

POLICY ON
CONTRIBUTION
TO EVENTS



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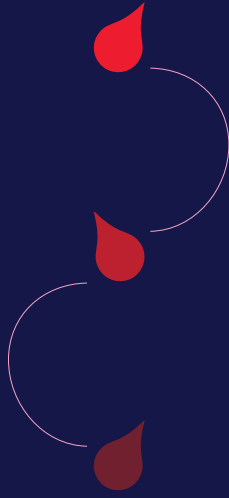
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1. SUMMARY

Héma-Québec makes financial contributions to organizations' events. This policy provides a framework for these contributions.

2. GOAL

The purpose of this policy is to:

- Provide Héma-Québec with explicit guidelines for granting financial contributions that support its mission
- Present the evaluation criteria for approving or denying requests
- Ensure that requests are processed consistently
- Clarify request management procedures

3. DEFINITIONS

Contribution to an event

Any contribution given by Héma-Québec to an organization's event by purchasing tickets, donating promotional items or providing financial support.

Promotional item

Any item bearing Héma-Québec's name or logo and given away free of charge for the purposes of Héma-Québec's visibility and promotion (e.g., pencil, mug, notepad).

Grant

The action of granting a contribution to an organization's event.

4. SCOPE

This policy is intended for all Héma-Québec employees and organizations that wish to request a contribution to an event from Héma-Québec.

5. GUIDING PRINCIPLES

- Apply and follow this policy.
- Be fair and do not give preferential treatment to any organizations in particular.
- Prioritize events with province-wide reach.
- Prioritize events that align with Héma-Québec's priorities and mission and promote information about its programs and activities.
- Prioritize events that may lead to relationships with new partners.
- Approve the visibility elements to be used by the organization in order to validate the information and ensure alignment with Héma-Québec's visual signature.



5.1 Evaluation Criteria

Contribution requests sent to Héma-Québec must meet the following criteria in order to be considered:

- **Relevance:** The event is directly linked to Héma-Québec's mission, one of its mandates or the objectives of its strategic plan.
- **Complementarity or compatibility:** The organization's activities complement or are compatible with Héma-Québec's activities.
- **Non-profit:** Both the organization and the event must be non-profit, and the organization must have a Québec Enterprise Number (NEQ) or a federal business number (BN).
- **Target audience:** The target audience of the event is a priority for Héma-Québec.
- **Reputation and credibility:** The seriousness of the event and the organization's expertise, along with the expertise of its service providers or partners, if applicable, are renowned.
- **Geographic reach:** The event takes place in Québec and will benefit Héma-Québec. In rare cases, the event can take place outside Québec.
- **Budget availability:** The requested contribution falls within Héma-Québec's budgetary framework.
- **Ethics:** The organization and its members are in compliance with Héma-Québec's staff code of ethics and do not interfere in any ongoing calls for tenders.
- **Laws and regulations:** The organization is in compliance with all laws and regulations, including labour law, privacy protection and environmental standards.

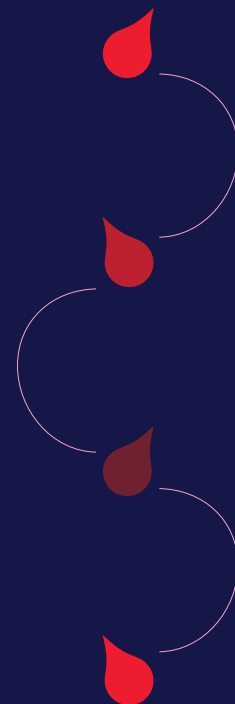
The following principles will also guide decision-making:

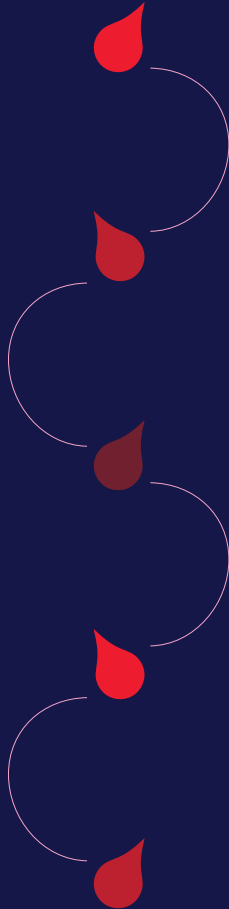
- **Strategic vision:** The event helps to consolidate Héma-Québec's position as a strategic partner for the Québec health system.
- **Diversity and inclusion:** The organization endorses inclusive, discrimination-free practices.
- **Scientific education:** The event contributes to advances in science, particularly through scientific education.
- **Sustainable development:** The event is environmentally friendly and takes into account the *Sustainable Development Act* requirements to which Héma-Québec is subject. These requirements can be found in Héma-Québec's Sustainable Development Action Plan.

5.2 Exclusions

This policy does not permit requests from:

- Individuals or for-profit organizations
- Organizations that produce or distribute products that have negative health effects
- Organizations that produce or distribute weaponry and products that are harmful for the environment
- Religious or political organizations
- Organizations seeking contributions for internships or study travel





- Organizations seeking contributions for an event that is part of initiatives such as a fundraiser, fundraising dinner, dance, silent auction or marathon in support of a cause, with the exception of events related to Héma-Québec's strategic goals
- Organizations with questionable business ethics or in a concerning financial situation

Before approving a request for contribution, Héma-Québec will carry out the necessary vetting to ensure that the organization and its leadership met this policy's criteria and that the event aligns with this policy's principles. Héma-Québec may, at its sole discretion, add evaluation criteria based on the nature of the request.

This policy also does not cover:

- Grant requests, since Héma-Québec is a parapublic organization whose funding comes from government funds
- Corporate and community blood drive partners, which are the responsibility of the Customer Experience and Communications Division
- Institutional, scientific and clinical partners, which are the responsibility of the Medical Affairs and Innovation Division or the Transfusional Medicine Division
- Personnel recruitment activities (e.g., job and career fairs), which are the responsibility of the People, Culture and Leadership Division
- Initiatives of the Héma-Québec Foundation and the Association of Blood Donation Volunteers

6. GOVERNANCE

6.1 Responsibilities

The Public Relations Department is responsible for disseminating and ensuring compliance with this directive.

6.2 Budget

The budget allocated to financial contributions is set annually and administered by the Public Relations Department.

7. PROCEDURES

Héma-Québec has developed procedures to enable it to receive requests for contributions to events, analyze them carefully and handle them swiftly. Requests are handled based on equity, consistency, rigour and transparency.

7.1 Submitting Requests

All requests must be emailed to info@hema-quebec.qc.ca. Requests must explain the visibility granted and meet this policy's criteria. Failing that, they will be automatically denied.

If a spontaneous request is made verbally or in writing to a Héma-Québec staff member, the staff member must ask the organization to email their request to info@hema-quebec.qc.ca so it can follow the same steps as all other requests and safeguard the transparency of the process.



7.2 Reviewing Requests

The Public Relations Department reviews requests based on the criteria in section 5.1. Reviewers must ensure that the request falls within budgetary constraints before conducting a more in-depth analysis.

Once Héma-Québec has all the detailed visibility information, the analysis will usually take 30 business days.

A number of factors can impact processing times, including:

- How complete the request is
- How many requests are currently awaiting processing
- How easy it is for Héma-Québec to verify the information provided
- How long it takes to receive a response to questions or requests for information
- Other factors

To increase processing times and efficiency, the requesting organization must provide:

- A description of the organization and the event in the request
- Details on the visibility granted with a breakdown of options and related costs
- Details on the target audiences and number of people reached
- Event information: place, date, program, guests of honour, etc.
- A list of other event sponsors and partners so Héma-Québec can analyze their compatibility

The Public Relations Department will send a written response to the request submitter indicating whether the request has been approved or denied.

7.3 Negotiating an Agreement

Before a contribution is granted, an agreement must be negotiated with the partner organization stipulating both parties' expectations and responsibilities. This agreement must specify the type of visibility that Héma-Québec will receive, an overview of the event and how it will benefit Héma-Québec, any design standards to be followed and the terms and conditions of the contribution.

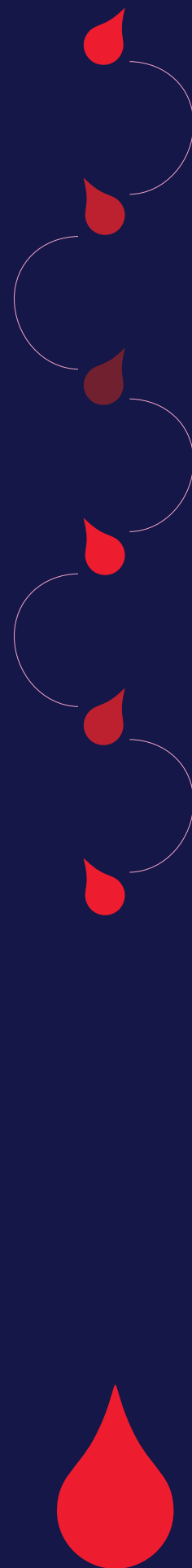
The Public Relations Department uses the agreement model approved by Héma-Québec's General Secretariat and Legal Affairs Department.

7.4 Recurring Agreements

Héma-Québec's contributions to events are not recurrent. Organizations must submit a new request for every new contribution.

7.5 Agreement Traceability

The Public Relations Department is responsible for keeping a contribution agreement registry. A box detailing the agreements finalized over the course of the year will be included in the annual report to describe Héma-Québec's investments and make its partner organizations public.





7.6 Feedback and Overview

The Public Relations Department systematically requires organizations to provide an overview to be used for analysis and for formulating recommendations as needed.

An evaluation of the outcomes following the activity will be used to determine whether it was advantageous and to make recommendations about whether or not the partnership should be renewed and what adjustments should be made. To do so, the organization must present an overview of the activities, which may include:

- A press review
- Advertising about the contribution
- Social media posts about the contribution
- Other advertising (posters, brochures, etc.)
- Customer statistics, participant profiles, etc.

7.7 Proactive Contribution Management

The Public Relations Department can be proactive in seeking out visibility opportunities for Héma-Québec and establish agreements. All subsequent steps will be processed in the same way: the organization will send an official request by email, which will be followed by evaluation, negotiation, agreement traceability and feedback.

8. VISIBILITY

The visibility program must offer Héma-Québec a prominent place and give it the opportunity to build connections with its priority target audiences through marketing or public relations efforts. Visibility may take a variety of forms, such as adding a signature (logo) to the organization's communication tools, promotional articles, mentions on the organization's website or in its social media posts, short videos and so on.

- **Partnership communications:** The recipient organization must have all communications about Héma-Québec's contribution to the event approved by the Public Relations Department at all times.
- **Authorization:** The recipient organization must receive authorization from the Public Relations Department before producing, printing or using any materials or documents that include Héma-Québec's signature (logo).
- **Design standards:** The recipient organization agrees to comply with Héma-Québec's design standards when using Héma-Québec's signature (logo).
 - The recipient organization cannot affix its signature (logo) or slogan directly to a Héma-Québec product or materials belonging to Héma-Québec.
 - The recipient organization cannot affix Héma-Québec's signature (logo) to any of its own products or materials without prior written authorization from Héma-Québec.

Héma-Québec and the organizations must agree on the time frame and submission methods for the visibility elements.

9. REVIEW MECHANISM

This directive must be reviewed in the year following any new strategic planning to keep it in alignment with Héma-Québec's new strategic decisions.

10. DISTRIBUTION

This directive may be viewed on Héma-Québec's website, in the "About Héma-Québec" section.

Original text in French. In the event of a discrepancy between the English and French versions, the latter will prevail.

