
	DONATIONS & SPONSORSHIP POLICY FA-002	DEPARTMENT:	INQUIRIES TO:	TOPIC:
		All	President & Chief Executive Officer	Donations & Sponsorship Policy
		ISSUED:	REVIEW DATE:	APPROVED BY:
		February 2020	N/A	 Board of Directors Resolution #YEC 2020-06

1.0 Purpose

- 1.1 Yukon Energy is committed to making a difference in the communities where we live and work. We take our responsibility to be an active and good corporate citizen seriously. As a public utility we annually give a portion of our net earnings back to Yukoners through donations and sponsorship to non-profit groups.
- 1.2 Yukon Energy's Donations and Sponsorship Program is a significant source of assistance for many Yukon groups and is clearly improving the quality of community life. The program is also good business. It is part of the ongoing process of being open, accessible and recognized by Yukon ratepayers.

2.0 Principles

- 2.1 Yukon Energy intends to ensure that the people of the Yukon benefit from the public ownership of the company.
- 2.3 Yukon Energy recognizes that the development of healthy individuals and communities requires an active non-profit sector. It will provide financial support to encourage the worthwhile activities of non-profit and community organizations.
- 2.4 Yukon Energy believes that any time its employees are involved in Corporation-sponsored events, the financial contribution becomes more powerful and leads to more public visibility/recognition for Yukon Energy, as well as increased camaraderie and good morale among staff.
- 2.5 Yukon Energy is committed to sustainability and renewable values. These values should be reflected in the award choices made by the Corporate Contributions Committee.

3.0 Funding

- 3.1 A sum of \$120,000 will be allocated to the Corporate Contributions Program on a yearly basis, \$15,000 of which is allocated to Yukon Energy's Scholarship Fund.
- 3.2 Ninety percent of the remaining Corporate Contributions Fund (\$94,500) is administered by the Corporate Contributions Committee in Whitehorse. The other 10 per cent of the Corporate Contributions Fund (\$10,500) is administered by Yukon Energy's regional office in Dawson City. The Senior Office Administrator in Dawson has the authority to provide minor contributions (to a maximum of \$500) to non-profit and community groups in Dawson City, Mayo, and Faro.

3.3 Support for any one group will be limited to a maximum of \$15,000 per year.

4.0 Allocation of Funding

4.1 Yukon Energy's Corporate Contributions Program provides financial support to community and non-profit groups in the following categories:

- arts/culture/tourism
- sports/recreation
- health/social services/education
- sustainable development
- First Nations programming

As much as possible, the funds should be distributed evenly among the five defined categories.

4.2 Yukon Energy's Corporate Contributions Committee uses the following criteria when assessing possible sponsorship opportunities:

- Does this event/activity align with Yukon Energy's strategic priorities and values, specifically with regard to sustainability, GHG reductions, and development of healthy communities?
- Are there opportunities for Yukon Energy staff to be involved in this event/activity?
- Will Yukon Energy receive sufficient public recognition as a result of the sponsorship and is there the possibility to generate media coverage/exposure?

4.3 Where possible, the Corporate Contributions Fund is to focus on a limited list of higher dollar value sponsorships in order to maximize the return and exposure for Yukon Energy.

4.4 The Contributions Committee will consider multi-year applications subject to the availability of funding.

5.0 Limits to Assistance

5.1 Yukon Energy does not provide financial contributions to the following:

- political parties, candidates or activities
- lobby/advocacy groups or activities that are discriminatory as defined by the Yukon Human Rights Commission
- activities or programs that occur wholly outside of Yukon
- religious organizations
- individuals
- core funding (wages and administration costs)

6.0 Process

6.1 Where possible, the Corporate Contributions Committee is to be self-driven in terms of proactively identifying and targeting for funding those community activities/events that allow for a fruitful partnership that fits with the criteria identified in this policy.

6.2 The Committee will consider requests from groups approaching Yukon Energy for sponsorship dollars. In these cases, requests must be in writing (emails are welcome) and must include the following:

- cover letter (on letterhead), including proposal summary and amount requested
- organization's name, address, contact person's name, title and telephone number
- description of the activity or project
- description of who will benefit and how the project meets community needs
- other sources of funding and total budget for project/activity/undertaking
- how Yukon Energy will be recognized for its contribution

6.3 Applications for funding can be emailed to communications@yec.yk.ca or can be mailed to:

Corporate Contribution Committee
Yukon Energy Corporation
Box 5920
Whitehorse, Yukon
Y1A 6S7

6.4 Applications will be considered by the Corporate Contributions Committee as required or on a quarterly basis. Applicants must allow a minimum of eight (8) weeks for a request to be evaluated. Contributions will not be given to groups after an event has occurred, or if time restraints prohibit proper corporate recognition.

6.5 Appropriate sponsorship recognition must be given in each instance where Yukon Energy provides assistance, as a way of promoting community awareness of the role of Yukon Energy, our mandate and objectives. This should include one or more of the following:

- 'naming' rights i.e. Yukon Energy's name included as part of the title of the event (ex. Yukon Energy Haeckel Hill Run; Yukon Film Society and Yukon Energy presents the Available Light Film Festival)
- Yukon Energy's banner and/or be displayed prominently at the sponsored event/activity
- Yukon Energy's logo included in all marketing and advertising material for the sponsored event/activity
- opportunity for Yukon Energy staff to participate in event (enter a team, volunteer opportunity, etc.)
- speaking opportunity at event
- opportunity for booth at event

6.6 Yukon Energy retains the right to monitor activities to which funds are allocated. Misappropriation of funds will result in the recipient being ineligible for future funding.

