



COMMUNITY GIVING GRANT

For information or questions, contact:
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STATEMENT OF PROCEDURE

Lakeland Electric encourages relationships with non-profit organizations within the community that help improve the quality of life for the public within the Lakeland Electric territory. Community Giving funds will be awarded to non-profit organizations through a fair and equitable process that is marketed to non-profit organizations and shared with the public. Each Community Giving request will be considered on a case-by-case basis to ensure maximum benefits to the public within the Lakeland Electric territory.

AUTHORITY

General Manager, Lakeland Electric, or designee.

OBJECTIVE OF DOCUMENT

To provide guidelines on the Community Giving Grant to all Lakeland Electric departments, Lakeland Electric customers, and the public as it relates to Lakeland Electric Community Giving activities, in order to safeguard the consistency and the integrity of the process.

SCOPE AND APPLICABILITY

This program is intended for use by Lakeland Electric. Lakeland Electric will follow the established guidelines when providing funds to non-profit organizations. Lakeland Electric reserves the right to terminate the program at any time in its sole discretion based on lack of available funding or for any other reason deemed to be in the best interest of the City.

LAKELAND ELECTRIC MISSION, OBJECTIVES, AND GOALS

Vision

Powering Our Community with Excellence in Energy Solutions

Mission

We Are Committed to Provide Safe, Reliable, Competitive and Environmentally Responsible Energy Solutions to Enrich Our Customers' Quality of Life

Values

Accountability

Take responsibility for our actions with an appropriate sense of urgency

Customer Focus

Strive for excellence in meeting internal and external customer needs

Initiative

Encourage and value creativity, innovation, and sensible business risk

Open Communication

Speak from the heart and listen with respect

Teamwork

Share information and work together to achieve more

Appreciation

Recognize and celebrate our successes, learn from our mistakes, and value the opinion of others

Diversity

Recognize and utilize our differences

Integrity

Be sincere and honest fellow employees and the general public

Safety

Prevent injury to our fellow employees and the general public

DEFINITIONS

Community Giving Funds

Funds provided to non-profit organizations by Lakeland Electric through a fair and equitable selection process.

Appropriate Activity

As a general principle, Lakeland Electric seeks to award the funds to non-profit organizations who provide programs beneficial to the public's quality of life within Lakeland Electric's territory. Community funds are not available to any non-profit organization outside of the Lakeland Electric territory or that could reasonably be seen as compromising or diminishing the utility's role in public confidence when acting in the public's interest.

Appropriate Association

Awarding non-profit organizations with Lakeland Electric Community Giving funds creates an association between the recipient and Lakeland Electric. Authorized representatives awarding the Community Giving funds on the utility's behalf are custodians of the utility's corporate reputation and goodwill, and as such, have a responsibility to ensure their actions do not damage the utility's reputation through inappropriate associations. Inappropriate associations are those that, for a variety of reasons, have the potential to reflect negatively on Lakeland Electric and possibly on the City of Lakeland government as a whole.

Appropriate Selection and Review

It is essential that appropriate selection and review procedures be established to ensure the applicants goals align with the Utility's vision, mission, and values. Additionally, the non-profit organizations must demonstrate how their programs contribute to the quality of life for the public located within Lakeland Electric's territory.

To be selected to receive the funds, non-profit organizations must be located within the Lakeland Electric territory. Next, they must submit an application to Lakeland Electric (attached at the end of this document).

A committee of Lakeland Electric employees scores the applications in a fair and equitable manner. The non-profit organizations with the highest scores are awarded the funds until the funds are exhausted.

The organizations that receive community giving funds are also required to provide a written report to Lakeland Electric demonstrating how they utilized the funds (e.g. event description, photos, benefactor comments, etc.). If no report is provided, the non-profit organization will not be eligible to apply for the community funds the following year.

LAKELAND ELECTRIC COMMUNITY GIVING GRANT CODE OF ETHICS

Lakeland Electric staff involved in this procedure will adhere to the following code of ethics:

Ethical Behavior and Fair Dealing

- Ensuring that their private interests do not conflict with their public duties;
- Not accepting or seeking gifts or other favors;
- Not entertaining approaches from non-profit entities that might be interpreted as attempts to influence the evaluation process;
- Maintaining high standards of accountability; and
- Applying systems, principles and procedures that ensure an equitable, efficient and effective approach to community giving funds.

Open and Effective Competition

Open and effective competition requires that where Lakeland Electric is seeking Community Giving opportunities, such opportunities will generally be solicited. This satisfies two objectives:

- To make the public aware of Lakeland Electric's public sector sponsorship activities;
- To ensure that non-profit organizations wishing to receive Community Giving funds from Lakeland Electric are given a fair and equitable opportunity to do so.

EFFECTIVE DATE

June 20, 2016

APPLICATION AND PROCESSING OF REQUESTS

Requests for Community Giving opportunities must be submitted in writing to the Utility's Marketing department and should include the Lakeland Electric Community Giving application (attached to this policy).

Applicants must be non-profit organizations located in the Lakeland Electric territory and demonstrate how their programs contribute to the quality of life for the public located within Lakeland Electric's territory.

The Utility Marketing Manager, or designee, will process Community Giving applications.

ADMINISTRATION

The Utility Marketing Manager will budget for Community Giving programs.

The Utility Marketing Manager will prepare an annual report summarizing Community Giving disbursements.

The Utility Marketing Manager will maintain a master schedule of events to ensure the proper level of participation by Lakeland Electric.

The opportunity for organizations to apply for Community Giving funds will be advertised through community newsletters, utility publications, letters to organizations, media outlets, etc.

SUBMISSION AND APPROVAL PROCESS

All sponsorship applications must be submitted to the Utility Marketing Manager.

The Lakeland Electric Community Giving application for the following fiscal year will be posted on the Lakeland Electric website on the first of every June (Fiscal years run from October to September).

It is also available prior to June by requesting it directly from the Utility Marketing Manager.

The Lakeland Electric Community Giving application should be submitted by the **1st of August**:

All submitted applications will be reviewed and approved by the Utility Marketing Manager, or designee. Approved applications will be distributed to five Lakeland Electric staff members that make up the Lakeland Electric Community Giving Committee. Members are chosen on a yearly basis. Applications will be graded and ranked by the Committee using the Community Giving Evaluation Criteria and then given for further review to the General Manager and Assistant General Manager to finalize the approval or denial of sponsorships.

Approved sponsorships will be provided an approval letter; rejection letters will be sent to organizations which have been declined. All acceptance and rejection letters will be mailed by the end of September.

Funding will be disbursed during the month of October. Natural disasters or other unforeseen circumstances may cause the deadlines to be altered at Lakeland Electric's discretion.

POLICY REVIEW AND AMENDMENT

The General Manager, the Assistant General Manager of Customer Service, and the Utility Marketing Manager shall review these policies in their entirety on an annual basis.