

Eligible for Funding (must be a specific project or initiative)

- Registered charities
- Non-profit organizations
- Rural municipal bodies

Ineligible for Funding

- International, national or large provincial charities/organizations (local chapters may be excepted)
- Debt reduction campaigns or operating budget contributions
- Organizations whose primary fundraising focus is to advocate religious, social, moral, political or economic point of view

Advocacy Model

- Only submissions from Heartland staff, agents or brokers will be considered
- Agent / broker employees, management or owners are all eligible to submit
 - No restriction on the number of applications per agency / brokerage / employee
- Recipient agrees to acknowledge funding
- Recipient agrees to Heartland's promotional efforts, i.e. social media, cheque presentation, etc

Committee / Process

- No pre-determined number of recipients or set range for individual amounts requested; allotment is solely at the discretion of the Fund committee
- Preference for wholly-funded projects but we can consider partial funding
- Decisions of committee are final
- Committee includes Heartland executive, management and staff plus 2 external members
- Submissions will be accepted by the committee until February 14th
- Committee will review submissions and make final determinations in March for presentations in April/May

Balanced Scorecard

- Committee to use a balanced scorecard to help guide disbursement decisions
- Example criteria including but not limited to:
 - Brand alignment
 - Promotional capacity
 - Impact

Employee Donation Matching

- For individual fundraising events throughout the year, Heartland will match all charitable donations raised by employees
- Maximum contribution \$500 per employee per event
- Matched funds will be provided automatically with proof of participation