



<b>Policy Name:</b>	<b>SPONSORSHIPS, DONATIONS, AND FUNDRAISING</b>		
<b>Policy #:</b>	AD 2.3.1	<b>Last Updated:</b>	2023-07-26
<b>Issued By:</b>	SUPPORT SERVICES BUREAU	<b>Approved By:</b>	SURREY POLICE BOARD
		<b>Review Frequency:</b>	AS REQUIRED

## **RELATED POLICIES**

AD 2.3 *Conflict of Interest*

### **1. PURPOSE**

- 1.1. To recognize that Surrey Police Service (SPS) can engage in Sponsorships, receive Donations, and Fundraising as a part of initiatives which could benefit both SPS and the community.
- 1.2. SPS must maintain the highest ethical standards in engaging in these activities. This policy establishes a process by which SPS may effectively and ethically accept Donations, participate in Sponsorship arrangements, and engage in Fundraising activities.

### **2. SCOPE**

- 2.1. This policy applies to all Employees.

### **3. POLICY**

- 3.1. Sponsorship occurs when SPS forms a relationship with another party where both sides have specific obligations. Sponsorship is often a commercial relationship in which a sponsor provides contribution in money or in kind to support an activity in return for certain specified benefits such as affiliation to SPS to create commercial opportunities for the sponsor.
- 3.2. Sponsorship In occurs when SPS supports an activity or initiative by which SPS is in receipt of a Sponsorship from another party, which may have been solicited or unsolicited.
- 3.3. Sponsorship Out occurs when SPS supports an activity or initiative undertaken by an outside organization through the provision of funds or in-kind resources.

- 3.4. Donation occurs when SPS receives money, goods (including equipment) without any obligation being created, with the exception where the donation has been provided and accepted for a specific project or initiative.
- 3.5. Fundraising occurs when SPS Employees solicit money, goods, or services by requesting Donations from individuals and organizations.
- 3.6. Notwithstanding the approval processes set out in Section 4 below, the Chief Constable or Surrey Police Board may cancel or rescind a Sponsorship, the acceptance of Donations, or a Fundraising activity.

#### **4. PROCEDURE**

##### **SPONSORSHIP**

- 4.1. A proposal for Sponsorship In will only be approved if it:
- i. Is consistent with the principle that core policing functions should be publicly funded, and the impact, if any, on operational funding is understood;
  - ii. Does not erode the City of Surrey's responsibility for funding core police services;
  - iii. Is accounted for through audits; and,
  - iv. Benefits SPS or the community without preference to the sponsor.
- 4.2. A potential sponsor must complete the relevant portions of the *Sponsorship Information and Application Form* (Form AD-2311).
- 4.3. The Member submitting the proposal for Sponsorship must complete the remaining portions of the *Sponsorship Information and Application Form* (Form AD-2311) and submit the form through the Executive Relations Officer (ERO) with recommendations to the Chief Constable or designate. Form AD-2311 must be completed and approved by the Chief Constable or designate prior to a Sponsorship occurring.
- 4.4. The Sponsorship Information and Application Form (Form AD-2311) must include the following:
- i. A description of goods and/or services to be involved in the Sponsorship arrangement and an explanation of where and how the goods and/or services will be used;
  - ii. Whether there is a requirement for specialized training;
  - iii. Whether there are other associated costs to SPS;
  - iv. The market value of goods and/or services offered;
  - v. The impact of the Sponsorship on an identified community needs or initiative;
  - vi. The relationship between the parties involved in the Sponsorship arrangement; and
  - vii. Any other relevant information.

- 4.5. The ERO must ensure the Departmental Security Section (DSS) completes the background check of the sponsor, prior to accepting the Sponsorship In. DSS will also complete a background check of the organization or known affiliated personnel prior to offering a Sponsorship Out for any initiative undertaken by an organization.
- 4.6. If the background check reveals information that accepting the Sponsorship In or Sponsorship Out would put SPS into a real or perceived conflict of interest or reveals concerns of integrity or ethics related to the sponsor, the ERO shall advise the sponsor in writing that the Sponsorship is respectfully declined, and any items will be returned. No explanation will be provided for declining a Sponsorship In or for declining a Sponsorship Out to an organization or its initiative.
- 4.7. A Sponsorship In and Sponsorship Out will be assessed on an individual basis. Potential sponsors, as well as potential sponsored parties must meet the following criteria to be eligible for a Sponsorship relationship with SPS. These criteria include, but are not limited to:
- i. An endorsement of products and/or services is not required;
  - ii. The public image of the sponsor or sponsored party must be positive and have a reputation of integrity and ethical standing that would reflect SPS in a positive manner. The public image and reputation of the sponsor's business values must reflect the core values of SPS;
  - iii. Present and past activities of the sponsor or sponsored party must not be in a real or perceived conflict with, nor compromise, SPS;
  - iv. There can be no direct benefit to the sponsor or sponsored party other than formal recognition for the Sponsorship (a tax receipt may be issued to a sponsor where circumstances are appropriate);
  - v. Principles of fairness and competition must be considered when assessing a Sponsorship In proposal;
  - vi. The allocation of all goods and services resulting from a Sponsorship is at the discretion of the Chief Constable; and
  - vii. The use and scope of any advertising related to a Sponsorship agreement is at the direction of the Chief Constable.
- 4.8. Any loans of equipment to SPS from a private company, corporation or individual shall be considered a Sponsorship and shall be subject to the Sponsorship procedure.
- 4.9. Equipment and any items loaned from a government or law enforcement agency are exempt from this policy but must be authorized through a Memorandum of Understanding that defines the purpose of the use of equipment including liability issues.
- 4.10. All Sponsorship requests must be approved by the Chief Constable, or designate, following a recommendation by the ERO.
- 4.11. All Sponsorship applications will be submitted by the ERO to the SPS Financial Services Section for their review to identify the budgetary impact, if any, of the submission.

- 4.12. Additional resources shall not be allocated to support a Sponsorship or its implementation without the prior approval of the Chief Constable.
- 4.13. In circumstances where there is a perception of conflict of interest, or other concerns related to the Sponsorship, the Chief Constable shall include consultation with the SPS Ethics Officer. If deemed beneficial or necessary, the Chief Constable may further consult with outside sources for an independent review or opinion.
- 4.14. Members shall not manage or open accounts with respect to any Sponsorship. All funds disbursed in relating to a Sponsorship shall be administered through the Financial Services Section.
- 4.15. The Chief Constable or designate will report receipt of all Sponsorships greater than \$10,000 in a timely manner to the Surrey Police Board.
- 4.16. The Chief Constable or designate shall inform, in writing, the individuals, organizations or corporations who have submitted a *Sponsorship Information and Application Form* (Form AD - 2311) of the results of their application including those Sponsorship applications that are not approved.
- 4.17. The ERO will develop and maintain a Sponsorship Registry comprised of all Sponsorship applications, reviews, approvals, and pertinent information.
- 4.18. The ERO will compile a list of Sponsorships, both Sponsorship In and Sponsorship Out, that have occurred in a calendar year. The ERO will further index the Sponsorship by number and provide a brief outline of each Sponsorship as well as its monetary value. This information will inform a report that will be forwarded to the Surrey Police Board (SPB) on an annual basis.

## **DONATIONS**

- 4.19. The acceptance of Donations by SPS must in all cases be conducted in a transparent and ethical manner.
- 4.20. All donation receipts must be approved by the Chief Constable, or designate, following a recommendation by the ERO.
- 4.21. If a person or corporation approaches SPS with the purpose of unsolicited donation of goods or funds when the amount or value of goods wishing to be donated exceeds \$500.00 or more, the person or corporation will be directed to complete the *Sponsorship Information and Application Form* (Form AD-2311).
- 4.22. Under SPS policy AD 2.3 – *Conflict of Interest*, Employees may only accept a gift or gratuity where the gift or gratuity:

- i. is offered as the result of a customary or hospitality practice;
- ii. is of nominal economic value (less than \$25);
- iii. is not viewed as placing any obligation on the Employee;
- iv. would not adversely affect, or appear to adversely affect, the Employee's impartiality; and
- v. would not compromise, or appear to compromise, the integrity of SPS.

4.23. Gifts of alcoholic beverages, tobacco and cannabis products cannot be accepted.

4.24. The ERO will ensure that the DSS completes the necessary background checks of a donor. If any information arises to cause concern that accepting the goods or funds would put SPS into a real or perceived conflict of interest, or if information reveals concerns regarding integrity or ethics of the donor, the ERO will advise the donor that the donation is respectfully declined. No explanation will be provided for declining a donation.

4.25. SPS may accept Donations from donors who wish to remain anonymous; however, the necessary background checks will be completed by DSS on request by the ERO, in the manner consistent with those Donations where the donor does not request anonymity.

4.26. In cases of Donations where the identity of the donor cannot be determined, the Chief Constable shall report the donation to the SPB and in consultation with the SPB determine the appropriate use for the funds.

4.27. The ERO will develop a list of Donations that have occurred in a calendar year. The ERO will further index the donation by number and provide a brief outline of each donation as well as its monetary value. This information will inform a report that will be forwarded to the SPB on an annual basis.

## **FUNDRAISING**

4.28. Members shall not solicit donation or engage in Fundraising activities, in the workplace or outside of the workplace, while identified as Members of SPS, without prior approval of the Chief Constable. Fundraising activities, such as selling raffle tickets or chocolates for a child's sports team or school, in the workplace is permitted without the approval of the Chief Constable subject to it not being excessive, disruptive, or inappropriate for the workplace.

4.29. All Fundraising proposals must be submitted for review to the ERO by completing Form AD-2302 *Charitable Events and Fund-Raising Activities Agreement*.

4.30. Fundraising activities must not include any appearance of coercion. Direct person-to-person solicitation by Employees is prohibited.

4.31. The solicitation of Employees by global e-mails is only permitted with the approval of the Deputy Chief Constable (DCC) of the Support Services Bureau.

- 4.32. Soliciting businesses or individuals outside SPS to donate goods or services to be used as Fundraising prizes or incentives for the benefit of SPS is prohibited.
- 4.33. The ERO will develop and maintain a list of Fundraising activities that have occurred in a calendar year. The ERO will further index the Fundraising activity by number and provide a brief outline of each donation as well as its monetary value. This information will inform a report that will be forwarded to the SPB on an annual basis.

## **APPENDIX A: DEFINITIONS**

“Donation” means SPS receiving money, goods (including equipment) without any obligation being created, with the exception where the donation has been provided and accepted for a specific project or initiative.

“DSS” means Departmental Security Section.

“Employee” means a sworn Member or Civilian Employee appointed by the Surrey Police Board.

“ERO” means Employee Relations Officer, Office of the Chief Constable.

“Fundraising” means when SPS Employees solicit money, goods, or services by requesting Donations from individuals and organizations.

“Member” means a sworn Police Officer appointed by the Surrey Police Board.

“SPS” means Surrey Police Service.

“Sponsorship” means SPS forms a relationship with another party where both sides have specific obligations. Sponsorship is often a commercial relationship in which a sponsor provides contribution in money or in kind to support an activity in return for certain specified benefits such as affiliation to SPS to create commercial opportunities for the sponsor.

“Sponsorship In” means supported activity or initiative by which SPS is in receipt of a Sponsorship which may have been solicited or unsolicited.

“Sponsorship Out” means that SPS is supporting an activity or initiative undertaken by an outside organization through the provision of funds or in-kind resources.

**APPENDIX B: REFERENCES**

Form AD-2302 *Charitable Events and Fund-Raising Activities Agreement*

Form AD-2311 *Sponsorship Information and Application Form*