



## Charitable Giving Policy

**PURPOSE:** The purpose of this policy is to establish a reliable community relations and donation policy to create goodwill between Homeland Credit Union and the communities we serve.

**CONTRIBUTION GUIDELINES:** Contributions in the form of cash, giveaways, or volunteer time should fall into one of the following categories: charitable organization, community involvement, or public relations. The receiving organization must be within the Homeland Credit Union field of membership. Funding amounts are considered on a case-by-case basis and are subject to budget limitations. The things we will consider when reviewing a request include but are not limited to, the number of members who will benefit, the impact of the activity on the community, the number of participants, and the exchange of advertising opportunities for the credit union. Donations requested within our field of membership in exchange for advertising opportunities may include but are not limited to high school sports programs, yearbook ads, stadium banners, and tee shirts. In some cases, other recognition (such as tickets) may be given in return for sponsorships. These opportunities will be directed to the Marketing Officer for approval and/or distribution. Other acceptable donation requests are those made to groups, organizations, or institutions that are part of a community awareness campaign. Requests in this category will, in most cases, be considered for advertising/public relations exposure. These groups should be part of our communities, promote the credit union mission statement or otherwise support our membership. (Examples include Chambers of Commerce, Civic groups, Professional organizations, etc.)

It is the goal of Homeland Credit Union to be a helpmate to the communities we serve. We receive countless solicitations for donations, volunteer support, and community sponsorships. The following provides a guideline for how requests are considered. Annually HCU donated more than \$50,000 in cash donations to various schools, foundations, sports teams, and organizations that fit within the HCU eligibility guidelines. These guidelines will not cover every possibility, special need, or opportunity. HCU may make exceptions while considering the purpose for making contributions.

### Contribution Guidelines

To be eligible for contributions, organizations must be within good standing in the community. HCU may give special consideration to organizations who have a tie directly to the credit union.

We will consider contributions for:

- Education-related events
- School sports teams and other school-sponsored clubs
- Educational advancement
- Financial literacy
- School district school employee events
- Organizations falling within our field of Membership
- Community based sports team



\*HCU does not make contributions for:

- Advertising or underwriting expenses
- Campus student organizations, fraternities, sororities, honor societies
- Political/partisan endorsements
- Individuals seeking funds for personal endeavors
- Individual students seeking sports-related sponsorships.
- Tuition

*\*Exceptions may be made for Homeland Credit Union official family which includes but is not limited to the Board of Directors, staff members, and committee members.*

Types of contributions we may make:

- Monetary donations
- Time donations
- Other resources (promotional items, seminars, fundraisers, etc.)

All requests must be submitted online through the HCU Donation Request Form. Requests should allow at least 30 days in advance of the event date; however, we will accommodate time-sensitive requests when necessary. The Director of Marketing and Community Development will review all requests.

Other Resources

HCU may choose to contribute to the community through other resources. Examples include food banks (canned food drives), school supply donation containers in our branches, and displaying posters. Participation for these types of requests and participation will be decided by the Director of Marketing and Community Development at HCU.

Promotional items donations will be limited to items in stock. Director of Marketing and Community Development maintains records of all items donated.

Annually HCU distributes an estimated \$5,000 to students within our field of membership. The scholarship application time frame begins in December and ends in March. Scholarships are awarded at the HCU annual meeting in April