

State Employees Credit Union is inspired by those who got us started, as well as the members we serve today. We have a commitment to each other, our members, and our communities. To illustrate our commitments, State ECU is a not-for-profit that enjoys supporting our communities as much as we can.

Donation vs. Sponsorship vs. Partnership

Donation: Philanthropy or monetary donations are in support of a cause without any commercial incentive. Money/time/service is donated simply for the good of the cause with no “strings” attached. Donations generally receive little public fanfare or recognition. Examples include children’s sports teams, one time cash contributions, etc.

Sponsorship: Monetary or in-kind fee paid to an organization/group/event in exchange for Credit Union exposure or commercial potential associated with that organization/group/event. Typically a sponsorship relationship is based on a business proposal with mutually-agreed upon rights and benefits for both parties. Examples include events, booths, etc.

Partnership: A relationship actively maintained throughout the year, unlike that of a one-time donation or sponsorship event. Partnerships are based on the needs of the organization and partners have a vested interest and shared responsibility. Examples include membership dues, annual corporate sponsorships, etc.

State ECU must ensure our charitable contributions reach the intended recipients and/or provide a meaningful promotion of State ECU as a philanthropic organization. Our philanthropic activities must align with our company values which is why we adhere to a specific donation philosophy.

State ECU Donations/Sponsorships/Partnerships Must:

- Benefit our members in all or most areas we serve
- Benefit entities within the state of New Mexico
- Benefit an entire group as opposed to an individual
- Preferably have 100% of donation go directly to the cause
- Support at least one of our three missions:
 - Promote financial literacy among youth and adults
 - Help members prevent financial losses due to health issues
 - Help members build long-term financial success

Review Process:

- Requests for charitable contribution will be evaluated on a weekly basis by Sales, Marketing, and VP of Member Experience. The employee requesting or the external requester will be notified of approval or denial by email.
- Please provide related documents and letters supporting request for sponsorship, donation, event, cause, etc.
- Events requiring a Mobile Branch Booth set up (trades shows, college fairs, business expos, etc.) with the intentions of informing the public about our products and services are considered Business Development sponsorships. These will be evaluated by the same team on a separate set of criteria focusing on business development potential and benefits to the branch community.

Donation/Sponsorship/Partnership Requester Information

Check one:

Donation

Sponsorship

Partnership

Organization

Date of Event

Contact Name

Phone

Email

Organization Address

Amount Requesting

Make Check Payable To

Required Information:

Please explain how your organization fits into our donation/sponsorship/partnership philosophy.

What is the deadline for donating to your organization/event?

Does this benefit a State ECU member or family member? If yes, who?

Have we previously donated to/sponsored/partnered with this organization/group/event? If yes, when?

What else should State ECU consider in making a decision about this request?

If Sponsorship Request, Complete Below:

How many people are expected to see the promotion?

Who will see the promotion and where do they live?

How many other organizations are included in promotion?

Organization classification

Administrative overhead %

Internal Use Only:

Approved
Denied
Business Development Event

Bill To:

Albuquerque	Belen	Cerrillos
Las Vegas	Los Lunas	St. Mike's
Rio Rancho	Admin	