



# Community Relations Guidelines

*Manitoba Public Insurance promotes the social and economic well-being of communities through our support of organizations and events in the province. This support may take the form of grants, donations, sponsorships, goodwill advertising or corporate merchandise.*

**Please follow these guidelines when seeking assistance of this kind.**



**Manitoba  
Public Insurance**



## Evaluation criteria

All requests for support are evaluated against the following general criteria:

### STRATEGIC FIT

- Is the event or program consistent with the corporation's mission and values?
- Does it further our business goals and objectives by building understanding of our role, messages and products?
- Does it provide a cost-effective means of reaching the corporation's key target audiences?
- Does it provide opportunities to demonstrate corporate citizenship and leadership – for example, through title sponsorship, media coverage or promotion?

### ORGANIZATION / EVENT / PROJECT

- Does the organization demonstrate fiscal responsibility and effective management of funds?
- Has the organization demonstrated that it has the necessary funds, resources, experience and ability to successfully execute its plans?
- Does the organization have clearly defined goals and a comprehensive implementation plan?
- How will results be evaluated and shared with Manitoba Public Insurance?
- Has the organization or event received other support from Manitoba Public Insurance during the current year?

### EMPLOYEE AND PUBLIC SUPPORT

- Is the event of interest and importance to Manitoba Public Insurance employees and customers?
- Does the event provide opportunities to enhance employee morale and pride through volunteer or participant involvement?

- Does it provide a unique, memorable experience and long-term benefits to Manitobans?

## Other considerations

**Manitoba Public Insurance generally does not provide financial support to the following:**

- National fundraising campaigns (although we may support provincial chapters raising funds for Manitoba initiatives)
- Capital projects (although consideration may be given to support fundraising events that raise money for the project)
- Political, fraternal, military, labour, racist or religious organizations or initiatives
- Individual or commercial pursuits
- Core funding for organizations
- Private companies
- Organizations that have a negative relationship with their employees, customers, communities or government
- Community club sports teams (although in-kind corporate merchandise may be contributed in lieu of money)

## Contact information

**For sponsorship, donations, grants, goodwill advertising and donations in-kind requests, please send your application to:**

**Shawna Bell**

Community Relations Specialist

Corporate Communications, Public Affairs

Manitoba Public Insurance

Room 820–234 Donald Street

Winnipeg, MB R3C 4A4

E-mail: [sbell@mpi.mb.ca](mailto:sbell@mpi.mb.ca)

Phone: (204) 985–8664

# Requesting merchandise

Manitoba Public Insurance provides merchandise to a variety of community events as a way of demonstrating our commitment to local communities and causes.

## How to apply

Please submit a written request (by way of post or e-mail) at least three weeks before the event. Large or special requests may require advance notice of eight weeks or more.

### *Please provide the following information:*

- Organization's name and contact information
- Program/event name and purpose
- Date(s) of event or program
- Target audience, including number of attendees or participants
- Amount or type of support sought
- Recognition Manitoba Public Insurance will receive as a result of this support

## How you will be notified

Requests are normally approved or declined within one week. If the request is approved, you will be contacted by telephone to arrange for pick-up. If the request is declined, you will be notified by e-mail, letter or telephone.

## Evaluation criteria

### *The following factors will be considered:*

- Corporate relationship with the organization
- Corporate sponsorship of the event
- Involvement of Manitoba Public Insurance employees
- Strategic opportunity to support key business objectives or deliver a corporate message to key audiences

### *Types of requests not supported include:*

- National fundraising campaigns – although consideration is given to fundraising events at the local level
- Political, fraternal, military, labour, racist or religious organizations or initiatives
- Individual or commercial pursuits, such as wedding socials and family reunions

## Contact information

### *For corporate merchandise requests, please send your application to:*

#### **Yvette Deveau**

Community Programming Coordinator  
Corporate Communications, Public Affairs

Manitoba Public Insurance  
Room 820–234 Donald Street  
Winnipeg, MB R3C 4A4

E-mail: [ydeveau@mpi.mb.ca](mailto:ydeveau@mpi.mb.ca)

Phone: (204) 985–7477

# Request for funding

Please complete this application and submit to Manitoba Public Insurance at least 60 days before the event, program or project commences (or six months if request amount is \$5,000 or more).

Organization name:	Application date:
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Event/Program location:	
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Address:	Postal code:
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Contact:	Phone:
<hr/>	
E-mail address:	Fax:
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- Fundraising event date(s) or duration of program or project date:  

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- Event, program or project name:  

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- Objectives of event, program or project:  

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- Brief description of the event, program or project:  

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- What year did this event, program or project begin?  

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- Amount of money requested from Manitoba Public Insurance: \$  

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- How would our funding be applied to the event, program or project?  

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- Please submit a draft budget of revenue and expenses for this event, program or project.  

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- What is the net profit goal for this event, program or project? \$  

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- How many people are expected to attend the event, program or project: **(Check one)**  
 Up to 250     251-550     551-750     751+  

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