



Policy on Letters/Statements of Support, Endorsements, Collaborative Initiatives, Safe Communities Northumberland County Name/Logo, Sponsorship and Volunteers

Safe Communities Northumberland County (SCNC) is a community initiative involving many partners, most of which are non-profit organizations, government or public institutions.

Much of the success of SCNC is a result of these partnerships and the collaboration amongst the partners regarding initiatives and the planning and delivery of community events and county-wide projects.

1.0 Letters/Statements of Support

Requests for letters of support and/or statements of support from SCNC will follow the guidelines below:

- 1.1 Requests for letters must be made in writing to the Co-Chairs of the Leadership Table and copied to the Coordinator(s). Requests can be submitted via email to safecommunitiesnorthumberland@gmail.com
- 1.2 The request will outline the following details:
 - a. Who the letter should be addressed to, including complete mailing address;
 - b. Requested deadline for receipt of the letter;
 - c. How the request is in keeping with the mission and goals of SCNC;
 - d. If the letter is to support a project, a list of other partners involved in the project;
 - e. A list of who else / other organizations being sought for a letter of support;
 - f. Any other information linking the request with the work of SCNC (i.e., how the request links to the mission of SCNC, injury-prevention and safety education/promotion).
- 1.3 If the letter is to support a grant application, the grant application package document/ Materials, or a link to the application materials, must accompany the request.
- 1.4 Once the request has been received SCNC will provide, within 10 business days, a written response indicating if a letter/statement will be granted.
- 1.5 If a letter/statement of support is granted, a minimum of 30 business days must be given to SCNC to provide a letter/statement of support.
 - g. If the grant/program application submission deadline is such that it is not possible to allow SCNC 30 business days prior to the required submission date, the applying agency should contact the Coordinator(s) to set up an alternative time frame/process.



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2.0 Endorsements

SCNC regularly shares program knowledge and community information, through both formal and information channels/networks.

The sharing of information does not constitute an endorsement.

SCNC may endorse an idea (e.g., use anti-slip materials to prevent falls/slips) but will not endorse a specific brand or product (e.g., use ABC company's anti-slip product).

3.0 Collaborative Initiatives

A successful collaboration between SCNC and any partnering agency will be a mutually beneficial one through the action of combining resources and competencies. The sharing of resources, namely finances, knowledge and people are important elements of collaboration as are developing and maintaining a shared vision.

Before entering any relationship, SCNC will consider key questions including:

- 3.1 Does the proposed activity and/or the proposed relationship promote the mission of Safe Communities Northumberland County?
- 3.2 Are related costs (if any) in alignment with the SCNC budget and financial goals?
- 3.3 Will the relationship promote or enhance activities or organizations whose goals are inconsistent with the mission of SCNC?

SCNC will not engage in collaborative initiatives with an agency whose mission/goals and, if applicable, requests for financial support, do not align with those of SCNC.

4.0 SCNC Name / Logo

The SCNC logo is not authorized for use without the explicit permission of SCNC. Only the Co-Chairs of the Leadership Table and the Coordinator(s) are authorized to make the official logo available.

Generally, the SCNC logo will not be placed in conjunction with an event or project that SCNC has not had a role in developing.



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SCNC may provide its logo for use in collaborative activities with other non-profit organizations, but will generally not allow the use of its logo where such use would provide a benefit to any private, for-profit organization. Such use must be recommended by the Co-Chairs and approved by the members of the Leadership Table.

Requests for use of the SCNC Logo will follow the guidelines below:

- 4.1 Requests must be made in writing and directed to the Co-Chairs of the Leadership Table and copied to the Coordinator(s). Requests should be submitted via email to safecommunitiesnorthumberland@gmail.com
- 4.2 Before granting approval for any third party to use the name/logo, SCNC reserves the right to examine a copy of the text, images and context of the project in advance to ensure that it contains no inaccurate or misleading references/content.
- 4.3 Use of the logo must comply with the SCNC *Policy on Graphic Standards*, a copy of which will be made available to the requesting organization/agency.

5.0 Sponsorship

Sponsorship occurs when a business donates toward the cost of a charity's activity or event and, in return, the charity advertises or promotes the business's brand, products or services. (Canadian Revenue Agency)

SCNC will, at times, seek funds and/or in-kind contributions from businesses or companies to support activities and events. It is expected that acknowledging contributions in a public-way (i.e., in print/verbal acknowledgements or announcements, through traditional media outlets and social media, etc.) will occur.

Acknowledgement of donations will be such that the recognition is limited to information necessary to identify the donor and the nature or purpose of the donation.

Acknowledging donations from businesses or companies to SCNC events or activities are not intended and shall not be deemed to constitute SCNCs endorsement of related commercial products or services.

Sponsorship situations are unique and should be looked at individually.



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Requests for accepting sponsors from businesses or companies will follow the guidelines below:

- 5.1 The potential sponsor's business or company must not conflict with the mission and goals of SCNC.
- 5.2 A sponsorship agreement must not result in a conflict of interest or a potential for personal gain by members of SCNC.
- 5.3 The Co-Chairs of the Leadership Table, in consultation with the Coordinator(s) will have the final approval of any company or business sponsored products or services in amounts exceeding \$1000.00. Amounts of \$1000.00 or less can be reviewed and accepted by the Coordinator(s).
- 5.4 The sponsorship agreement may not include exclusivity clauses that unreasonably restrict SCNC's ability to consider other potential sponsors.
- 5.5 SCNC cannot issue tax receipts to donors/sponsors.

6.0 Volunteers

SCNC may hold events in the community where the use of volunteers is necessary.

Volunteers will be permitted to volunteer with SCNC when they have successfully undergone a screening process by a partnering community agency. Such screening will include, but is not limited to, a Criminal Record Check and Vulnerable Sector Check.

SCNC will not retain personal information or documentation concerning record checks from volunteers.