

Subject: **Policy #1-2, Sponsorship to Agriculture Non-Profit Policy**
 Meeting Date: Tuesday, July 23, 2024
 Prepared By: Ushba Khalid, Municipal Intern
 Presented By: Ushba Khalid, Municipal Intern

STRATEGIC PLAN ALIGNMENT: (Check all that apply)

	<input type="checkbox"/>		<input type="checkbox"/>		<input checked="" type="checkbox"/>		<input type="checkbox"/>		<input checked="" type="checkbox"/>
High Quality Infrastructure		Economic Resilience		Quality of Life		Effective Leadership		Level of Service	

RELEVANT LEGISLATION:

Provincial (cite)- N/A

Council Bylaw/Policy (cite)- N/A

BACKGROUND/PROPOSAL:

In the past, the ASB has sponsored organizations such as the Foothills Forging and Grazing Association, Alberta Invasive Species Council, and Heartland Training and Support Hub (formerly the Farm Safety Center) for program-based initiatives, providing funding based on the ASB’s recommendation from an operational budget dedicated to these sponsorships.

This new policy aims to formalize and standardize the previously informal application process by introducing clearly defined categories and streamlined procedures for eligible non-profit organizations.

This approach enhances transparency, ensures fairness in funding distribution, and simplifies the process, thereby facilitating more efficient allocation of resources to initiatives that benefit Kneehill County’s ratepayers and align with the strategic goals of the ASB and the Council as a whole.

This policy was approved for recommendation to Council by the ASB unanimously during the July 10th, 2024 meeting and is now seeking approval by Council.

DISCUSSION/OPTIONS/BENEFITS/DISADVANTAGES/OTHER CONSIDERATIONS:

The policy outlines:

- The purpose of the Policy
- Eligibility
- Funding Allotment and Allocation
- Sponsorship Application Process
- Review Process
- Funding Disbursement and Accountability
- Application Deadline

Benefits:

- Increased Accessibility: Simplifying the sponsorship application process makes it easier for non-profits, especially smaller or newer organizations, to access funding. This democratizes opportunities and ensures a broader range of organizations can apply.
- Enhanced Transparency: A clear policy outlines the criteria, eligibility requirements, and grant evaluation process. This transparency fosters trust and ensures fairness in the allocation of public funds.



- Efficiency in Administration: Streamlining the application process reduces the administrative burden for non-profits. Clear guidelines and standardized procedures can expedite the review and approval process.
- Strengthened Community Impact: By facilitating easier access to sponsorship, Kneehill County can support a wider array of community projects and initiatives. This enhances the overall impact on local communities and effectively addresses diverse needs.

Disadvantages:

- Given that this policy aims to formalize an existing process, Administration perceives no disadvantages.

FINANCIAL & STAFFING IMPLICATIONS:

There are no additional financial implications associated with this policy. Historically, requests for sponsorships were submitted and considered based on the available budget. This policy simply regulates the established practice without altering the financial commitments already in place.

The more streamlined process would create efficiencies for administrative staff.

RECOMMENDED ENGAGEMENT:

Directive Decision (Information Sharing, One-Way Communication)

Tools:	Individual Notification	Other:	
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ATTACHMENTS:

Proposed Policy, Sponsorship to Agriculture Non-Profit Organizations

COUNCIL OPTIONS:

1. Council may approve as presented.
2. Council may amend the proposed policy.
3. Council may provide alternate direction to Administration.

RECOMMENDED MOTION:

That Council approve, as presented, Policy #1-2, Sponsorship to Agriculture Non-Profit Organizations.

FOLLOW-UP ACTIONS:

Upon policy approval, the formal application form will be developed. This form will allow organizations seeking sponsorship to complete and submit their requests to Kneehill County.

APPROVAL(S):

Mike Haugen, Chief Administrative Officer

Approved-

