

Contribution Guidelines



TRUE NORTH
FEDERAL CREDIT UNION

True North embraces the credit union philosophy of “people helping people.” True North receives many solicitations for donations, volunteer support and community sponsorships. Because the credit union is also not-for-profit, there are limited resources available such that we cannot honor every request. The following provides a guideline for how requests are handled. These guidelines help assure that True North’s charitable resources are used in a way that best serves the majority of our membership. These guidelines will not cover every possible request, special need or opportunity, therefore, True North may make exceptions in granting contributions or community sponsorships.

True North makes contributions to non-profit organizations, civic, recreational or charity events, programs and directories that serve the communities in which the majority of our members and potential members work or live. In general, support is given to organizations which provide for the health, education (including education regarding art and cultures) and welfare needs of our members and potential members. By sponsorship, True North FCU will in turn be guaranteed published advertising or public name recognition from the organization or group requesting sponsorship.

- All requests for sponsorship must be made in writing to the Marketing Department.
- Requests must be received a minimum of 45 days prior to the event or deadline.
- Contributions must be made to non-profit organizations. (Organization may be asked to provide a government-issued non-tax identification number -- 401C(3).)
- Consideration for sponsorship will be based on funds availability.
- Requests from True North members will be given priority over requests by non-members.
- True North may make donations of money, property or services.
- A committee made up of management team staff will review requests monthly and the credit union will notify the contact person, in writing, regarding the status of the request.

The following requests will not be considered:

- True North will not contribute to religious organizations because of the spiritual diversity of our membership.
- True North will not contribute to organizations or causes for which the funds are not allocated 100% within Alaska.
- True North will not make donations to individuals. Examples not considered for sponsorship: trips, beauty pageants, individual participation in sports programs and walk-a-thons.
- No organizations will be permitted to solicit contributions on True North property, without the express written permission of the credit union.

Donation Request Form



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Request Date: _____
Deadline for response from True North: _____
Name of Requestor: _____ Phone: _____
E-mail contact for Requestor: _____
Requestor's Affiliation with True North: Member Spouse/Child of Member Other (Please specify) _____
Organization's Name: _____
Organization's Phone: _____ Fax: _____
Address: _____

1. Has True North contributed to this charitable organization in the past? Yes or No
If Yes, please specify most recent year, dollar amount and/or additional donation item/volunteer service provided by True North.
Year(s) _____ \$ _____ Other: _____
2. What type of organization is it? Non-profit Church School Youth Individual Community Other _____
3. Is this organization National Regional State Local (name of community) _____
4. What type of local service does this organization provide?
 Youth services Assistance to individuals/families in need Lifeskills Education Preservation of Arts/Culture Other _____
5. Please list if there are any other financial institutions currently sponsoring and at what level.

6. Does the event offer True North exclusivity as the sole sponsoring financial institution? Yes No
7. Will True North receive public recognition from this organization or project? Yes No
If yes, in what way? _____
8. Item(s) requested:
 Advertising (describe) _____
 Cash (amount) _____
 Auction, raffle prize merchandise (describe) _____
 Other (describe) _____
 Staff volunteer labor
9. For what purpose(s) would the donation be used?

Please complete and submit to one of the following to ensure a prompt reply to the request.

Mail: True North FCU Attn.
Marketing Dept.
2777 Postal Way
Juneau, AK 99801

Fax: (907) 586-8078

E-mail: marketing@truenorthfcu.org

If you have questions, please contact the Marketing Department at (907) 523-4735 or email marketing@truenorthfcu.org.