



The Jewish Federation OF EDMONTON

June 2014

Policy on sponsoring or co-sponsoring events with other Edmonton Jewish organizations:

1. The Jewish Federation of Edmonton (the “Federation”) is a steward of donations received from the Jewish Community of Edmonton, and as such serves the entire Jewish Community of Edmonton and endeavors to do so, on a fair, equitable and transparent basis.
2. The organization making a request from Federation must be a registered organization in good standing according to Federation Bylaws (Article 3, Part A).
3. The Federation mandate is to consider sponsorship of community events to which all members of the community are invited and asked to attend or participate. Federation does not sponsor events hosted by one organization solely for the members of that organization. While Federation strives to represent and accommodate a broad spectrum of political and religious views, it may refuse a sponsorship if Federation concludes, acting reasonably, that the event poses a risk of offence to a demographic group, organization or sector of the Edmonton Jewish community.
- 4.. The Federation offers several types of sponsorship to other organizations and non-federation-originated events: In-kind sponsorship in the form of advertising, branding, tickets or staff time; payment for services rendered; monetary sponsorship in the form of allocations or paid advertising – please note that monetary allocations can only be given to organizations with a valid Charitable Registration number. **Please note that public acknowledgement of the contributions of the Federation and/or Edmonton UJA of the event or program is required in all cases, for example in the program, at the event, and in all publicity materials.**
5. Our current publicity policy is to only include stand-alone display ads in the J-Fed E-weekly, Ha Kol or on our website or Facebook page and Twitter feed of events which are formally sponsored or co-sponsored by the Federation. These are publications and communications of the Federation and present our official voice. As such, the Federation provides publicity opportunities to all registered organizations in the community, but only Federation-sponsored events are featured as stand-alone display ads. Other events are featured under the heading of the host organization via a link to their display ad.
6. This policy is a general guideline. Federation retains the discretion to decide if a request is consistent with this policy and to decline to sponsor an event, even if it is consistent.