

The TrueNorth Donation and Sponsorship Program

TrueNorth's match program enables the company to help support causes that are important to our people and represents meaningful partnerships between TrueNorth, our people and our community.

Who is eligible?

Full-time employees and K-1 partners with a minimum of six months of service.

How much can I match?

TrueNorth will match donations to favorite causes that fall within our guidelines on a 1:1 ratio. There is no minimum donation level to request a donation match. Gifts must be personal donations made (not pledged). The matching levels are:

Employee: up to \$300 per year. A limit of three requests per year.

Producer: up to \$750 per year. There is no limit to the number of requests per year.

Executives: up to \$1,000 per year. There is no limit to the number of requests per year.

Principals & Division Leaders: up to \$5,000 per year. There is no limit to the number of requests per year.

What organizations are eligible?

All organizations except for political or religious organizations (religious educational institutions are exempt from this restriction).

TrueNorth identifies annual "core recipients" representing primary charities that the principals feel are central to our operating objectives. A list of the current year's core recipient charities can be found on the Compass.

Our people may also utilize the company match program for sponsorship of company teams or entry fees for charitable events. Sponsorship will be limited to entry fees and/or clothing apparel.

How will the match be paid?

TrueNorth will pay matching gifts as the time that the donation request form, check or credit card information and all other corresponding documentation related to the donation opportunity is submitted to Director, Marketing and the review committee. TrueNorth will not provide reimbursement for donations paid in full prior to submitting the request.

TrueNorth will not match...

- Donations directly or indirectly for individuals or family members of TrueNorth
- Organizations or programs designed primarily to elect candidates to political office
- Churches
- Organizations outside the United States
- Entities that are not primarily charitable and civic not-for-profit and income tax exempt
- Payments for tuition or other student expenses for staff and related TrueNorth employees
- Alumni dues
- Payments for subscriptions or memberships for staff and related TrueNorth employees
- Other donations deemed questionable by the review committee

What is the procedure?

- Once the donation request form is complete and all necessary documentation is attached, please submit your request to the Finance Department for processing. The request form is located on the Compass under Servco > Marketing > Forms.
- The request is evaluated to see that it complies with the conditions of the program. Questions will be elevated to Human Resources. The employee will be notified of the receipt of the request and its approval or denial.
- Upon verification of the eligibility of the donation, Finance will issue a matching donation and send payment to the recipient organization.

Additional Information

The match donation/sponsorship policy is not intended to create a pledge or legal obligation by the company. TrueNorth reserves the right to change or withdraw the program at any time, without notice. The interpretation and administration of the provisions of the program will be determined by the company and its decision will be final.

Questions about the program should be directed to Director, Marketing.

