

2020 GoodSpark Small Business Grants Program



Program Summary:

Being involved in our community is part of who we are, and it is our mission to help people manage the risks of everyday life. We do this not only through our products and services, but our involvement in the community. It is important that our clients know that we continue to be invested in helping our communities.

COVID-19 has had a serious impact on our daily lives in 2020. It has also had a very negative impact on the economy, and especially on locally owned, small businesses. We want to help during this difficult time, so we are offering grants of up to \$10,000 to small businesses who need a bit of help to get through this very challenging time. *

Desjardins Agents and Desjardins Financial Security Independent Network (DFSIN) Advisors are invited to nominate local small businesses who are in need of assistance and could use this grant to help them to overcome the challenges presented to them from the COVID-19 pandemic and set them up for future success.

*Subject to the terms and conditions and application form below.

Focus Areas:

How can these grants help small businesses?

- **Innovation** – New initiatives to help modernize the business.
- **Investment in employees** – Help towards keeping existing employees or hiring new staff.
- **Investment in energy-saving equipment** – Purchase of new equipment to cut down on expenses or to be used towards improving green/energy efficiency.
- **Digital transformation** – Digital solutions, e-commerce focus, etc.
- **PPE/Social distancing** – Purchase of necessary items to make physical changes to the business environment be able to operate in a safe way for employees/customers.
- **Transformation** – Transformation of the business model to adapt to the current environment.

2020 GoodSpark Small Business Grants Program



Eligibility Criteria:

Eligible small businesses include:

- Local businesses, locally owned and operated, and doing business in at least one of the following provinces - ON, AB, NB, PEI, NS, NL, and BC
- Maximum of 25 employees.
- Canadian/Provincial business registration number (in addition to business name).
- Businesses must not be religiously or politically affiliated.
- Businesses should be willing to collaborate with York University students on business plan advice if consulting services are awarded as part of the community grant.
- Desjardins Agents, DFSIN Advisors, their employees or representatives, as well as anyone who is a member of the immediate or extended families of the Desjardins Agents, the DFSIN Advisors, their employees or representatives must not have any ownership interest in any business submitted for consideration for a small business grant. Employees, representatives or agents of Desjardins Insurance or DFSIN, or those of any other entity that is part of Desjardins General Insurance Group Inc. or one of its subsidiaries or affiliates, as well as anyone who is a member of the immediate or extended families of said employees, representatives or agents, must not have any ownership interest in any business submitted for consideration for a small business grant.

Note: All businesses are subject to review and approval by Desjardins Insurance.

Promotion:

Should your submission be approved (successful grant recipients to be selected by December 2020), what can you do to promote the grant? Here are some ideas:

- For local media relations inquiries, you can reach out to [Joe Daly](#) at Desjardins Insurance.
- Agents/Advisors are encouraged to organize a cheque presentation event. (customizable novelty cheque design template will be available)
- Promote on your social media channels and leverage the small business' channels. (DAN - Hearsay posts to be provided)

Questions? Please contact your FMA (DAN), or [Sean Karow](#) (DFSIN)

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2020/09/23

2020 GoodSpark Small Business Grants Program



Sample Application Form

(To be completed by DAN Agents/DFSIN Advisors only, using online form found [here](#))

DESJARDINS AGENT/DFSIN ADVISOR INFORMATION (REFERRING AGENT/ADVISOR):

Agent/Advisor Name:

Agent Code/Rep Cope:

Email:

Office phone number:

Mobile phone number:

SMALL BUSINESS PROFILE:

Organization Name:

BIN #/Registered Business number:

Phone number:

Email address:

Website URL:

Logo jpeg (if applicable):

Street Address:

City:

Province:

Postal code:

Number of employees:

Years in operation:

BUSINESS OWNER CONTACT PERSON INFORMATION:

First Name:

Last Name:

Job Title:

Phone Number:

Email Address:

2020 GoodSpark Small Business Grants Program



ORGANIZATION PROFILE: Tell us about the organization:

Free form field:

BUSINESS CHALLENGE/HOW YOU MIGHT BENEFIT FROM A GRANT:

Please explain why this challenge is important and how the business might benefit from a Desjardins GoodSpark Small Business Grant. What is the business challenge the small business is currently facing and how has COVID-19 impacted the business?

Free form field:

ADDITIONAL BACKGROUND INFORMATION AND OR ATTACHMENTS:

Feel free to include any further background info or attach documents, articles, relevant websites, or other supporting resources that will help to better understand business' challenge.

Free form field:

Focus Areas:

How can these grants help small businesses?

Please check 1-2 boxes that relate to the business challenge/need:

- **Innovation** – New initiatives to help modernize the business.
- **Investment in employees** – Help towards keeping existing employees or hiring new staff.
- **Investment in energy-saving equipment** – Purchase of new equipment to cut down on expenses or to be used towards improving green/energy efficiency.
- **Digital transformation** – Digital solutions, e-commerce focus, etc.
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Terms and Conditions:

Disclaimer for Desjardins Insurance “2020 GoodSpark Small Business Grants” Program

The Desjardins Insurance “2020 GoodSpark Small Business Grants” program (“Program”) is governed by all rules communicated to Agents and DFSIN Advisors by Desjardins Insurance, including, but not limited to, the following:

The Program application period begins on Monday, November 2, 2020 and ends Monday, November 23, 2020. Agents may submit any number of requests for businesses to be considered for Program grants. All requests must be submitted by 11:59 pm on Monday, November 23, 2020.

Because the Program is an initiative of Desjardins Insurance, all organizations that are the subject of a request must be reviewed and approved by Desjardins Insurance.

Desjardins Insurance has absolute discretion to accept or reject any request.

Among the criteria that will be used in selecting an organization to receive a grant under the Program are the following:

- 1) the organization must be a registered Canadian small business that does not have a religious or political affiliation.
- 2) the activity for which the grant is given must have a compelling impact on the local community.
- 3) the creativity displayed by the written submission in describing the reason(s) why an organization should receive a grant.

Any publicity and marketing surrounding the selection must be produced using the guidelines provided and are subject to approval by Desjardins Insurance.

2020 GoodSpark Small Business Grants Program



Grant Tiers:

There will be 3 tiers of successful applicants (depending on # of eligible submissions):*

- **Tier 1**
 - Business receives:
 - Grant of up to \$10,000

- **Tier 2**
 - Business receives:
 - Grant of up to \$10,000
 - Local Advertising Support**

- **Tier 3**
 - Business receives:
 - Grant of up to \$10,000
 - Local Advertising Support**
 - Personalized business consultation with York Consulting Group.*** The business will receive a proposal from Schulich School of Business Masters students on how best to invest the grant funding and adapt to current environment.

*Desjardins selection committee to decide which businesses qualify for which Tier, based on merit of application and business needs.

**Creative and form of advertising/media to be determined by Desjardins.

*** Desjardins does not accept any liability for the consulting services provided by the York Consulting Group. Businesses must agree to meet with (virtually) York Consulting Group for an initial information gathering session, and another session for the presentation of the business recommendations.