

Donation and Sponsorship Policy

1. Our approach

As one of the major consulting engineering firms in Canada, we believe it is our duty to embody a model of social responsibility, while simultaneously ensuring the longevity of the organization and the economic development of our stakeholders.

As a private organization, CIMA+ has developed a donation and sponsorship policy, in order to facilitate its decision-making process. More specifically, this policy:

- Conveys the shareholders' willingness to **give back to the community** through donations to non-profit organizations involved in the regions where CIMA+ has offices;

We wish to support projects, initiatives or structuring organizations that aim at improving the community's quality of life, or allow our employees to get involved by contributing time and know-how;

- Provides **support for the selection of sponsorships** that offer visibility in strategic sectors of activity, with our target clienteles and market.

Sponsorship activities should allow CIMA+ to showcase its know-how in its sectors of activity, and/or promote our expertise in the area of sustainable development.

2. Guiding principles

This donation and sponsorship policy aims at:

- Providing a decision-making and management framework, by ensuring observance of transparency, thoroughness, equity and integrity principles;
- In the interest of transparency, inform requesting parties on selection criteria, and areas of activity supported by CIMA+, in order to properly identify eligible requests;
- Allowing to select donations in the areas of activity supported by CIMA+, namely: health, research, community life, and the environment;
- Allowing selecting sponsorships that correspond to CIMA+ business development strategy, while offering beneficial visibility in its areas of expertise, namely: buildings, energy, project management, industry, infrastructure, communications systems, transportation and the environment.

3. Definitions

Donation

A donation is a philanthropic contribution to **non-profit organizations** involved in the areas of activities supported by CIMA+. Donations can be made in money, products or services. A donation essentially conveys CIMA+'s values and social and environmental commitment, and is not associated with any return on investment.

Sponsorship

A sponsorship is a partnership acquired through an investment in cash, products or services, with organizations involved in areas of activity supported by CIMA+. It provides a visibility that contributes to improving CIMA+'s brand equity and positioning. It can allow CIMA+ to obtain a return on investment, in the medium or long term.

A donation or sponsorship must comply with CIMA+'s Code of Ethics, Section 2, which states that it:

- Cannot be considered as a bribe or an advantage in exchange for a favour or special treatment that could be perceived as preferential;
- Must respect the legal and ethical rules which CIMA+ and its engineers are subjected to (*namely in terms of real or potential conflicts of interest*);
- Cannot in any way compromise CIMA+'s reputation, or the reputation of members of its personnel.

4. Eligibility in terms of donations

For a donation request to be considered, the requesting party must meet the following criteria:

- Be aligned on a societal or environmental issue supported by CIMA+;
- Be on the list of registered charities;
- Issue a tax receipt for charity;
- Be able to prove it is in good financial health, including its management expense ratio;
- Submit a complete request at least six weeks prior to the event for which a donation is sought.

Exclusions:

- Requests from political parties or candidates in an election;
- Projects related to a religious group or advocacy group;
- Projects in support of an individual;
- Requests from an organization affiliated with the United Way, as we already support the latter;
- Requests originating from outside of Canada, or that targets communities outside Canada.

5. Eligibility in terms of sponsorships

For a sponsorship request to be considered, the requesting party or the activity must meet the following criteria:

- Involve one of the firm's sectors of expertise;
- Offer visibility with a critical mass of people;
- Contribute to CIMA+'s positive notoriety;
- Demonstrate financial health;
- Submit a visibility plan at least six weeks before the event for which a sponsorship is sought.