

Donations, Sponsorship and Fundraising Guidelines



Introduction

Bord na Móna is a leading sustainable company encompassing electricity generation, heating solutions, resource recovery, horticulture and biomass. We achieve continuing growth through superior customer service, outstanding quality and innovation through excellence and commitment of our people.

Purpose

The purpose of these guidelines is to outline the scope, principles and mechanisms which Bord na Móna utilises with regard to making donations, providing sponsorship and facilitating fundraising.

Scope

These guidelines apply to discretionary donations, sponsorship and fund raising made and facilitated by Bord na Móna. Accordingly, such donations, sponsorship and fund raising may have significant local, national or global reach.

Definitions

Sponsorship under a sponsorship arrangement, the company generally enters into a long-term partnership with an organisation for mutual benefit. The benefits in turn to Bord na Móna may include:

- Display and promotion of the Bord na Móna brand.
- Verbal, visual and written acknowledgement at events, functions, etc.
- Opportunities to involve Bord na Móna employees.

Sponsorship will generally be for a fixed term determined by a time frame, occasion or an event.

Fundraising can be a discretionary support with an organisation/employee. This may include;

- Display and promotion of the Bord na Móna brand.
- Verbal, visual and written acknowledgement at events, functions, etc.
- The facilitation of Bord na Móna properties for the purposes of supporting employee fundraising initiatives.
- Opportunities to involve Bord na Móna employees.

Donations are discretionary support, in cash or in kind, given to a group or organisation where no immediate tangible benefit to Bord na Móna is anticipated.

Guiding Principles

In assessing Donations and Sponsorship applications Bord na Móna will consider the following:

- Potential to develop strategic, long term partnerships with organisations.
- Activities deemed to have significant local, national or global reach.
- Aligned with Bord na Móna's vision and core values being – Resourceful, Engaging, Respectful.
- Relationship to Bord na Móna and its community within which it operates.
- Potential for broad community impact and/or branding.
- Potential for not-for-profit organisations
- Potential to involve Bord na Móna employees.

In assessing Fund Raising applications Bord na Móna will consider the following:

- Potential for not-for-profit organisations.
- Potential to involve Bord na Móna employees.



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Areas of Support

Bord na Móna will seek to support the following areas of interest for both Donations and Sponsorship:

- Community
- Sustainability

Donations of Bord na Móna Products

Requests for donation of Bord na Móna products may be considered if the principles set out in these guidelines are met.

Exclusions

In line with these guidelines Bord na Móna will not support

- Applications from individuals
- Commercial for profit businesses
- Applications from political parties or campaigns
- Activities that may bring the reputation of Bord na Móna into disrepute
- Organisations that breach the law or are deemed to be improper in their conduct

Audit Practices

Due diligence will be completed with respect of all charities which Bord na Móna partners with i.e. a charity number and registration with the charity the regulator are required.

Follow up communications will be sent following receipt of the donation/sponsorship to determine this has been utilised as agreed and evidence of compliance may be sought.

Application making process

Formal requests for Donations or Sponsorship should be made by completion of the 'Donations Sponsorship, fund Raising' application form (see link below).

Decision making process

- 1.** In accordance with these guidelines all applications will be responded to within 21 days of receipt.
- 2.** Bord na Móna has sole and full discretion in assessing and determining applications.
- 3.** The successful applicants may be required to sign additional documentation at the discretion of Bord na Móna.

For further queries please contact the Corporate Social Responsibility Manager on **087 602 3705** or **mia.mccarthy@bnm.ie**

