

## The Cowan Foundation

The Cowan Foundation has established separate programs, each with its own mandate, in order to focus our support in clear, meaningful and directed ways.

Descriptions of the programs are outlined below.

### (1) The Cowan Community Program

The **COMMUNITY PROGRAM** includes the following programs:

- **“Matching Gifts Program”** - Funding under this program is a result of the Foundation agreeing to match funds raised by events initiated, organized and run by a Cowan Company. These events raise funds for specific charitable organizations in Cowan communities and are identified as Cowan events in those communities. These funds have largely been directed towards a particular initiative or program being operated by the selected charitable organizations.
- **“Community Volunteer Program”** – The Cowan Community Volunteer Program annually distributes funds to charities selected by volunteering Cowan employees and their families. As outlined in the program guidelines, employees meeting the eligibility requirements, which include 50 hours of volunteer work in the year, select the qualified organization that will receive funding. Each grant is \$750 per participating employee.
- **“Holiday Card Program”** – Funding under this program occur in the spirit of giving during the holiday season. The recipients of the program are determined annually.
- **“Read-a-thon Program”** – An annual summer read-a-thon is open to children, grandchildren and "reading buddies" of Cowan employees between the ages of 4 and 15 who want to take part in a summer reading program. For every book read, The Cowan Foundation donates funds to support local literacy efforts in Cowan Communities.
- **Direct Grants to Organizations in our Communities** are recommended by the **“Community Betterment Committee”** who submit their recommendations to the Foundation for approval. The guidelines for considering grant requests are outlined in the section called “Community Program Granting Guidelines” on page 3 of this document.

## **(2) The National Program**

The **NATIONAL PROGRAM** *does not accept solicitations* for donations. Instead, we actively seek out opportunities to provide support to organizations fulfilling specific needs in special focus areas of interest to The Foundation and where the populations served by the program extend beyond Cowan Communities, including Provincial or National programs. These areas may change over time. Currently, we have chosen one key focus area and we are partnering with only a few organizations to serve this purpose:

- Mental Health Education and Awareness –awareness and education regarding the area of mental health.
- In addition, The Foundation may, from time to time, support “Special Projects” that are of interest.

## **(3) The International Program**

The **INTERNATIONAL PROGRAM** *does not accept solicitations* for donations. Instead, we actively seek out opportunities to provide support to organizations fulfilling specific needs in the focus areas of interest to The Foundation. Currently, we have chosen to partner with only a few organizations focusing on the following areas:

- Enabling the communities, families and children in the neediest parts of the world to provide for health and education needs of its community members in order to promote independence in the future.

## **(4) The Historical Program**

The **HISTORICAL PROGRAM** provides funding to organizations previously supported by Frank Cowan in his lifetime. Although they may not meet the current criteria of The Foundation, we have chosen to grandfather the funding of those organizations. **This program will not be extended to any additional charitable organizations.**

## **(5) The Cowan Family Youth Program**

The **COWAN FAMILY YOUTH PROGRAM** is directed by the next generation of the Cowan family. Its purpose is to provide the opportunity for the younger generation of the Cowan family to understand our collective responsibility to give back and to experience the pleasure of making a positive difference.

## **The Cowan Foundation Cowan Community Program – Granting Guidelines**

### **Overview**

The Cowan Foundation is sustained due to the ongoing success of the Cowan companies. These companies include Frank Cowan Company and Cowan Insurance Group including its wholly owned subsidiaries.

Their continued success enables us to contribute to the broader well-being of our local communities. The focus of our giving is in communities where we have a Cowan Company office. Throughout this document we call these "Cowan Communities".

Currently, all Cowan Communities are in Ontario, Canada. They include:

- Brant County
- Oxford County
- City of Hamilton
- City of Stratford
- City of Ottawa
- Region of Waterloo

### **Eligibility Criteria**

Funding requests will only be considered if the applicant is a registered Canadian charity or an incorporated non-profit organization.

***Cowan will not consider*** the following types of applications:

- Organizations without registered charitable status in Canada
- Projects outside of "Cowan Communities"
- Individual applicants or individual pursuits
- Political parties
- Religious or fraternal organizations
- Third parties raising funds for a charity and/or commercial solicitors
- Service clubs
- Advocacy or lobbying groups

***Cowan will not consider*** applications for funding for:

- Feasibility studies
- Deficit financing
- Endowment funds
- Museum, collection or library acquisitions
- Recording or film projects

In addition, ***Cowan does not:***

- fund operating expenditures on an ongoing basis.
- wish to fund the hiring of consultants.
- wish to fund subsidies for travel, training or conferences.
- generally partner with organizations having significant unrestricted or internally restricted reserve funds or accumulated surplus, whether those funds are in the organization itself or an associated Foundation
- fund activities completed or already incurred prior to approval of the request to The Foundation.
- provide funding as the “required match” to meet other organization’s granting requirements. (Our view is that “matching” is generally undertaken to gather funds from a wider variety of sources that normally would not be donating to the activity/charity if “matching” had not been promoted.)
- partner with organizations facing chronic indebtedness and annual deficits.

**Assuming the Eligibility Criteria are met, what types of projects does Cowan prefer to support?**

**Organizations**

We prefer to support projects where the nature of the organization is:

- conducive to community building.
- able to demonstrate the need for service in the community which is not addressed by other community organizations. Note: If there are other organizations providing service to this need in the community, the organization should provide an assessment of those organizations and the service they provide and if applicable - indicate where and how the various organizations will collaborate to service the need in the most efficient and effective manner.
- strategic, creative, sustainable, accountable and results-focused.

**Projects or Programs**

- We prefer to support programs or projects that benefit the widest sector of the public as possible rather than a small number of people with a particular need or interest, and where our support makes a difference to the well-being of our communities.

Priority will be given to **“Transformational Programs”** that provide avenues to better education and an enhanced quality of life.

To be considered for funding, transformation will occur in one or more of the following ways at the Community, Organization and/or Individual Level.

- (1) COMMUNITY
  - Addresses the impact the project or program will have in a Cowan Community.
  - Addresses a demonstrable need for service in the community.
  - Adds value to community life, and has a lasting positive impact.
  
- (2) ORGANIZATION
  - Addresses how the organization does its work.
  - Provides organizational development through the provision of tools and skills that assist a Board and staff to run a non-profit organization effectively and efficiently.
  
- (3) INDIVIDUAL
  - Addresses what the organization does to service the individual.
  - Provides choice to people who would otherwise see no choice.
  - Actively engages the individual in the solution.
  - Provides tools and skills necessary to assist the disadvantaged to independently chart their own future.
  - Enables and empowers individuals to be independent and live a life of contribution to society.

To be eligible, Transformational Programs must:

- bring transformation to communities by advancing clear and compelling positive change that extends to all aspects of society.
- produce clear and measurable results.

### **Current Areas of Focus**

Currently the Cowan Community Program is focusing on three major areas when we consider transformational programs in Cowan Communities:

- (1) Programs assisting At Risk Children and Youth, between the ages of 6 and 24.
- (2) Programs which Encourage Excellence in Children and Youth, between the ages of 6 and 24.
- (3) Programs aimed at improving the Health and Wellness of members in our communities.

### **Other Considerations**

In addition to the above organizations and projects/programs, Cowan will consider:

- start-up operating costs for organizations meeting new or emerging needs or opportunities as well as start-up operating costs for similar new initiatives by existing organizations.
- short-term grants which may become the determining factor in the continuation of a worthwhile charitable organization provided that there is a demonstrable prospect for sustainability.
- short-term grants to facilitate partnerships and mergers between charitable organizations serving the same constituency, provided that such an arrangement can clearly demonstrate improved efficiency and effectiveness in addressing the community need and the expenses incurred to effect the

partnership or merger is reasonable given the expected improvements in efficiency and effectiveness.

- supporting capital grants where there is an essential need demonstrated, alternative approaches to addressing the need in the community have been assessed, and it can be demonstrated that this is the most efficient and effective approach.

**Note: All qualified applications are considered according to their merit and the availability of funds for distribution across all Cowan communities.**

### **How will a grant be provided?**

Organizations receiving capital grants from The Foundation, whether one time or multi-year, will not be eligible to apply for another grant for five years following the original disbursement.

### **How does our organization apply for funding?**

We have tried to make the application process as easy as possible. An application form is attached, and must be completed and sent to [chris.vanos@cowanfoundation.ca](mailto:chris.vanos@cowanfoundation.ca). Your application will be assessed as quickly as possible, and if further information is required, you will be contacted by email.

Meetings of the Directors of The Foundation are held quarterly, at which time decisions are made as to which requests to pursue.

### **When should I expect to receive a response to my proposal?**

Annually, proposals received by the 15th of the months of February, May, September and November will be considered at the meetings of The Foundation Board by the end of the months of March, June, October and December respectively.

We appreciate your funding request but, due to the volume of requests we receive, we will only respond to those we wish to pursue. If we are able to support your request, you will hear from us following the respective Board meeting at which your proposal was reviewed.

### **Reporting Requirements**

Funding recipients may be required to report on the project/program for which they receive funding. The frequency and nature of the reporting will be indicated at the time the funding is provided.

### **Other Requirements**

If funding is provided, the organization receiving the funds may not refer to Cowan verbally or in any written material without the expressed consent of Cowan and approvals of any materials where reference is given to Cowan.