

Community Investment Program

Application Form



As a credit union, Cornerstone is driven by corporate social responsibility to give back to our communities. But it's more than that. We live and work here too. So do our families. Our branches are in the heart of our communities. Our communities matters to us.

That's why we are proud to support our communities through:

- Donations
- Sponsorships
- Volunteering
- Gifts in kind

What we can Support:

While we'd love to help everyone who asks, it's not that simple. Cornerstone focuses on the areas that best fit our vision, mission, and values. Preference is given to charitable and non-profit events and organizations. Support is considered in the following areas:

- Community & Economic Development
- Youth & Education
- Health Care Causes
- Arts & Culture
- Agriculture
- Amateur Sport

Cornerstone receives a large number of requests, and although we'd like to support every cause, it's just not possible. Previous support does not guarantee support for subsequent requests and not all eligible requests can be funded.

What we cannot Support:

Funding will not be provided for:

- Political or religious organizations
- Advocacy organizations whose causes are publicly controversial
- Individuals
- Events or organizations that take place outside our trading area

How to Apply:

We encourage you to complete this application form so we have all the information to review your application. When applying, be specific and provide as much detail as possible. Please attach all supporting documents (such as a request letter), as this information will help us assess your application.

To ensure proper consideration, please submit your request **at least 4 weeks** prior to your deadline. Larger or more complex requests take more time to evaluate.

For any questions regarding our Community Investment Program, or to submit your application electronically, please email: marketing@cornerstonecu.com

We say we care, and we mean it.



Project or Event:

Project Name: _____

Type of Request:

- Event Sponsorship** **Donation** **Partnership** **Capital Project**

Name of Organization: _____

Contact Person: _____

Address: _____

City: _____

Province: _____

Postal Code: _____

Phone: _____

Email: _____

Website: _____

Profile:

Description of Organization, Project, or Event:

Amount Requested: _____

Date of Event: _____

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Audience & Communities that will benefit from this request:

Business Model:

Not for profit For profit

Which focus area does your request fit:

- | | |
|---|--|
| <input type="checkbox"/> Community & Economic Development | <input type="checkbox"/> Youth & Education |
| <input type="checkbox"/> Health Care Causes | <input type="checkbox"/> Arts & Culture |
| <input type="checkbox"/> Agriculture | <input type="checkbox"/> Amateur Sport |

Member of Cornerstone: Yes No

Identify other sponsors:

General Questions:

For this request, are you looking for volunteers from Cornerstone? Yes No

Partnership Type:

- | | |
|--|--|
| <input type="checkbox"/> Event/Program Sponsorship | <input type="checkbox"/> Capital Project |
| <input type="checkbox"/> Community Fundraiser | <input type="checkbox"/> Donation |
| <input type="checkbox"/> Tournament | |

Sponsorship Level Offered:

- | | |
|--|---|
| <input type="checkbox"/> Title Sponsor | <input type="checkbox"/> Presenting Sponsor |
| <input type="checkbox"/> Major Sponsor | <input type="checkbox"/> Minor Sponsor |
| <input type="checkbox"/> Other | <input type="checkbox"/> Not applicable |

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Exclusivity offered (within the financial services sector) ? Yes No

Select your primary target audience:

- | | |
|--|---|
| <input type="checkbox"/> Adults | <input type="checkbox"/> Children & Youth |
| <input type="checkbox"/> Post-secondary Students | <input type="checkbox"/> Families |
| <input type="checkbox"/> Senior | |

Does your request include any recognition opportunities listed below?

- | | |
|--|--|
| <input type="checkbox"/> Award Presentation | <input type="checkbox"/> Event Program Ad |
| <input type="checkbox"/> Logo on T-shirt | <input type="checkbox"/> Logo on website that links to CCU website |
| <input type="checkbox"/> Onsite interaction/promotion | <input type="checkbox"/> Posters/Tent cards |
| <input type="checkbox"/> Recognition on board or display | <input type="checkbox"/> Speaking Opportunities |
| <input type="checkbox"/> Signage at event | <input type="checkbox"/> Permanent Signage |
| <input type="checkbox"/> Tickets or table at event | <input type="checkbox"/> Verbal recognition at event |
| <input type="checkbox"/> Other | |

Will social media be used to promote your request?

- Yes No Not applicable

Facebook Handle: _____

Twitter Handle: _____

Do you give permission to Cornerstone to also promote your event on their social media pages (Facebook & Twitter)?

- Yes No

Please provide any attachments for review and consideration.

Thank you for application. You will be contacted by our marketing department once your application has been received.

