



### **EQUS' Guiding Principles**

EQUS takes great pride in investing in the communities we serve by supporting events, initiatives and organizations that support rural residents and the development and enhancement of the communities in which EQUS members work and live.

### **Donations**

EQUS provides donations with a value of up to \$150 for events and organizations that meet the funding criteria in the form of gift baskets or retail gift certificates for the purposes of door prizes or auction items as determined by a Donations and Sponsorship Committee.

### **Sponsorship**

EQUS sponsorship is available with a value of up to \$2000 for events and organizations that meet the funding criteria as determined by a Donations and Sponsorship Committee.

### **EQUS' Focus Areas**

To complement our guiding principles, our focus for funding is on four key areas:

1. Developing and enhancing communities
2. Rural social and infrastructure advancements
3. Safety
4. Energy conservation

### **Criteria for Funding**

To be considered for funding by EQUS' Donation and Sponsorship Committee, the following criteria must be met:

- Donations shall only be made to recognized charitable or volunteer organizations
- Sponsorship/donation request aligns with one or more of EQUS' focus areas
- Event takes place within the EQUS Service Area or in a larger centre that provides services to communities within EQUS' Service Area
- No more than one donation may be made to the same organization in one fiscal year
- Enhance the company's visibility and showcase its services
- EQUS does not support individuals, religious organizations or political events
- Donation requests cannot be brought forward directly from EQUS employees or members of the EQUS Board of Directors.

### **Apply for Funding**

Apply by submitting a completed donation request form to EQUS' Donation and Sponsorship Committee. No funding applications will be accepted without a completed donation request form.

1. Download EQUS' donation or sponsorship request form. The form can be found on EQUS' website: <http://www.equs.ca/community/>
2. Submit completed application at least one month prior to event.
3. The Donation and Sponsorship Committee will review applications once a month and provide a response within a month of receiving the completed application.