

Office of Director RCEME National
Defence Headquarters Ottawa, Ontario
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2184-1000-1 (RCEME Corps Coord)

22 May 2018

Distribution List

DIRECTOR RCEME COMMUNIQUE No 02/2018 -
AMPLIFICATION ON NON-PUBLIC PROPERTY (NPP)
DONATION AND SPONSORSHIP POLICY AND DAOD 7021-4

Refs: A. 1000-1 (DGMWS) Promulgation of the New Non-Public Property Donation and Sponsorship Policy, 13 July 2015

B. DAOD 7021-4, Solicitations, Sponsorships and Donations

C. Constitution of the RCEME Guild, By-Law One, The Programme of Benefits <http://rcemecorpsgemrc.ca/CMFiles/ByLaws/ByLaw%201.pdf>

D. D RCEME Communique 08/2017, RCEME 75th Anniversary Strategic Plan, 7 Sep 2017

E. Constitution of the RCEME Guild, By-Law Seven, Terms of Reference for the Fund-Raising Committee <http://rcemecorpsgemrc.ca/CMFiles/ByLaws/ByLaw%207.pdf>

1. Ref A provides CDS direction on donations and sponsorship arrangements by Non-Public Property (NPP) entities which includes the RCEME Guild. Ref B provides direction on solicitations, sponsorships and donations by DND/CAF, which does not pertain to the RCEME Guild, but rather to units and organizations of DND/CAF. The aim of this Communique is to provide guidance on the funding of RCEME activities and events, particularly in advance of the 75th Anniversary, in light of these references.
2. Most activities and events that are being contemplated by the RCEME Corps and Corps Community through RCEME Council, the RCEME Guild Board of Directors (BOD) or the RCEME Guild LADs are deemed to be non-public and therefore are supported financially by the RCEME Guild. This includes the RCEME Sporting Events as described at ref C. Additionally, it includes the national/regional programme of events being planned for the 75th Anniversary as noted at ref D.
3. As an NPP entity and therefore fully within the aegis of the Crown, the RCEME Guild is de facto a *qualified donee*, which means that the Guild may fund-raise by means of donations and sponsorships and is authorized to provide official tax receipts. All such fund-raising by members of the RCEME Guild shall be carried out under the guidance and oversight of the Chair of the Fund-Raising Committee and in accordance with the policy direction at ref A, as clearly stated in the Constitution at ref C. To that end, the Chair of the Fund-Raising Committee has been trained as the Primary Authorizing Agent (PAA) for the RCEME Guild.
4. Enclosed is a brief set of guidelines for RCEME Guild event organizers to follow. To be clear, donations and sponsorships are permitted to be sought for the RCEME Sporting Events described at ref C; however, only members of the Guild may seek such donations and sponsorships (serving members will not be in uniform), and specifically in the name of the RCEME Guild only and absolutely not in the name of any unit. Additionally, given the special nature of sponsorship arrangements, the Chair of the Fundraising Committee will maintain centralized control of sponsorship arrangements for the 75th Anniversary;

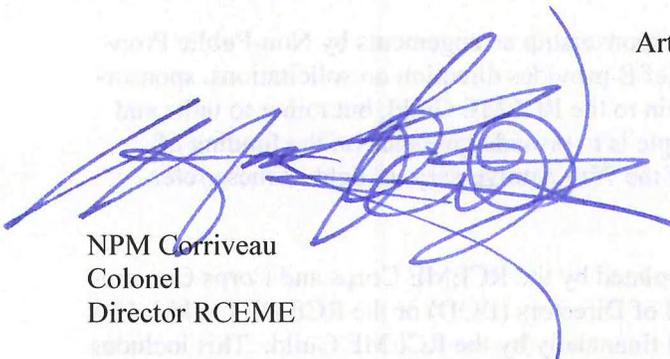
Fundraising Committee will maintain centralized control of sponsorship arrangements for the 75th Anniversary; anyone who is approached by an organization interested in receiving advertising publicity in return for financial support must be directed to contact him directly.

5. Beyond the activities and events described above, Regular and Reserve Force units and organizations remain free to conduct their own activities and events (i.e. "unit events"), including for the 75th Anniversary, and as usual, must seek authorities from their respective chains of command both in terms of time and any expenditure of unit public or non-public funds: Ref B applies to DND/CAF units and organizations.

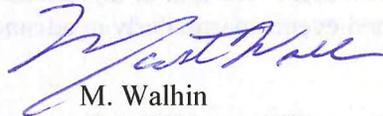
6. In conclusion, the RCEME Corps and Corps Community has invested heavily in the success of its newly-created RCEME Guild. The choice to remain within the umbrella of NPP has yielded many important benefits and at the same time requires adherence to the philosophy of non-conflict of interest and respect for our many supporters in the private sector as provided in the recent policy. In this context, strong leadership will be the key to success as we move to the future. By further vesting the responsibility and oversight for all fund-raising in the Chair of the Fund-Raising Committee, the RCEME Corps has ensured that our Guild will continue to be highly regarded within the CFMWS, Corporate and Corps communities.

7. Questions and/or clarification on any of the above information should be addressed to the Chairman of the Fundraising Committee and designated PAA for the RCEME Guild, BGen(Ret'd) Camil Giguere, limacgig@gmail.com, 613 290-3602.

Arte et Marte



NPM Corriveau
Colonel
Director RCEME



M. Walhin
Chief Warrant Officer
RCEME Corps SM

Annex A: RCEME Guild Event Organizer Guidelines – Donations And Sponsorship Arrangements

Distribution List (Electronically Only)

Action

RCEME Sr Regional Reps
RCEME Guild Chairman

Information

RCEME Council

RCEME GUILD EVENT ORGANIZER GUIDELINES –
DONATIONS AND SPONSORSHIP ARRANGEMENTS

Reference: Online Authorized Agent course (DND Learn, March 2018)

The RCEME Guild and Official Tax Receipts for Donations

The RCEME Guild is a Non-Public Property entity formed under the provisions of the Canadian Forces Personnel Support Programs Policy. As such and as a part of the Crown, it is a *qualified donee*, which means that the Guild can provide official charitable tax receipts for donations.

The key to charitable tax receipts is that if the donor is getting nothing but thanks in return for their money/goods, they are entitled to a tax receipt. However, if they are receiving something in return, such as publicity in the form of advertising or marketing, then they are not entitled to a tax receipt because they have received something for the money they have given.

Donations

A donation is a goodwill contribution from an individual or company with no expectation of any advertising or marketing benefits in return.

Of note, companies or individuals who want to “sponsor” someone or a team in a RCEME Sporting Event, but have no expectation of receiving publicity beyond an expression of gratitude are in fact acting as donors. Appropriate expressions of gratitude include both verbal acknowledgement during the event by the senior RCEME attendee as well as a letter and/or certificate presented/sent to the sponsor.

For example, Company A offers to sponsor a Craftsman Team in the Annual RCEME Golf Tournament. During the event, the senior RCEME attendee should verbally acknowledge Company A’s generosity and may present a certificate of thanks at the same time, or the RCEME Guild Event Organizer may send a letter and/or certificate following the event. Such written documents should be signed on behalf of the Chair and Co-Chair of the RCEME Guild.

Note that membership dues are not considered to be donations in that members receive benefits in return for the dues that they pay. But any amount that a member gives to the RCEME Guild over and above their membership dues is deemed to be a donation and the Guild will provide official charitable tax receipts for amounts above \$10.

Sponsorship Arrangements

In contrast, a Sponsorship Arrangement is a contribution from a company in support of a specific activity whereby the company will receive marketing and advertising, or publicity, benefits of similar value.

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For example, Company X agrees to provide \$5000 in return for specific publicity benefits in accordance with the Sponsorship Arrangement described in the RCEME 75th Anniversary Corporate Sponsor Brochure.

Key Points for RCEME Guild Event Organizers

In support of RCEME Guild Events such as the Sporting Events listed in By-Law Number One of the Constitution, organizers should ensure:

- Only members of the RCEME Guild are involved in actively seeking donations (and will do so out of uniform if they are still serving)
- That donors and sponsors are made aware that their contributions are going to the RCEME Guild and not the Corps of RCEME (i.e. Non-Public Property entity vice Public Property entity; also why canvassers should be in civilian attire)
- They should only be seeking donations of either cash or goods, where cash can be used to sponsor teams or individuals, goods can be used as prizes, and they can provide official charitable tax receipts for cash and for the value of goods (contact Corps Adjt for guidance on how to provide the tax receipt)
- Acknowledgement of donations is made during and/or after the event. Anything more than an acknowledgement is considered a sponsorship.

In the case where a company or individual would prefer to enter into a Sponsorship Arrangement in support of a RCEME Guild event because they are looking for advertising or marketing publicity, the event organizer should contact the Chair of the Fundraising Committee for guidance on how to proceed. The key element here is that a Sponsorship Agreement must be made in writing (and more detailed records must be kept).