



## Donations & Sponsorships

### Frequently Asked Questions

#### ***How do I apply for a donation from Lakeland Credit Union?***

All requests must be submitted in writing. We have a *Community Investment Program* brochure available that provides basic questions to fill out if a letter is not prepared for the request. If making a substantial donation request, please ask for a *Donation Application Cover Sheet* to complete your application package.

#### ***What does LCU look for in any request for funding?***

LCU is committed to supporting endeavors that make a positive impact on the Lakeland area. We consider how each project presented to us will directly benefit members of the community and meet legitimate community needs.

#### ***How do we check on the status of our request?***

All requests for funding are reviewed and responded to within 90 days from the date they are received. If you have any questions, please contact our Marketing Department.

#### ***What is the difference between a sponsorship and a donation?***

At LCU a "donation" is strictly defined as funds given to a non-profit organization for which a tax receipt is issued. A "sponsorship" is defined as a partnership negotiated with another organization (sometimes a not-for-profit organization) for marketing purposes.

#### ***Is there a deadline for submitting donation requests?***

Requests for donations are reviewed throughout the year; there are no deadlines.

#### ***Are there areas you do not fund?***

In order to help many valuable organizations and initiatives make a real difference in our community, LCU focuses its support on a limited number of projects. We do not directly support political parties, religious organizations, or third party organizations. For more details, please contact us so you can view our list of exclusions.

#### ***Where do I send a request for donation?***

Requests should be directed to our Marketing Department at the Bonnyville branch; any sent to the Cold Lake branch will be couriered to the Marketing Department directly.

#### ***Our federal charitable registration status is pending approval; can we apply for a donation and then send the number with our tax receipt?***

Registration must be in place and in good standing prior to donation approval.

#### ***We receive funds for specific projects from the United Way, are we eligible?***

We generally avoid duplication of direct and indirect donations to the same organizations. Projects funded by United Way are affected by this as we already provide generous support to the Lakeland United Way on an annual basis.

#### ***What grant amount should I request?***

The dollar amount of a donation depends on the project's funding needed. Please give a range of donation levels, for example Gold, Silver, and Bronze donor levels, and what they include should sponsorship benefits be given. In the interests of long-term sustainability we encourage a broad base of donors and other revenue sources for all projects.

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