



CCLA SPONSORSHIP POLICY

PURPOSE

The purpose of this policy is to provide a framework pursuant to which the County of Carleton Law Association (CCLA) can solicit, evaluate, and, if appropriate, accept gifts/donations and sponsorships from external businesses, individuals and organizations. This policy is designed to be mindful of

- (a) the CCLA's status as a nonprofit organization under Ontario's Not-for-profit Corporations Act, and
- (b) the objects, mission statement, strategic directions, and policies of the CCLA

DEFINITIONS

"Gift/Donation" is defined as a gift or donation of cash, products or services, without any consideration asked from or given by the CCLA, other than in some instances a marketing opportunity through public acknowledgment.

"Sponsorship" is defined as a mutually beneficial exchange arranged in advance whereby the sponsor receives value (usually a marketing opportunity, whether through acknowledgment, advertising opportunity, or otherwise) in return for cash or goods or usually considered business expenses and may or may not be subject to GST or HST, depending on circumstances.

POLICY STATEMENT

As a provincially-incorporated non-profit voluntary organization with fixed and limited revenue opportunities, the CCLA will actively encourage individuals, corporations, institutions, and other organizations to become donors or sponsors in support of the CCLA's activities, efforts and programs.

The purpose of these gifts/donations and sponsorships is to increase the CCLA's ability to deliver activities, events, programs, products and services to its members and to achieve the objects, mission & strategic goals of the Association, as they may be determined from time to time by the CCLA. The CCLA welcomes corporate sponsorship support of its organizational efforts. CCLA, however, cannot issue tax receipts as it is not a charitable institution. Gifts/donations and/or sponsorships may be considered a business expense by the donor/sponsor, however CCLA gives no tax advice in that regard.

LEGAL FRAMEWORK OF ANY GIFT/DONATION OR SPONSORSHIP

Each gift/donation, to be accepted, must be accompanied by a statement from the donor confirming that no consideration is expected for the gift/donation other than, in some instances, public acknowledgment, failing which the gift/donation must be rejected.

Each sponsorship must be preceded by a formal, written agreement documenting the terms of the sponsorship. The terms of sponsorship agreements will vary from sponsor to sponsor depending on the negotiations between the sponsor and the Association, but the CCLA will exercise best efforts to maintain a consistency of the consideration given by the CCLA for the sponsorships, which may or may not in some instances include a promise of exclusivity.

The CCLA does not endorse, directly or by implication, any products or services by accepting a gift/donation or sponsorship. The CCLA, in accepting a gift/donation or sponsorship, will remain in full control over its operations, including the activity, event or program for which the gift/donation or sponsorship is being made.

The CCLA will not accept any gift, donation or sponsorship that, as determined in accordance with the Operational Guidelines set out below:

- (a) is contrary to any one or more of the CCLA's objects, mission statement strategic priorities, and/or policies, or
- (b) is due to the political, religious, moral, ethical, or otherwise potentially divisive nature of the donor, the sponsor or, in the case of the sponsor, the product or service offered by the sponsor, may become a subject of significant conflict or dissension amongst the CCLA members.

ACCOUNTABILITY FOR GIFTS/DONATIONS OR SPONSORSHIPS

Members of the CCLA are bound by the Board Members Code of Conduct when participating in decisions concerning gifts/donations or sponsorships, including, without limitation declaring conflicts of interest, and maintaining confidentiality of information. Employees and contractors of the CCLA, in addition to being bound by the terms of their employment/contract, will follow this policy and the Board Members Code of Conduct in relation to gifts/donations and sponsorships..

OPERATIONAL GUIDELINES

With respect to any event or other project where donations or sponsorships are accepted,

- (i) The event or project committee in charge of the event or project (the "Committee") will be given the opportunity to review the list of sponsors/donors for the event or project.
- (ii) Any donation or sponsorship which, in the opinion of the Committee or CCLA staff, does meet or may meet the threshold set out above for refusal of the

donation/sponsorship, shall be discussed by the Committee with CCLA staff, and a final decision made as to the acceptance or rejection of the donation/sponsorship collectively by the Committee and the Executive Director, in consultation with, if deemed appropriate by either the Executive Director or the Committee, the President, the Executive Committee, and/or the Board.

- (iii) Final authority where there remains disagreement shall rest with the Board. The Executive Director or designate is responsible for drafting and signing the formal written agreement or confirmation with the sponsor or designate setting out the terms of the sponsorship, including any recognition to be provided to the sponsor.
- (iv) CCLA members, as the primary stakeholders of the CCLA, are encouraged to identify possible opportunities for gifts/donations or sponsorships to staff and/or Board members. Members are also encouraged to express their opinions at any time to Board or staff members regarding potential gifts/donations or sponsorships which may offend this policy.

(Source = Association of Canadian Archivists, Sponsorship & Donations Policy, Approved September 15, 2015).

Approved: Board – October 18, 2017