



## **Social Investment Application Guidelines**

**All requests for funding or in-kind support which originate in Canada outside of the NWT should be directed to:**

Manager Public and Corporate Affairs  
De Beers Canada Inc.  
Suite 400, 65 Overlea Boulevard  
Toronto, Ontario, M4H 1P1  
linda.dorrington@ca.debeersgroup.com

**All requests for funding or in-kind support which originate in the NWT should be directed to:**

Manager Public and Corporate Affairs  
De Beers Canada Inc. - NWT Projects  
Suite 300, 5102 - 50th Avenue  
Yellowknife, NT X1A 3S8  
cathie.bolstad@ca.debeersgroup.com

All requests for funding or in-kind support must be received in writing at least six weeks in advance of the date by which funds are required. Written requests may be in the form of a letter, a proposal, or may be a completed De Beers Social Investment Application Form, attached as Appendix 1.

**All requests should be in writing and include the following:**

- name of organization
- nature of the organization (eg. non-profit, educational institution, charitable organization, industry association, Aboriginal organization, etc.)
- description of the event or project for which funding is being requested
- date and location where the event will take place
- who will benefit from the event and how
- date by which a response to the sponsorship request is required in order to ensure sponsorship recognition
- name and contact details for the responsible person.

**Requests for sponsorship or donations valued at greater than \$2000 should also include the following:**

- who will participate in the event and how participation will be invited/promoted
- a budget for the project/event indicating how the requested funding will be spent
- an outline of funding sources and how the request for funding fits into the overall project/event funding plan
- an indication of how the organization proposes to raise supplementary funds in the event that De Beers Canada is only a partial donor
- sponsorship recognition available to De Beers by the organization for the requested funding and where possible, a detailed sponsorship recognition package showing all levels of sponsorship recognition for the event/project

**Requests which are not appropriately addressed or are generated by a computerized mass-mailing will not be responded to.**

**Charitable receipts for funds received from De Beers Canada should be mailed to:**

De Beers Canada Inc.  
Finance Department  
Suite 400, 65 Overlea Boulevard  
Toronto, Ontario, M4H 1P1

**The appropriate Manager of Public and Corporate Affairs will provide artwork for and permission to use the relevant De Beers Canada logo in promotional material associated with the sponsorship request.**