



4-H Alberta Fund Development and Sponsorships Frequently Asked Questions

1. Is 4-H Alberta a registered charity?

Yes, 4-H Alberta is a registered charity. As such, the organization can receive donations and issue charitable (donations) receipts in return.

2. Should it be up to districts and regions to develop their own sponsorship list and then approach 4-H to ensure there is no double dipping?

The Fund Development Team will always try to find new ways to support 4-H Alberta's clubs, districts, and regions. However, clubs, districts, and regions are encouraged to connect within their communities and explore local sponsorships. We welcome the opportunity to work in collaboration with our clubs, districts, and regions to ensure there are no conflict of interests.

3. If someone wants to make a donation and requests a charitable donation receipt, should donors contact the fund development team for the receipt?

Only a registered charity can issue charitable (donations) receipts. Since there are CRA regulations around issuing charitable tax receipts, please contact the 4-H Alberta Development team for additional information and to discuss in more detail if a donation is eligible for a charitable tax receipt.

4. Just to clarify, if you donate money to 4-H ALBERTA, you qualify for a tax deductible receipt, but if you donate money to a LOCAL CLUB, you do not qualify for a tax deductible receipt?

Correct, only the charity (4-H Alberta) can issue a charitable tax receipt due to its CRA designation. A local club (or district/ region) is not a registered charity, thus cannot issue charitable (donation) receipts.

5. UFA is sponsor for 4-H Alberta but they have a local UFA who wants to donate to a club.

The same process applies: the donor should direct the donation with clear instructions to 4-H Alberta where it will be processed, a charitable tax receipt will be issued, and the funds will be forwarded to the club (beneficiary).

6. Will the sponsorship webinar slide presentation be available somewhere?

Yes, the webinar presentation will be available in the 'Downloads' section on 4-H Alberta's

website.

7. With sponsors/donors for beef show, they don't delegate who to sponsor. Some families sponsor a class and they will put family name on merchandising (advertising), what happens with tax receipt then.

Based on CRA regulations, any benefits, i.e. name recognition or other benefits, will have to be deducted from the value of the charitable tax receipt. In the case above, it would be best to treat this as a sponsorship to ensure there are no conflicts with CRA.

8. What do you consider to be 'Sponsorship' versus 'Donation'?

Sponsorship is an exchange of cash and/ or in-kind services for an organization's logo exposure and recognition as well as engagement benefits.

Benefits and recognition vary, depending on the sponsor's investment level, and are very specific to each sponsor's community engagement strategy and needs.

A donation is a gift where a donor transfers funds in return for a charitable tax receipt and is therefore not considered a sponsorship as no recognition of benefits are being provided.

9. How do you secure a sponsor?

Some sponsors are sought out via research: Do they have the same values as 4-H Alberta? Who is their main audience? Do they represent an area we feel is a good fit for our youth programs?

Some sponsors may directly contact 4-H Alberta or – from time to time - approach individuals associated with our programs, i.e. Club Leaders or Area Coordinators.

For additional information, please see our 'Checklist' document.

10. Why should we let the 4-H Alberta Fund Development Team know about our sponsors?

It is important to keep in mind that communication is key: if a new sponsor is secured for a provincial, regional, or district program, it would be best and most helpful to double check the list of current provincial sponsors and connect with someone from the fund development team to ensure there are no current negotiations underway. It is not our intention to take away sponsors from clubs, regions, and districts. The reason to connect with the fund development team is threefold:

- 1) We want to ensure that the prospective sponsor aligns with 4-H Alberta's values; i.e. we would not encourage a tobacco company to become a new sponsor of our



Summer Camping program (or any other program for that matter).

- 2) We want to avoid potential conflicts of interest with existing 4-H Alberta sponsors. It rarely happens but there are instances where a 4-H program is exclusively supported by a sponsor, thus it is always beneficial to cross-reference with the fund development team
- 3) Our goal is to provide the best customer service and meet or exceed all levels of sponsor recognition and engagement. It is therefore important that we ensure all sponsors receive the same benefits based on their investment level to avoid a conflict of interest and confusion amongst our existing sponsors

You can contact the Development Team at development@4hab.com with any questions.

13. What are sponsor funds used for?

Sponsors provide annual funding as a direct investment in our 4-H Alberta youth. Funds are used to support and enhance 4-H Alberta programs and events throughout the year.

Some sponsorships are used to directly support club grants, others provide direct scholarship funds. Some sponsorships provide funding for youth programs, other sponsors provide fundraising opportunities for clubs. Sponsors direct their funds to areas they feel are the best match with their investment strategies and goals.

4-H Alberta is very grateful for the ongoing investment of its sponsors and their support of Alberta's youth and our communities.

14. How are sponsorship funds different than membership fees?

Membership fees cover all other costs of 4-H Alberta, not covered through program registrations and sponsorships. They pay for printing of resources, the website and database, awards of excellence, travel opportunities, additional program costs, etc.

15. How can I help secure sponsorships?

We always appreciate support in this matter! If you know of a sponsor who may be interested in supporting 4-H Alberta, feel free to connect them with Bianca von Nagy, Director of Business Development.

You can also refer them to our sponsor page: <https://www.4hab.com/sponsors/> which includes our latest sponsorship materials.

The 4-H team is always looking forward to meeting with a prospective sponsor (or donor!) to discuss next steps in a possible partnership.

16. What are sponsorship levels?

Sponsorship levels are very important to our sponsors. Sponsors have a set community investment budget they can spend throughout the year and are very strategic about their investment dollars.

Depending on their investment amount, they will be recognized at a certain sponsorship level and receive specific sponsorship benefits which are often customized to meet the sponsor's needs. Sometimes, sponsors will stretch their support just to get to a certain sponsorship level. Because of this, sponsors are very invested in their sponsorship benefits and the engagement opportunities that come with them.

Understanding the importance of sponsorship engagement and recognition, 4-H Alberta reviewed its sponsorship opportunities and benefits and revised them to reflect best practice and industry standards. The information can be found on the [website](#).

4-H Alberta Sponsorship Levels:

- Diamond Clover (\$1,000,000+)
- Emerald Clover (\$100,000+)
- Gold Clover (\$50,000 - \$99,999)
- Silver Clover (\$25,000 - \$49,999)
- Bronze Clover (\$10,000 - \$24,999)
- Green Clover (\$5,000 - \$9,999)
- White Clover (\$1,000 - \$4,999)

17. Are sponsorship levels flexible or are they firm?

As mentioned earlier, sponsors are very specific about their sponsorship categories and benefits as they only have a certain community investment budget available to work with. Each sponsor in a certain category must receive the same type of benefits so we are not in breach of our contracts and we remain CRA compliant.

18. What is sponsor recognition and donor stewardship?

Sponsor recognition and donor stewardship is an integral part of fundraising and fund development. If sponsors/ donors are recognized/ stewarded properly, an organization creates sponsor/ donor retention which leads to long-term financial support and, ideally, increased funding over time - funds that are invested back into our youth programs and 4-H members.

Stewardship/ sponsor recognition comes in many shapes and forms and varies from hosting sponsors at banquets or lunches to sending thank you notes, or simply making them feel like they are part of the 4-H Family at one of our many 4-H Alberta events.

4-H Alberta is always eager to explore new ways of engaging our supporters. At the same time, it is important to us to keep in line with our 4-H Alberta values and our overall program guidelines, so please feel free to contact us with questions, recommendations, or feedback.

19. How do sponsors work with the fund development team?

Sponsors provide funds, gifts in kind, and engagement opportunities to help enhance programs within 4-H Alberta. Some sponsors also develop benefit packages, such as coupons, etc. for 4-H members. We want to ensure sponsors are enhancing programs and what we are already doing.

20. How should we acknowledge our local Club/ Regional/ District sponsors and any provincial sponsors?

You are welcome to download the Sponsorship Tool Kit to acknowledge any 4-H Alberta Provincial sponsors [here](#) or on the website under <https://www.4hab.com/downloads/> -> under Fund Development Tools

We are trying to keep the recognition of our provincial sponsors an easy process, so for this first year, we have added the following items to the Tool Kit:

- Travelling Banner: Area Coordinators will be receiving a travelling banner for Regional events
- PDF Banner for self-printing (Staples): there is a printable banner available for any Club and District events to print the PDF labelled '2023 Sponsor Banner _UPDATED MARCH 2023 48w x 24h for Staples Print' at your local Staples through the 4-H Alberta discount. The banner is located in the tool kit and has been designed to be printed at a cost of approx. \$20.00
- PowerPoint Presentation: If you are able to use a PowerPoint presentation (if you have access to a computer and projector), please feel free to download our template and add your local sponsors to the Power Point presentation. This way you can acknowledge them alongside our provincial sponsors
- Thank you handout: we included a 'thank you' handout with our current sponsors. You are welcome to print and include it alongside other event/ program materials
- Thank you script: if you have time to verbally mention and recognize sponsors, then please feel free to mention local and provincial sponsors during your event program

We will continue to work with our stakeholders on improving the recognition process, so if you would like us to add additional materials, please never hesitate to contact the Fund Development Team (see below, item #22)

We encourage you to hand out any local supporter flyers, stickers, and any kind of swag the local sponsors may provide you for the event and to celebrate them alongside our provincial supporters. If you have any questions or would like more information, please contact the Fund Development Team (see below, item #22).

21. What if I have a concern or issue with a sponsor?

Please contact Bianca von Nagy at bianca.von.nagy@4HAB.com with your concern and we will assess it.

22. Who can we contact for more information and/ or questions?

Please feel free to contact:

Bianca von Nagy, Director, Business Development

Cell: 587-583-3152

Email: bianca.von.nagy@4hab.com

Karina Altvater, Fund Development and Philanthropic Officer

Cell: 403-899-7030

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