

Section	Policy
20	21.100

Section Title: Board and Corporate Administration - Board Administration
Subject: Promotions, Sponsorships and Donations
Effective Date: January 1, 2011

A. POLICY PURPOSE

In keeping with its mandate, mission and values, the WCB periodically provides promotional items, sponsorship support, and donations to organizations and events for such purposes as:

- Increasing knowledge of workplace safety and health;
- Promoting injury and disease prevention;
- Enhancing awareness of the WCB and its activities;
- Building positive and productive relations with stakeholders and the wider community;
- Contributing to the community that the WCB serves;
- Attracting and retaining staff reflective of the diversity of WCB clientele and the general population.

This policy guides the WCB's approach to providing such promotional items, sponsorships and donations, as approved by the Board of Directors in its annual budget.

B. POLICY

DEFINITIONS

1. **Promotional Items:** Materials bearing the logo of the WCB or SAFE Work, printed materials, and similar items.
2. **Sponsorships:** Financial support of and/or attendance at events.
3. **Donations:** Financial support to charitable, non-profit, or other organizations.

GENERAL

Sponsorships and promotional items may be provided to organizations or events when they help fulfil the mandate, mission and values of the WCB, including those purposes outlined above.

As a member of the community and an important institution, the WCB may occasionally make donations to enhance awareness of the WCB and its mandate and to build relationships with the community.

Support would normally be provided to non-profit or charitable organizations, though the WCB may support other organizations, provided the support meets these stated purposes. Sponsorships, promotional items, and donations will not be provided in cases when it would place the WCB in a conflict of interest, or it would compromise the image of the WCB as a responsible and respectable organization.

C. REFERENCES

The Workers Compensation Act, section 50(5)

History:

1. Policy approved by Board Order 42/10, effective January 1, 2011.
2. Minor formatting changes were made to the policy and it was renumbered, June 27, 2012.
3. Minor formatting changes were made to the policy, October 2020.