



## Community Giving / Donation Request

### Our Giving Mission

Beacon Federal Credit Union is a member-owned financial institution, dedicated to making a difference in the communities where our members live and work. To accomplish this task we have adopted the following giving mission: to direct our giving to areas that we believe are important to the future of our communities' vitality and success by primarily focusing our support efforts in the area of: chamber of commerce, charities, non-profit organizations, education and select groups.

### Our Giving Policy

This policy is designed to identify the primary areas we support and the criteria that will be used in making donations or in sponsoring community events, the types of organizations we will and will not support and other guidelines that will be used in determining the resources we are willing to donate as a credit union.

### Our Giving Efforts

Donations- A donation is considered a gift of money, staff time, or services to support a cause and there is generally no event tied to the gift. Some approved funds are allocated annually for specific charities that the credit union has contributed to in the past, while the remaining approved funds can be allocated on a first come, first served basis to charitable organizations that fit the criteria listed below:

- The organization must be non-profit or a select group
- The organization must provide assistance or services specifically to people living in our community or working for one of our Select Groups
- The organization's project(s) or cause(s) must match the goals of the credit union and be important to the community and to our field of membership
- All requests for donations must be submitted on Beacon Federal Credit Union's Donation/Sponsorship Request Form. All requests must be submitted at least 30 days prior to event date. If available, the organization should provide financial data and information on their record of service, their usage of donations, and references. Only reputable, well-established organizations with a good performance record of accomplishment will be considered for donations.

Sponsorships- a sponsorship is a contribution of money, staff time, or services that are tied to a specific event where there participants and spectators/attendees. Unlike donations, sponsorships are not always on behalf of charitable organizations and may simply be public relations or advertisement opportunities. We may sponsor certain events in the community for the sole purpose of gaining exposure, name recognition, or positive publicity. Sponsorships of events generally bring a greater return on investment than a donation and will be a key component of our marketing efforts. Some approved funds are allocated annually for specific sponsorships that the credit union has sponsored in the past such as the ??? while the remaining funds can be allocated on a first come, first served basis to charitable organizations that fit the criteria listed below:

- The project must be appealing to current and prospective members and be a cost-effective way to reach our target market. The event should be of interest to all stakeholders- Board, staff, members, and select groups. We must determine the appeal of the event, who it interests and why before deciding to participate.
- The project or event must help differentiate the credit union in the community. As a result, events with multiple sponsorships (especially with competitors as co-sponsors) will generally be avoided. If we participate in an event with multiple sponsors, we must have the opportunity to play a lead role in order to gain maximum exposure.
- The event should be well publicized and attract a significant number of potential new members through our involvement. The event should be popular within the community with lots of media coverage.
- The event should be run professionally by an experienced organization with a record of accomplishment of successful events.
- The event organizer must provide a written contract which clearly states (among other things) how many signs or banners we can display, the size & location of all advertising in the media, all the expenses/ costs that will be borne by the organizer, which competitors will be allowed to participate, **what we are allowed to do at our booth or display, the participation fee, etc.**

### **Our Giving Recipients**

The following is a list of types of organizations or events we may support:

- Chamber of Commerce and Economic Development – programs designed to help small businesses, improve the community or boost the economy in a segment of the community.
- Charities and Non-profit Organizations – any program or event that assists children and building strong families; programs designed to clean up the community; and helping the poor or disadvantaged in our community with health care and other assistance programs.
- Education, training & employment – assisting schools with programs to promote financial literacy, conducting seminars, assisting teacher supported foundations, etc.
- Select Groups – businesses, organizations and associations in our field of membership.

The credit union will generally not support:

- Purely religious organizations. Beacon is a non-denominational institution and cannot support the multitude of religious groups that our members belong to.
- For-profit charities
- Groups or organizations that are located outside our community or that do not conduct a large amount of business in areas served by the credit union.
- Special interest groups whose cause is not supported by the majority of our members.
- Individual members and non-members.
- Any organization that does not pass our screening criteria.

Beacon Federal Credit Union is committed to the communities it serves by, offering financial services to underserved populations, engaging youth in financial education, and returning profits to their members.

### **We commit to:**

- Support the community by investing in our members' financial education
- Exceptional member service
- Recognize and respond to our members needs
- Value our members and each other
- Encourage diversity and support individual growth