



## Community Support Application Evaluation Criteria Member Relations Committee & Local Advisory Committee

### Evaluation Criteria

Requests and donations are reviewed by the jurisdictional committees and are evaluated based on the criteria below. The Member and Community Relations Committee reviews applications for Greater Victoria and Southern Vancouver Island, and the Local Advisory Committee for the Comox area.

1. Community impact:
  - a. Will the project have a positive impact on the communities in which we do business?
  - b. How extensive is the potential impact on the community?
  - c. What sector of the community is served?
  - d. Will support result in enhancing the image of Peninsula Co-op?
2. Initiative demonstrated:
  - a. Does the organization have a fundraising plan that includes more than Peninsula Co-op?
3. Longevity:
  - a. Is the organization established in the community? Does it have a positive reputation?
  - b. Will the funds be used to create something that is long lasting, i.e. physical building, ongoing program?
4. Consistency with Mandate:
  - a. Is the project consistent with the Community Donations Program Mandate?

### **Funding/Community Donations Criteria:**

- a. Groups must be non-profit and/or community organizations within the general trading area of Peninsula Co-op with a priority for funding to assist youth.
- b. Initiatives that reflect co-operative principles, support our business objectives and brand recognition.
- c. Community level donations will have priority over provincial/national donations.
- d. Donations will enhance the Co-op's corporate social responsibility profile in the community.
- e. We fund a variety of small and large projects that support the community.
- f. We allocate funding across the geographic areas that we conduct business in.
- g. The following is a list of causes which Peninsula Co-op considers unsuitable to donate to:
  - i. Religious organizations except those offering community services on a non-denominational basis.
  - ii. Private clubs or organizations.
  - iii. Any organizations involved in promoting controversial issues.
  - iv. Political groups.
  - v. Individual self-interest. Exceptions may be made for youth education sponsored by Co-op entities.