

Subject: DONATIONS AND SPONSORSHIPS		Policy No: 17
Original issue: 12/22/1995	Last Revised: 11/08/2019	Last Reviewed: 11/08/2019

I. OBJECTIVE:

- A. To establish a policy that governs how Empire Electric Association (EEA) addresses donation and sponsorship requests.

II. POLICY

- A. Donations or sponsorships may include requests that could reasonably be considered as non-profit, educational, social, charitable, public safety or similar purposes. Examples are contributions to non-profit community and civic organizations, colleges, schools, or educational purposes that may benefit EEA, the community, and/or the utility industry. Donations may be direct monetary contributions or they may include, but are not limited to, special purchases, honorary membership fees, meal or banquet tickets, advertising acknowledgments, in-kind services, and other transactions. Sponsorship examples include, but are not limited to, area athletic programs, community events, and EEA employee participant programs, such as softball, volleyball, bowling, and golf teams.
- B. EEA will establish an annual budget of ongoing donations which shall be presented to the Board for review and approval during the August Board meeting.
- C. Any organization or individual desiring a donation or sponsorship from EEA, except for any ongoing donations, must make a request (Request) to EEA’s board of directors (Board) using the application instructions attached to this policy.
- D. Requests must be received by EEA by September 15 of each year to be eligible for funding in the following year.
- E. The Board President may appoint a committee to evaluate Requests and provide recommendations to the Board.
- F. The scoring rubric attached to this policy may be used as an aid to evaluate Requests.
- G. The Board will consider Requests during its annual budget review period and will include approved Requests in the following year’s budget. All amounts included in the annual budget will be considered approved upon the Board’s approval of the budget.
- H. The total budget for all donations and sponsorships will not exceed one-half of one percent (0.5%) of the total operating revenue budgeted for EEA’s retail loads. Budgeted revenue from EEA’s CO2 loads shall be excluded from this calculation.
- I. The Board may deviate from this policy to consider extraordinary Requests should the Board determine, at its sole discretion, that such deviation is warranted.

III. RESPONSIBILITY

- A. The Board shall be responsible for any change or revision of this policy.
- B. The general manager is responsible for administration of this policy and for making recommendations for changes.

	President’s Signature	Date: 11/08/2019
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**APPLICATION INSTRUCTIONS FOR DONATIONS AND SPONSORSHIPS FROM
EMPIRE ELECTRIC ASSOCIATION, INC.**

This document provides instructions for applicants who desire to submit a donation or sponsorship request to Empire Electric Association's (EEA's) board of directors (Board). To be eligible, the donation or sponsorship must be for non-profit, educational, social, charitable, public safety or similar purposes, and applicant must be not-for-profit and non-political. By submitting an application, the applicant verifies the accuracy of the information contained therein.

THE COMPLETE APPLICATION PACKET MUST BE RECEIVED BY SEPTEMBER 15 OF EACH YEAR IN ORDER TO BE ELIGIBLE FOR FUNDING IN THE FOLLOWING YEAR. THE APPLICATION CAN BE SUBMITTED BY MAIL, HAND DELIVERY, EMAIL, OR THROUGH EEA'S WEBSITE.

By Mail:

Executive Secretary
Empire Electric Association
P.O. Box K
Cortez, CO 81321

By Hand Delivery:

801 North Broadway
Cortez, CO

By Email: donationapplication@eea.coop

By Website: <https://www.eea.coop/application-donation-or-sponsorship>

In a separate document, please provide the following information:

1. Official name, address, phone number(s) and e-mail address of the organization or individual.
2. Name and contact information of contact person.
3. Amount requested.
4. Is the organization or individual activity not-for-profit?
5. Is the activity for which the donation/sponsorship is sought non-political?
6. Provide the mission statement for your organization or individual activity. If you do not have a mission statement, please state succinctly the purpose of your organization or individual activity.
7. How many years has your organization been in existence or have you been conducting your individual activity?
8. Attach a copy of your organization's or individual activity's budget for the fiscal year you are requesting the donation/sponsorship.
9. Identify the members of your board of directors and your officers.
10. Describe how the donation/sponsorship will help meet an essential community need.
11. Describe how the donation/sponsorship will help promote community development.
12. Describe how the donation/sponsorship will benefit members from throughout EEA's service territory.
13. Describe how your organization will recognize EEA if it provides a donation/sponsorship.
14. State or attach any additional information you believe would be helpful in determining whether you or your organization should receive a donation/sponsorship.
15. Provide a signature of an authorized representative and date the application.

The Board, in its sole discretion, will decide whether to fund donation and sponsorship requests and its decision shall be final. The Board may decide to grant an amount that differs from the amount requested. Applicants will be notified of amount granted, if any, by December 31.

**EMPIRE ELECTRIC ASSOCIATION SCORING RUBRIC FOR EVALUATING
DONATION AND SPONSORSHIP REQUESTS**

The Board, or a committee thereof, will score applications based on the following point system:

1. Community Need (0 to 5 points)
2. Community Development (0 to 5 points)
3. Service Territory (0 to 5 points)
4. EEA Recognition (0 to 2 points)

The maximum score an application can receive is 17 points.

To receive a high score in the **Community Need** category, the cause must meet an essential need in the communities EEA serves. Examples include but are not limited to causes that benefit children, youth, low-income families, veterans, disabled persons, law enforcement, fire departments, and medical services.

To receive a high score in the **Community Development** category, the cause must encourage economic development or enhance quality of life in the communities EEA serves. Examples include but are not limited to events such as fairs, festivals, rodeos, tournaments, and races as well as organizations such as clubs, teams, and societies.

To receive a high score in the **Service Territory** category, the cause must provide benefit to members throughout EEA's service territory.

To receive a high score in the **EEA Recognition** category, the cause must publicly recognize EEA for its donation or sponsorship.