



1525 Buffalo Place, Winnipeg, MB R3T 1L9
1-888-599-1966 | Fax: 1-800-882-0560
customerservice@cwbnationalleasing.com
cwbnationalleasing.com

Funding Guidelines

We understand that securing funding for a charitable organization, program or event can be time consuming, especially if you can't find the information you need. Here is a comprehensive set of guidelines that will help you determine if your initiative is eligible for funding from CWB National Leasing. We encourage you to familiarize yourself with our funding guidelines and preferred areas of support. If you still have questions, don't hesitate to get in touch!

Please note, we receive far more requests for funding than we are able to fulfill and will prioritize organization or initiatives that best align with our areas of focus.

Eligibility

We consider providing sponsorship or donations to registered charities, not-for-profit organizations, post-secondary institutions and community groups that:

- Make an impact in the community where we do business
- Have a mandate to deliver programs and projects that align with our areas of focus
- Demonstrate a contribution to the community that is consistent with community need.
- Present a well-thought out plan for their program, initiative or event that includes: defined, measureable goals and objectives, a realistic allocation of resources, and a clear evaluation process.
- Are willing to engage with CWB National Leasing on an ongoing basis, and who are committed to following up with us to report on the results of their program, initiative or event.
- Can demonstrate appropriate financial and organizational stewardship.

Please note: Preference is given to request from organizations within our preferred areas of focus when our employees are directly involved or when there is an ongoing business relationship with CWB National Leasing.

Ineligibility

CWB National Leasing's community investment program does not provide funding for the following:

- Advocacy or special interest groups
- Religious or sectarian organizations
- Organizations that discriminate against race, gender, age, religion or lifestyle
- Political organizations or candidates
- Individuals (e.g. sponsoring an athlete, artist or student)
- Service clubs, labour or fraternal organizations
- For-profit businesses or third-party fundraising organizations
- Student unions, clubs or department organizations
- Private elementary or secondary schools or parent associations
- Advertising or promotional initiatives
- Solicitation through mail campaigns
- Debt reduction campaigns or retroactive requests
- Travel, accommodation or meals
- Endowments (except post-secondary scholarship funds)

Disaster Relief

CWB National Leasing will consider support for disaster relief and recovery within Canada on a case-by-case basis and, as a general rule, does not provide international disaster relief given our geographic footprint. When applicable, corporate donations of this nature will be directed through a registered charitable organization officially designated to collect and receive the funds.