

PROGRAM AND RULES

Une initiative de

PROMUTUEL ASSURANCE

IN THE HEART OF YOUR COMMUNITY PROGRAM

BACKGROUND

Aware of the important role it plays in the community as a responsible corporate citizen, Promutuel Insurance Vallée du St-Laurent has created the *In the Heart of Your Community* program to support projects that mobilize communities and help improve their well-being.

WHO THE PROGRAM IS FOR

The *In the Heart of Your Community* program gives insured members the opportunity to help bring promising community projects to life. How? By enjoying the exclusive privilege of nominating community-based projects spearheaded for program funding.

The person submitting a project must have an insurance policy with Promutuel Insurance Vallée du St-Laurent.

The project must have been developed by a community organization, service association, charitable foundation, or other organization.

SELECTION CRITERIA

- The project must aim to improve the well-being of the community or a group of people with specific needs.
- It must fall into one of the four main categories prioritized by the mutual insurance association:
 - o Agriculture
 - Cooperation/mutualism
 - Education/youth/next generation
 - Health/social services/community
 - Arts/culture/recreation
- The community organization, service association, charitable foundation or organization must be active in the geographic area where Promutuel Insurance Vallée du St-Laurent does business. Follow this link to see this area.
- The project must also take place within the area served by Promutuel Insurance Vallée du St-Laurent.

EXCLUSIONS

Despite the importance and purpose of the projects that will be submitted, applications for the following will not be accepted:



- Projects that are personal or for the benefit of a single individual or very small group of people
- Projects whose purpose is to finance a trip, whether it is a personal, humanitarian, or group trip
- Projects that do not align with the image and values of the mutual insurance association
- Projects involving the organization of a benefit or general public event
- Business projects, including social clubs
- Projects by private foundations
- Municipal projects (unless led by a recreational organization)
- Projects to which Promutuel Insurance Vallée du St-Laurent has already contributed
- Projects already completed or that have received a financial contribution from the mutual association under this program in the past
- Projects to hire resources
- Projects involving a political party, a candidate belonging to a political party, or a lobby group
- Projects related to a religious organization, regardless of the religion
- Projects received after the deadline

SUBMITTING PROJECTS

Insured members interested in submitting a project can do so between March 1, 2023, and May 31, 2023, at 11:59 a.m. To do so, visit the mutual association's <u>website</u> and fill out the corresponding form.

Submitted projects will be evaluated in accordance with program criteria.

ADDITIONAL INFORMATION

All projects will be reviewed and analyzed by the mutual association's selection committee. Supporting documents may be requested.

The number of projects selected will depend on the amount the mutual association has allocated for the program during the current year.

The public will be invited to vote for their three favourite projects from among those that meet the program's selection criteria. The vote will be held from July 1 to July 15, 2023, at noon.



Each of the three projects that receive the most votes will be featured in a one-page advertorial in a local weekly chosen by the organization.

DONATIONS

The projects selected will be announced at the La Prairie office on July 6, 2023.

Note that mutual association reserves the right to disburse 50% of the funding at the start of a project and the other 50% once the project is completed. The mutual association also reserves the right to require funded organizations to submit a report by December 31, 2023.

