

## **Ent Credit Union Philanthropy Strategy and Guidelines**

### **I. STATUTORY ALLOWANCE**

Consistent with the Colorado Revised Statutes 11-30-104(1)(i) and the National Credit Union Administration rules and regulations 721.3, Ent Credit Union may make contributions, donate funds, or otherwise sponsor:

- A. Non-profit organizations located in or conducting business in the areas it serves as described in its Charter;
- B. Organizations that are tax-exempt under Section 501(c)(3) of the Internal Revenue Code and operate primarily to promote or develop credit unions;
- C. Organizations qualified under A or B who submit a written request for financial support from the credit union.

### **II. DEFINITIONS**

- a. Contribution – generally used in this document, the term contribution includes all forms philanthropic gifts and donations including sponsorships
- b. Sponsorship – used in this document, the term sponsorship refers to opportunities to contribute towards an event in return for significant public acknowledgement and/or other types of participation, creating a multiplier effect for the non-profit (philanthropic sponsorships should not be confused with marketing or business development sponsorships, which are decided upon by the business)
- c. Capital Campaign – used in this document, the term capital campaign refers to a request to fund (or partially fund) a specific project for a non-profit organization; often these requests support a construction project requiring multiple years and significant dollars to complete
- d. We – as used in this document, the terms ‘we’ and ‘our’ refers to Ent Credit Union as an organization as represented by its chief executive team

### **III. ETHICS STATEMENT**

We will not make a contribution if the intent of that contribution is to improperly influence a government entity or employee or commercial opportunity or is, in any way, a conflict of interest for the credit union.

### **IV. MISSION**

Ent’s mission is to improve our members’ financial quality of life. We make the communities we serve more vibrant and believe it is part of our responsibility to make a lasting, positive impact through our work as a financial cooperative and as a philanthropic partner. We foster mutually supportive relationships with and strive to amplify the message of the charitable organizations we support.

## V. DUE DILIGENCE

We strive to ensure contributions we make create maximum impact per contributed dollar based on verifiable outcomes. Our goal is to contribute to organizations whose work is sustainable and whose impacts are measured and published. To this end, we consider actual outcomes and use a research-driven approach when determining to whom to contribute.

We reserve the right to deny for any reason any contribution request by any party or organization.

## VI. CONTRIBUTION PRIORITIES

Consistent with our strategic plan, culture drivers and values, the credit union will contribute to organizations, agencies, and activities that demonstrate statewide impact in the focus areas of:

- Children's and families' health and well-being
- Higher-Education (e.g., student scholarships for Colorado-based community colleges)

Ent Credit Union will **not** make philanthropic contributions to:

- A. Organizations that discriminate on the basis of race, culture, creed, religion, age, national origin, gender or sexual orientation
- B. Organizations or programs that are primarily religious in nature or purpose
- C. Labor unions
- D. Political organizations or candidates for public office
- E. Individuals
- F. Sports teams
- G. Individual primary or secondary schools
- H. Municipalities or Municipal Organizations
- I. Chambers of Commerce or Economic Development Organizations
- J. Organizations or programs that are controversial based on political or cultural norms
- K. Pass-through non-profits (third-party support) (e.g., Lion's Club)

With the exception of agreed-upon multi-year commitments, Ent Credit Union will not typically establish a history of contribution to any single agency, organization, or activity in excess of three successive years.

### Our Colorado Springs Legacy

Ent Credit Union has a long-standing legacy of being a community-focused, philanthropic organization in the Colorado Springs area. We believe it is imperative to continue our support of numerous non-profits in the area with whom we have a deep relationship. Thereby, in addition to the guidelines outlined in this document, our decision committee will continue to consider contribution requests based on tradition, prior engagement, and relationships.