

**IMPERIAL IRRIGATION DISTRICT**  
Manual of Operations

**SUBJECT:** Donations and Community Involvement

**Date:** January 10, 2005

**Policy & Procedure No:** 1090

**Responsible Department:** Executive

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**PURPOSE**

The Imperial Irrigation District contributes to the betterment of the communities it serves through participation in community involvement opportunities, which allow the District to build alliances with businesses, the non-profit community, community-based organizations, and the media.

**SCOPE**

This policy applies to all requests for District community involvement including donations or sponsorships.

**POLICY AND PROCEDURE**

1. The District may consider requests for the following types of community involvement:
  - a. Monetary grants to community and non-profit organizations or groups
  - b. Sponsorships of community, cultural, and business development events
  - c. Provision of in-kind services
  - d. Membership dues for employee participation in business, charitable, service, and community organizations
  - e. Direct payment for media advertising of community events or advertising such events in District publications
  
2. All requests for District community involvement shall be made in writing with the original request submitted to the District Community Relations Office. Each request shall contain the following information on letterhead, at least 60 days prior to the event:
  - a. Name of the requesting agency or group
  - b. Mission or purpose of the agency or group
  - c. Name, address, and phone number of a contact representative
  - d. A description of the project, program, or event
  - e. Amount or desired involvement
  - f. A statement indicating how the District's participation will be recognized, such as recognition in advertising, at an event, or in organization publications
  
3. So that the widest community benefit may be obtained from budgeted community involvement funds, requests will be evaluated according to the following criteria:
  - a. Preference will be given to requests in one of the following five areas of focus:
    - (1) Educational and athletic organizations
    - (2) Arts and cultural events
    - (3) Civic and community affairs, including economic development
    - (4) Health and humans services
    - (5) Public safety

- b. Preference will be given to requests that provide benefits to a wide segment of the community. For example, the District prefers to support organizations and activities that cover a larger part of the service area as opposed to local chapters and teams.
- c. Preference will be given to those requests that provide clear recognition of the District's contribution.

**RESPONSIBILITY**

1. Community involvement funds will be included in the Community Relations budget for Board approval as follows:
  - a. Donations budget: Monetary grants of \$1,000 or less and in-kind services
  - b. Economic development budget: Support of business and economic development agencies and organizations
  - c. Advertising budget: Event sponsorship, school and athletic functions
  - d. Sponsorships: Business and industry programs and events
2. Only membership dues for employee participation in business, charitable, service, and community organizations will be included in departmental budgets. District payment of such membership dues is subject to the approval of the employee's Department Manager or the General Manager.
3. Community involvement requests shall be reviewed and approved as follows:
  - a. Monetary grants or sponsorships of \$1,000 or less shall be reviewed and approved by the Community Relations Representatives.
  - b. Monetary grants or sponsorships between \$1,000 and \$10,000 shall be reviewed and approved by the Community Relations Representatives, the appropriate study group, and approved by the General Manager.
  - c. Requests for sponsorships greater than \$10,000 shall be reviewed by the appropriate study group and forwarded to the full Board for approval.
4. Standard amounts: To ensure consistency and fairness, the General Manager may establish categorical standard amounts for monetary grants or sponsorships of \$1,000 or less.