



# Community Investment Strategy

## We do business a little differently

Swan Valley Co-op is part of the community, and we care about the causes that matter to our members. We share our profits and reinvest in our local community and economy. It's part of who we are to operate with a strong social conscience and support initiatives that help feed, fuel, and build healthy, vibrant communities.

Doing the right thing is a huge part of our commitment to making a difference in the lives of our team, customers and Co-op members. Working co-operatively, we want to support like-minded organizations. Especially those that are committed to improving our communities in the areas of civic investment, youth development, health & wellness and recreation & culture.

We have a responsibility to our members, customers and team to align with organizations and charities that make an impact locally and are loyal to our local Co-op. Every year, we give back approximately \$75,000 to local initiatives that help strengthen the communities where we live, work and play.

*To track our philanthropic efforts and give equal opportunity to those applying for support, we ask that you apply through our online Community Investment Application.*

## Our guidelines

With an endless list of worthwhile requests, we've set some parameters to help us evaluate and prioritize applications. Here are a few of our guidelines, which we take into consideration when reviewing requests:

- Proximity** We support causes that are close to home.
- Impact** We want to help the maximum number of people possible.
- Loyalty** We support organizations that are loyal to the Co-op.
- Priority** Special consideration will be given to organizations and initiatives that support and focus on the areas of civic investment, youth development, health & wellness, recreation & culture.
- Frequency** Organizations, charities or groups may be limited to receiving support for one initiative per year.
- Alignment** We support organizations and initiatives that align with our business and organizational values.

**We do not support:** Individuals, for-profit organizations, organizations that represent a conflict of interest for the Swan Valley Co-op, organizations involved in promoting controversial issues that are not in alignment with our values or guiding statements & risk appetite, administrative costs, individual teams or small sports organizations that do not benefit a significant portion of our community.

## How it works

To make a request, visit [swanvalleyco-op.crs](http://swanvalleyco-op.crs), go to our Community Investment page and fill out the online application with all your details—explain why your cause, initiative, fundraiser or event matters to the community and us. From there, our team will determine if your request meets our criteria and whether we have the resources to support you in your efforts. We ask that Swan Valley Co-op is recognized for its contribution.

We're open to all types of requests—big and small—and encourage any size of organization, charity or group to apply. Please give us several weeks' notice, ideally 4 weeks before an event, to process your application. If you receive funding from us, you may be required to submit a short report (including a photo) telling us how the funds were used and their impact on your event/initiative.

*The information we collect electronically will only be used to determine eligibility and track incoming requests and will not be shared with anyone outside the committee without your explicit permission.*