



# Town of Souris - Donation and Sponsorship Policy 2026

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## 1. Purpose

The Town establishes a consistent framework for providing financial and in-kind support to community initiatives while ensuring accountability, transparency, and alignment with Council priorities. From this point

## 2. Authority

This policy is adopted under the Municipal Government Act (PEI).

## 3. Scope

Applies to donations, sponsorships, and in-kind contributions; excludes procurement and other formal agreements.

## 4. Guiding Principles

Decisions will be based on community benefit, financial stewardship, equity, transparency, and local impact.

## 5. Budget Allocation and Financial Management

Council shall annually approve a total allocation for donations and sponsorships as part of the Town's operating budget.

The funding cycle aligns with the Town's fiscal year (April 1 to March 31), and all contributions must be made within the approved budget.

### **Budget Management:**

Funding will generally be considered on a first-come, complete application basis, while allowing flexibility to support priority initiatives.

Council may reserve a portion of the budget for major events, strategic priorities, or unforeseen requests demonstrating significant community benefit.

Once the allocation is fully committed, no further funding will be approved unless amended by Council resolution. \* Council may adjust or reallocate the budget during the fiscal year through formal resolution.

### **Financial Accountability:**

Administration will maintain a running balance of the budget.

## 6. Eligibility

Non-profits, charities, community groups, and individuals representing Souris.

## 7. Ineligible Requests

For-profit ventures, political activities, personal gain, and non-compliant organizations.

## 8. Approval Authority

**Up to \$100:** CAO may approve routine, low-risk requests such as small community events, school or youth activities, local fundraising initiatives, and minor sponsorships that demonstrate clear local benefit and only if budget allocation is available. **All CAO approvals must be reported to Council monthly.**

**\*Individual/Students** requesting support for athletic or school initiatives will be set at \$100 for residents of the Town of Souris and \$75 for non-residents if attending either SRS or Ecole la Belle Cloche.

**\$101–\$1,000:** Council approval required.

**Over \$1,000:** Council approval required with demonstrated significant community impact.

## Evaluation Criteria

- Community benefit,
- number of participants,
- resident involvement,
- alignment with priorities,
- financial need,
- project budget,
- other funding, past support,
- and Town recognition.

## 10. Application Process

Requests must be submitted using the official form at least 30 days in advance of the event and 7 days prior to the Council agenda deadline.

## 11. Types of Support

Financial or in-kind contributions including services, equipment, or facilities.

## 12. Frequency

Generally, one request per year unless in exceptional circumstances.

## 13. Recognition

Applicants must outline how the Town will be recognized.

## 14. Accountability

CAO maintains records and may require confirmation of use. Annual report to Council.

## 15. Conflict of Interest

Council Members must declare and abstain where applicable.

## 16. No Guarantee of Ongoing Funding

Approval of a donation or sponsorship is **not a commitment to future funding**. All contributions are considered on a **year-to-year basis**, subject to Council approval and available budget. Applicants must **submit a new application for each calendar year** in which funding is requested, and each request will be evaluated independently in accordance with this policy.

## 17. Review

Reviewed once per Council term or as needed.