2015. Community Outreach Activities Policy
Revised May 10, 2010

2015. Purchase of Goods and Services

Purpose

The purpose of this policy is to define the community outreach activities where The Children's Trust will be a paid sponsor in association with other entities, participate as a beneficiary of an event or associate with agencies to generate revenue and to describe the process and guidelines for application, funding, and award procedures for these community outreach activities.

Definition

Community outreach activities are event sponsorships, affiliations and/or funding of events that support the mission and values of The Children's Trust. Such activities help educate the community about funded programs and initiatives of The Children's Trust and create community support for The Trust's mission. Such activities also serve to develop awareness and active advocacy for prevention services, or support events that generate additional revenue for The Trust to utilize as it pursues the goal of serving all children in the most efficient and effective manner.

Guidelines

Events are to serve all children in Miami-Dade County, including children with disabilities. All events are to be accessible to all children and in compliance with federal and state requirements for access to persons with special needs.

In all instances, The Children's Trust seeks to associate itself with entities and activities that share similar brand values. The name 'The Children's Trust' is synonymous with children and families and is keenly associated with quality, inclusiveness, transparency, accountability, and trust.

The Children's Trust is judicious in its participation in community outreach activities in order to maintain the integrity of its name and image in the community. It is expected that entities seeking funding will possess relevant and significant expertise in conducting public awareness initiatives, executing special events or community outreach initiatives.

Sponsorship by The Children's Trust is intended to support efforts and activities that **are not** within the purview of programmatic funding made by The Children's Trust. Sponsorship funding by The Trust cannot be used to supplement contracts or activities already receiving funding from The Children's Trust.

Sponsorship by The Children's Trust for any agency or any event which an agency holds annually, or on a recurring basis, does not create any entitlement to renewed funding support by The Children's Trust for that agency or activity in the future. Each agency is limited to one award per fiscal year, as long as the activity is not a fundraiser and is not already budgeted within an existing program services contract funded by The Children's Trust.

Professional development conferences or trainings for pre-selected groups of children or parents through an invitation process are not considered public awareness initiatives or community outreach activities.

Upon a decision to grant an application for funding, The Children's Trust will require a

written agreement, or purchase order, with specific deliverables and a defined method of payment. Where applicable, The Trust will require indemnification and compliance with insurance requirements. Additional assurances may also be required where applicable.

Sponsorship

The Children's Trust may pay to sponsor a single event, a series of events, or public awareness campaigns which serve to promote the mission of The Children's Trust. Sponsorship entitles The Trust to logo recognition at the event on banners, signs, other promotional materials, and advertising in advance of the event. Use and representation of The Children's Trust logo must be according to the specifications and exclusive prior written approval of The Trust.

All event sponsorship must also satisfy one or more of the following critical criteria: Promotion of child safety/injury prevention, early learning, literacy promotion, positive parenting and youth development, anti-tobacco/alcohol/drug messages, adoption promotion, mentoring, promotion of physical fitness and proper nutrition, mental health, arts education, violence prevention, and any other issues consistent with The Children's Trust strategic funding plan.

Grants are capped at $10,000.

The Children's Trust may identify and assess opportunities in the community for sponsorship of events or exhibits.

Exhibitor

The Children's Trust may pay to be an exhibitor at conferences, workshops, and training events; or to utilize space to display or promote the work of The Trust and/or disseminate informational materials about The Trust. When The Children's Trust participates as an exhibitor, The Trust's logo would not be part of any promotional materials for the event. Any signs with The Children's Trust name or logo would be limited to identifying The Children's Trust exhibit at the event.

Raising Revenue

For the purpose of raising additional revenue through association with community events, The Children's Trust may associate with well established commercial entities in the community related to a product or event that is popular with families and children, such as: theaters, sports teams, tourist attractions, museums, or national touring family shows. The Trust will only enter into a revenue generating relationship with another entity when a precise benefit amount or percentage has been previously negotiated and agreed to in writing. All promotional materials used to raise revenue must be pre-approved in writing by The Trust, and must state that proceeds of the event are being donated to The Children's Trust.

The Children's Trust may participate in revenue generating events when the President/CEO recognizes that it is a sufficiently beneficial opportunity. Careful consideration will be given to participation in events with multiple beneficiaries of funding, as this may reduce the revenue potential for The Children's Trust.

Funding Requirements

Funds are not to be used for direct program service delivery expenses, indirect costs, equipment, or construction. The Children's Trust will monitor use of the funds for the

purpose intended and granted. Any funds not utilized for said purpose shall be promptly returned to The Children's Trust.

The President/CEO has determined that not more than a maximum of $10,000 will be granted per event, unless a particular opportunity is of such significance that an amount over $10,000 is warranted, depending on the complexity of the event and The Children's Trust chosen involvement. Any cumulative amount in excess of $10,000 per event requires approval by the Finance and Operations Committee.

All event funding or expenditures shall be reported to The Children's Trust Board on a quarterly basis, and all community outreach activities shall be part of the CEO's monthly report to the Board.

Eligible Applicants

Applicants for funding may be organizations incorporated or qualified to do business in the State of Florida, or faith-based organizations exempted from state regulation. The Children's Trust is prohibited by statute from contracting with programs that are under the exclusive jurisdiction of the public school system. The Children's Trust cannot supplant funding otherwise provided by publicly funded institutions.

Service providers already funded by The Children's Trust are eligible for **one (1)** sponsorship per year. The activity must not be a fundraiser and must not be budgeted within an existing program services grant already funded by The Children's Trust. Entities with no programmatic Children's Trust contracts are eligible for **one (1)** sponsorship per year. Fundraising activities of unfunded entities may qualify for a sponsorship grant if the fundraising activity benefits a goal or purpose corresponding with the mission and vision of The Children's Trust.

Application Process

Availability of funding will be posted on the website www.thechildrenstrust.org. All applications for funding must be made in writing using The Trust's form. (See Exhibit A). All applications for funding must be submitted at least 90 days prior to the scheduled event in order to accommodate the review process and ensure proper implementation time.

Applications for a paid sponsorship or as a paid exhibitor are accepted year-round since the process is **NOT** a competitive bid solicitation.

Applications must be submitted online using WebGrants by visiting www.thechildrenstrust.org

It is expected that successful applicants will possess relevant and significant expertise in conducting public awareness initiatives, executing special events or community outreach initiatives. Each application is reviewed and rated individually. To be considered, applications must meet the specified definitions and criteria and be reviewed and scored.

A team of staff will review applications using a standard score sheet, Attachment 1. A funding recommendation will be made by staff based on the scores and internal vetting of the purpose and impact of the event. The review team may determine that more information is needed before a recommendation can be made, in which case the additional information will be requested and reviewed upon receipt. Following the review process, staff will make a written recommendation regarding the request for funding to the President/CEO. All funding recommendations must be approved in writing by the President/CEO. All applicants will be notified in writing whether their request will be funded.

Once the maximum amount of funding allotted for paid sponsorships has been awarded, no further awards will be made for the fiscal year.

The President/CEO shall submit a quarterly report to the Finance and Operations Committee of all expenditures pursuant to this policy.