

## Community Support Dollars

One of the ways NCCU supports the communities in which we do business is through the contribution of community support dollars. The number of organizations in need of support continues to increase; therefore we have narrowed our scope in order to offer more focused support. NCCU supports the credit union philosophy of people helping people and is dedicated to supporting our community and the organizations that it serves.

The credit union will allocate 2% of the previous year's net income to be used for monetary contributions to local organizations who meet our guidelines.

Though there are many worthy organizations, our focus is on non-profits that focus on youth, education or health related issues. Those with focuses in the arts and community events will be secondary in line for our dollars.

### Procedures:

1. The following is a list of criteria to be used in evaluating an opportunity. Meeting a single criterion does not guarantee CU participation.
  - a. Purpose of organization – does it fit within the above categories
  - b. Amount requested – cost per exposure, historical CU contributions and portion of CU community involvement budget
  - c. Recognition of the Credit Union in return for support, including publicity, exposure, media, advertising, staff presence at event, etc.
  - d. Benefit to our field of membership
  - e. Requests from NCCU members will be given priority over requests by nonmembers.
  
2. The following items are generally not considered for NCCU support:
  - a. Sponsorship of individuals – examples not considered: trips, beauty pageants, sports programs and walk-a-thons
  - b. Events occurring outside of our field of membership counties
  - c. Travel-related expenses
  - d. Charity only expenses
  - e. Political or partisan organizations
  - f. Religious, ethnic, labor or fraternal groups
  - g. Organizations or causes that do not impact the NCCU service area
  - h. Adult sport teams and leagues
  
3. Requests should be received no less than 30 days prior to the event. A written request application will be completed and submitted to :

Northeast Community Credit Union  
980 Jason Witten Way  
Elizabethton, TN. 37643
  
4. Copies of the Donation Request Form will be located on the credit union's website at [www.BeMyCU.org](http://www.BeMyCU.org).

**Northeast Community Credit Union  
Community Involvement Request Form**

Today's date \_\_\_\_\_

Organization requesting financial support: \_\_\_\_\_

What is the purpose of your organization? \_\_\_\_\_

Contact name: \_\_\_\_\_

City \_\_\_\_\_ St \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email \_\_\_\_\_

Name of event/program: \_\_\_\_\_

Event location \_\_\_\_\_

Brief description of/mission of event/program \_\_\_\_\_

What is your request: \_\_\_\_\_

Advertising (describe) \_\_\_\_\_

Cash (amount requested) \_\_\_\_\_

Auction/raffle/prize/merchandise (describe) \_\_\_\_\_

Other (describe) \_\_\_\_\_

What purpose would the donation be used? \_\_\_\_\_

How does this event focus on youth, education or health related issues? \_\_\_\_\_

Average or expected attendance? \_\_\_\_\_

List other sponsors \_\_\_\_\_

Is your organization not for profit? Does your organization have 501(c)(3) designation?  Yes  No

Do you anticipate this being an annual request  Yes  No

Does your organization have any officers or decision makers who are NCCU members \_\_\_\_\_

List names \_\_\_\_\_

Will the organization or project directly provide a benefit to a significant portion of NCCU's members and potential members and/or the communities in which they live? \_\_\_\_\_

Please submit completed form along with supporting documents to:

Community Involvement Committee  
Northeast Community Credit Union  
980 Jason Witten Way  
Elizabethton, TN. 37643  
email: TeresaArnold@BeMyCu.org  
Fax: 423-547-1225

\*In order to be considered, requests must be received at least 30 days prior to event