




CHARITABLE DONATION, SPONSORSHIP, & ADVERTISEMENT POLICY

Date of Re-Issue:	April 25, 2018
Next Revise / Review Date:	April 25, 2019
Originally Issued:	August 5, 2011
Approved by:	
	Pamela Mullin, CFO

PURPOSE

The purpose of this policy is to provide clarity for employee-and sub-contractor-directed charitable donations, sponsorships, and advertisements.

SCOPE

This policy pertains to all KBD employees as well as Owner/Operators.

POLICY

KBD Transportation will contribute up to \$200 annually to charitable organizations, sponsors, and advertisers on behalf of each employee and Owner/Operator. KBD employees and Owner/Operators are entitled to choose a charity(ies) and/or sponsorship(s) and/or advertisement(s) then make application for monies to be contributed on their behalf.

ELIGIBILITY

An eligible participant is one who is currently employed with KBD or subcontracted as an Owner/Operator. Those who have:

- Less than 6 months of continuous service qualify to request a donation up to \$100 per calendar year; while
- One year or more of continuous service qualify to request a donation up to \$200 per calendar year.

Employees and Owner/Operators are permitted to separate their allowable contribution into a maximum of 4 charities per calendar year.

CHARITABLE DONATION

It is preferred but not mandatory that the charity be registered with the CRA and that charitable donation receipts are provided. A Go-Fund-Me charity may be eligible if it is in support of a cause approved by KBD management; however, personal Go-Fund-Me charities are not eligible. Political donations are not eligible.

SPONSORSHIP & ADVERTISING

It is preferred but not mandatory that sponsorships or advertising for events and activities be within the local KBD and/or driver community. Applicants will be required to outline how the funds will be used and if and how KBD Transportation will be acknowledged.

Requests for sponsorship and advertising donations will be considered based on purpose, location, cost, and audience.

PROCEDURE

Employees and Owner/Operators are to submit their request(s) for charitable donations, sponsorships, and/or advertising to cindy@kbdtransportation.com.

A minimum of 2 weeks to review requests should be allowed.

KBD will then submit the monies for approved requests directly to the charity, sponsor, or advertiser, or reimburse the applicant if payment has already been made by them.

DEFINITIONS

Charitable Organization:	A charity (registered with the CRA) that is operated for charitable purposes and devotes its activities to providing a tangible benefit to the public.
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