

ActionS for a better childhood life quality

Donors & sponsors' Recognition policy

**Approved by the board of directors
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DONORS & SPONSORS' RECOGNITION POLICY

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DONORS & SPONSORS' RECOGNITION POLICY

PREAMBLE

Sponsoring or donating to the foundation **ActionS** for a better childhood life quality means **helping thousands of disadvantaged children leaving throughout the Greater Montreal to get out of their poverty**. **ActionS** provide support annually to projects received from local charities working to improve the quality of life of these children. The projects focus mainly on education, healthy nutrition, health and practice of sports & leisure. (More information about the support to organizations on www.actions2009.org)

THE RECOGNITION MODES

Supporting **ActionS** is also benefiting from of a large exposure and many other advantages. Here is what **ActionS** proposes to its generous sponsors and donors depending on the type and value of the donation.

However **ActionS** is open to discuss any other suggestion.

A- IN-KIND DONATIONS

A-1. IN-KIND DONATIONS COLLECTED EXPLICITELY FOR THE SALES ACTIVITIES

The biannual charity Sales organized by ActionS are the main income source for the foundation. The Sales are held in locations rented for this purpose in various regions in Montreal. The duration of every Sale is 10 to 12 days. The Sales are opened to the general public. Thousands of persons attend annually these events.

A-1.1. DONOR INTERESTED IN A LARGE EXPOSURE DURING THE SALES

Sales are preceded by an advertising campaign in several newspapers read by hundreds of thousands of people. Some tens of thousands of flyers are distributed by direct mail and other means including about 2,000 flyers sent by e-mail to the persons registered so far on the foundation mailing list.

ActionS proposes five categories for the donors of in-kind donations for the Sales based on the annual estimated value.(Jan. 1st till Dec. 31st) assigned by **ActionS** to the donations collected from the donor. *(Please refer to the price allocation policy here below)*

RECOGNITION MODE	DONORS' categories (in-kind donations for the Sales)				
	DIAMOND ≥ 8,000\$	PLATINUM 5,000 - 7,999\$	GOLD 2,000\$ - 4,999\$	SILVER 500\$ - 1 999\$	BRONZE < 500 \$
1. APPRECIATION MESSAGE	✓	✓	✓	✓	✓
2. NAME or LOGO in our ADS during the Sales events	✓	Size < Diamond	Size < Platinum	Size < Gold	-
3. NAME posted on our WEBSITE (without hyperlink)	2 years	2 years Size < Diamond	2 years Size < Platinum	1 year Size < Gold	-
4. TICKETS for the GALA evening	6	4	2	-	-
5. BANNER or POSTER during the related event (provided by donor)	✓	✓	✓	-	-
6. HYPERLINK on our Web site to donors' website	2 years	2 years	-	-	-
NAME or LOGO on our LETTERHEAD papers	1 year	-	-	-	-

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Selling price allocation policy for in-kind donations intended for the public Sales :

The selling price will be less than one third of the market value provided by the donor or else as estimated by **ActionS**. However since the solicitation letter stipulates explicitly that **ActionS** collects only *brand new, good quality, undamaged and non-perishable products (no underwear or shoes)*, so any item received contrary to our request might not be included in the estimated value of the donation.

A-1.2. DONORS NOT INTERESTED TO TAKE ADVANTAGE OF ANY EXPOSURE

The donor will be entitled to:

- An appreciation message,
- An official donation receipt for Income tax purposes for the fair market value of the donation, upon submission of a donation invoice without taxes,
- Have his name posted on our Web site. ([Refer to item 3 in the above table](#)).

A-2. IN-KIND DONATIONS COLLECTED EXPLICITELY FOR AN AUCTION OR A DRAW FOR A CHARITABLE EVENT

The gala evening organized yearly by ActionS is one of its major fundraising events. It is a colorful evening animated by renown artists. About 300 persons take part in this event attended by many dignitaries from the three levels of our government. A silent auction as well as an important draw on about hundred prizes takes place during the event. It is an occasion to thank our donors and keep them informed about the projects supported by the foundation.

Donations for an auction or a draw are evaluated at their fair market value as provided by the donor.

The donor will be entitled to:

- An appreciation message,
- An official donation receipt for Income tax purposes for the fair market value of the donation, upon submission of a donation invoice without taxes,
- An acknowledgement in the annual Gala dinner program booklet,
- An acknowledgement during the event if the product market value is \$ 500 or more,
- Have his name posted on our Web site ([Refer to item 3 in the above table](#)).

A-3. IN-KIND DONATIONS DEDICATED TO THE PROJECTS SUBMITTED ANNUALLY TO ACTIONS

ActionS launches annually its support campaign for projects aiming to help disadvantaged children to get out of their poverty throughout the Greater Montreal. **ActionS** accepts only donations of brand new, good quality, undamaged and non-perishable products that can be used for projects as mentioned in the preamble above.

The donor can benefit from the same advantages proposed in [the above table](#) based on the fair market value of the donation as provided by the donor.

In case the donor is not interested to get any exposure, he can benefit from the same advantages enumerated in [item A-1.2. above](#).

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B- CASH DONATIONS

Cash donations collected by **ActionS** could be:

- Either to support the fundraising activities organized by **ActionS** so a larger amount can be allocated to support more projects for the benefit of disadvantaged children among those received annually,
- Or to complete the financing of a specific project that was supported by **ActionS** but still lacking resources.

B-1. SPONSOR INTERESTED IN A LARGE EXPOSURE

ActionS proposes five sponsorship categories for cash donations:

RECOGNITION MODE	SPONSORSHIP CATEGORIES				
	OFFICIAL ≥ 7 000 \$	PRINCIPAL 6 999-4 000 \$	MAJOR PLUS 3 999-2 500 \$	MAJOR 2 499-1 500 \$	ELITE 1 499-500 \$
1. APPRECIATION MESSAGE	✓	✓	✓	✓	✓
2. ACKNOWLEDGEMENT during the yearly Gala dinner	✓	✓	✓	✓	✓
3. ACKNOWLEDGEMENT in the program booklet of the gala event	✓	✓	✓	✓	✓
4. NAME posted on our Website	2 years	Size < Official 1 year	Size < Principal 1 year	Size < Major + 6 months	6 months
5. COLOURED AD in the Gala program booklet (inner page)	1 page	1/2 page	1/3 page	1/4 page	1/8 page Business card
6. TICKETS for the gala event	10	6	4	2	1
7. HYPERLINK on our website to the sponsor's Website	2 years	1 year	6 months	-	-
8. NAME or LOGO in the ADS during our Sales	Both Sales for 2 years	Both Sales for 1 year	One Sale	One Sale	
9. NAME or LOGO on our LETTERHEAD papers	1 year	-	-	-	-

It is worth to mention that:

- The gala dinner booklet is distributed to all the assistance. In addition, dozens of copies are remitted to the major donors of the foundation as well as to the potential donors. The booklet is also posted on our website, to be viewed by all the site visitors.
- Concerning the item 8 in the above table about displaying the name or logo during the campaigns preceding our two annual big public Sales. Generally the ads appear in several newspapers read by hundreds of thousands of people. Also dozens of thousands of flyers are distributed by direct mail. They are also sent by e-mail to about 2000 persons who registered themselves so far on our mailing list.

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B-2. SPONSOR INTERESTED ONLY IN AN EXPOSURE IN THE ANNUAL GALA EVENT PROGRAM BOOKLET

The ad can be either in the form of an advertisement or a discount-coupon or a word of encouragement to the foundation.

ActionS proposes the following:

- | | |
|---------------------------------------|---|
| 1. Full cover page colored ad: | 1 500 \$ Width 145 mm x Height 215 mm |
| 2. Full inner page colored ad: | 1 000 \$ Width 145 mm x Height 215 mm |
| 3. ½ inner page colored ad: | 500 \$ Width 145 mm x Height 105 mm |
| 4. ⅓ Inner page colored ad: | 350 \$ Width 145 mm x Height 68 mm |
| 5. ¼ inner page colored ad: | 250 \$ Width 70 mm x Height 105 mm
or W 145 mm x H 50 mm |
| 6. Business card size, inner page ad: | 125 \$ Width 70 mm x Height 50 mm |

The advertiser will be entitled to:

- An appreciation message,
- An acknowledgement in the Gala program booklet,
- Have his name posted on our Web site for one year for ads worth \$ 250 or more,
- An acknowledgement during the Gala dinner for ads worth \$ 500 or more.

B-3. SPONSOR NOT INTERESTED TO TAKE ADVANTAGE OF ANY EXPOSURE

The sponsor will be entitled to:

- An appreciation message,
- An official donation receipt for Income tax purposes,
- An acknowledgement in the Gala program booklet,
- Have his name posted on our Web site for one year,
- An acknowledgement during the Gala dinner for donations worth \$ 500 or more.

C- ASSOCIATE SPONSOR

This category includes any institution or supplier that offers free services to **ActionS** or helps the foundation in one way or another to reduce SIGNIFICANTLY its operating costs being for the fundraising activities, for the support to organizations or for any other needs.

ActionS will recognize the contribution of the associate sponsors as follows:

- A message of appreciation,
- An acknowledgement in the annual Gala dinner program booklet,
- Have his name posted on our Web site for one year,
- An acknowledgement during the Gala dinner for annual services worth \$ 500 or more.

For the sake of good order, it is worth to mention, that as per prevailing applicable laws, a donor who received an official donation receipt for Income Tax purposes in counter part of a donation collected for a specific financing activity, cannot benefit from any advantage (ad or logo) during this activity.

<http://www.cra-arc.gc.ca/chrts-gvng/chrts/prtng/gfts/whts-eng.html>

ActionS' Board of Directors reserves the right to review this policy without prior notice.