/benefit to Oakville Hydro.

Support may be given to non-profit community groups in support of children, families and seniors, youth at risk, sustainability and health and safety. Consideration will be given to established groups that represent our business territory, in priority over provincial or national organizations. No guarantee is given that any organization will receive support of any kind for more than one year and any organization wishing to receive support must re-apply for each year that support is requested.

#### **1. Donations:**

Donations may be made to:

- i. Entities which:
  - Hold non-profit or charitable status;
  - Provide programs and/or services that are available within Oakville Hydro's business territory; and
  - Support basic human needs such as health, safety, education, youth development, family care and support for seniors.
  
- ii. Fundraising campaigns for:
  - Hospitals;
  - Universities;
  - Community colleges; and
  - Other institutions whose programs and/or services benefit residents within Oakville Hydro's business territory.

Oakville Hydro also believes that cultural activity is an important element of the social fabric of a community. Therefore, consideration will also be given to donation requests to support music, theatre and the arts.

#### **2. Corporate Sponsorships/In-Kind Support:**

From time to time, Oakville Hydro will lend its name and resources to support events taking place in its business territory or that support the energy sector. Sponsorships fall into four categories:

- i. **Public events** that contribute to the betterment of a community and that are affordable to and accessible for the majority of local residents may be eligible for support. Examples include concerts, festivals and major community events.
  
- ii. **Sporting activities** that are local, non-professional and that help local youth learn the value of teamwork, fitness, responsibility and self-esteem may be eligible for support. Provincial, national or international championship games, hosted within Oakville Hydro's business territory, may also be eligible for support.

- iii. **Commercial sponsorships** for trade shows, exhibits and promotional events, where the events are believed to support the marketing and/or industry relations efforts of Oakville Hydro, may be eligible for support.
- iv. **Co-sponsorships** or attendance to support events hosted by organizations in Oakville Hydro's business territory where a non-profit or charitable organization will receive funds from the event, may be eligible for support.

As part of its community support activities, Oakville Hydro may also provide bill insert distribution for approved organizations. Each request will be considered on its merits and final approval is subject to space availability, size of messages, size of proposed inserts and their content. Requests for sponsorships and/or bill inserts must be received by Oakville Hydro a minimum of 30 days in advance of the required support.

### 3. Exclusions:

Oakville Hydro cannot provide support for:

- Political parties, causes, events, candidates and/or individuals wishing to seek or maintain any elected office;
- To any individual holding a political office and to their immediate family members;
- Organizations which do not hold charitable or non-profit status;
- Religious or ethnic organizations unless their services or resources are available to all individuals;
- Lottery or ticket sales campaigns; and
- Applications for intervenor submissions or status at the Ontario Energy Board.

### 4. Application Process for Donations/Sponsorships/In-Kind Support:

Organizations wishing support must submit a written proposal IN CONFIDENCE to Oakville Hydro's Manager, Communications and Marketing.

The proposal should include:

- Project/program title;
- Name, address, telephone and e-mail coordinates of an individual who can provide additional information if required;
- Amount and type of donation being requested;
- Brief history and description of the requesting organization and the project/program;
- Specific benefits/outcomes that will result from the donation including the details of use of funds;
- Any other sources of financial or in-kind support;
- Documentation of the requesting organization's charitable/non-profit status (including the percentage allocation of budget to administrative costs); and
- Brief description of how Oakville Hydro's support will be recognized.

Oakville Hydro employees who are seeking support for a community organization or fundraising campaign must also submit a written proposal to Oakville Hydro's Manager, Communications and Marketing. The proposal should include all of the requirements mentioned above and also the following:

- Name of community or charitable organization;
- Purpose of fund-raising campaign; and
- List of Oakville Hydro employees involved and their roles within the charity/organization.

#### **5. Budget and Review Process:**

The budget for Oakville Hydro's support will be established annually through Oakville Hydro's business planning approvals process. Applications will be reviewed and recommendations regarding funding support will be made by Oakville Hydro's Senior Leadership Team for requests below \$10,000.

Any request exceeding \$10,000 requires the approval of the Oakville Hydro Board of Directors except for funding made towards the Ontario Energy Board's ("OEB") Low-Income Energy Assistance Program (LEAP), OEB file number EB-2008-0346.

The Committee's recommendations will be forwarded to Oakville Hydro's President and Chief Executive Officer ("CEO"), who will make the final decision. In all cases, a letter explaining the reasons for declining the request or providing support will be provided. Requests will be reviewed on a quarterly basis, though special consideration may be given in extraordinary circumstances.

The CEO will report to the Board of Directors on all funding decisions. The names of organizations within the Town of Oakville, receiving support, and the dollar amount of that support will be posted on the Oakville Hydro website. No information about organizations that are unsuccessful in a funding request will be made public, except as may be required by law.

#### **6. Terms and Conditions:**

All recipients will be required to sign an agreement (Appendix "A") that confirms:

- Funds will be used in accordance with the original proposal;
- No funds will be used for the purposes identified in the Exclusions section (Section 3) of this policy; and
- Funds may not be available from Oakville Hydro beyond the calendar year in which the request was made.

#### **7. Further Information:**

For additional information about Oakville Hydro's Community Relations Support, visit Oakville Hydro's website at [www.oakvillehydro.com](http://www.oakvillehydro.com)

**Appendix "A"**  
**Letter of Agreement – consider removing this Appendix/process**

Dear [Organization name],

Re: Support from Oakville Hydro

Oakville Hydro Electricity Distribution Inc. ("Oakville Hydro") is pleased to support [name of project/program here] as described in the proposal sent to us. This support will take place during the current calendar year, ending on December 31, \_\_\_\_.

The following are the terms and conditions under which Oakville Hydro will provide support:

1. Oakville Hydro will provide [Organization name] with [\$ amount]. The cheque(s) will be provided upon receipt of an executed copy of this agreement.
2. These funds will be used in accordance with your original proposal requesting support for [name of project/program here].
3. No funds will be used for the purposes identified in the Exclusions section (Section 3) of Oakville Hydro's donations policy, as follows:

Oakville Hydro cannot provide support for:

- Political parties, causes, events, candidates and/or individuals wishing to seek or maintain any elected office;
- To any individual holding a political office and to their immediate family members;
- Organizations which do not hold charitable or non-profit status;
- Religious or ethnic organizations unless their services or resources are available to all individuals;
- Lottery or ticket sales campaigns; and
- Applications for intervenor submissions or status at the Ontario Energy Board.

If you agree to the conditions as stated herein, please execute two (2) copies of this Agreement and return one copy to my attention. Upon receipt, we will provide funds to you.

\_\_\_\_\_  
Company Representative's Name

\_\_\_\_\_  
Company Representative's Signature

Sincerely,

Manager, Communications and Marketing  
Oakville Hydro  
PO Box 1900  
861 Redwood Square  
Oakville, ON L6K 0C7