


NFI Group Inc. and its subsidiaries (collectively, “NFI Group” or the “Company”) are committed to a progressive work environment supporting community, charitable and not-for-profit initiatives through community partnerships, sponsorships, and industry support. NFI Group believes that part of our social responsibility is to support local community organizations by providing financial contributions, in-kind services, sponsorship, and volunteer support.

### **PROGRAM OBJECTIVES**


- Promote and enhance community relations and engagement.
- Support corporate objectives and the NFI Group brands.
- Provide a customer relation advantage

### **SUPPORT AND SPONSORSHIP CATEGORIES**




#### **Naming Rights Sponsorship**

Sponsorship that utilizes NFI Group’s name or logo as part of the donation or sponsorship contribution.




#### **Donations Sponsorship**

Monetary contributions to registered charities, community groups, or not-for-profit organizations for one-time events or programs that meet policy criteria.




#### **Like in Kind Donations and Sponsorships**

Donations that provide gifts-in-kind or volunteer assistance rather than direct cash donations.



#### **Industry and Customer Donations and Sponsorships**

Requests from customers for cash donations, gifts-in-kind, or volunteer assistance for one-time events or that meet policy criteria.



#### **Employee Support**

Requests from employees for gift donations to events within program criteria. May include special circumstances of hardship or a catastrophic nature for an employee.

### **Sponsorship Program**

A central NFI budget is established on an annual basis to identify the donations and sponsorship commitments NFI Group will support. This budget is established by the Community Support and Sponsorship Committee comprised of the CEO, EVP People and Culture, and Executive Assistant to the CEO Office. The Committee can receive program requests from the Executive Leadership Team, Human Resources Directors, team members, and eligible external stakeholders. Program administration will be coordinated through the Executive Assistant to the CEO Office.

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### **COMMUNITY, CHARITABLE AND NOT-FOR-PROFIT CRITERIA**

Preference will be given to programs that, at a minimum, meet the following criteria:

- Community, non-profit, volunteer, public service, or charitable organization focusing in the areas of youth, health, and community development.
- Consistent with NFI Group's corporate identity, mission, vision and core values
- Achieve positive recognition for NFI Group consistent with the above objectives.
- Benefit the greatest number of people for the longest period.
- Provide our team members with the opportunity to participate and contribute as volunteers.

### **CUSTOMER DONATION AND SPONSORSHIP CRITERIA**

Donations will be approved in accordance with NFI Group's Code of Business Conduct and Ethics, NFI's Political Contribution Policy and applicable Customer's Code of Conduct, Business Ethics, or Gift Acceptance policies. Preference will be given to sponsorship that meets the following:

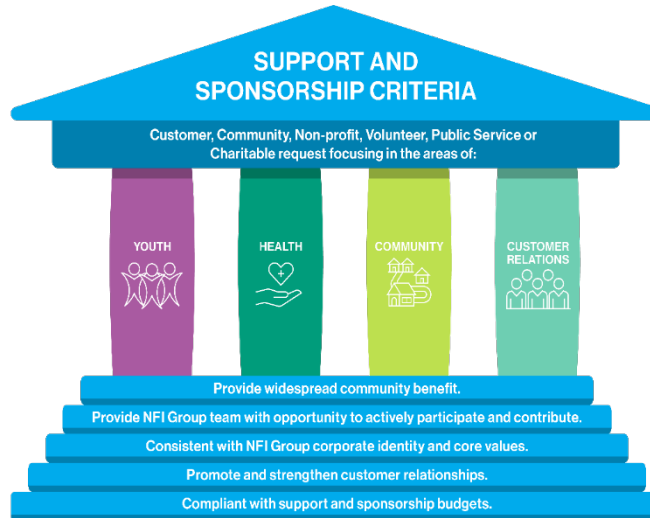
- Directly supports NFI Group's relationship with the Customer and/or their people.
- Achieves positive recognition for NFI Group consistent with sales/marketing strategies.
- Satisfies the sponsorship requirements outlined in the NFI Group Community Support and Sponsorship Policy.
- All requests for contributions of any kind for political purposes, including political parties or candidates or to promote or support ballot initiatives, initiative measures, propositions or similar proposals or measures, including through intermediary organizations, such as political action committees, campaign funds, or trade or industry associations, shall be governed by NFI Group's Political Contribution Policy.

### **PROGRAMS WE ARE UNABLE TO ASSIST**

**NFI Group will not support** organizations that discriminate based on race, color, religion, gender or gender expression, sexual orientation, national origin, age, marital status, genetic information, abilities, veteran, or historically disadvantaged groups with respect to employment, volunteer participation, or the provision of services.

Contributions will only be made to qualified non-profit, social services, customers, and industry associations. NFI Group is unable to support programs that are:

- Controversial or have political or religious affiliation.
- Benefit sport teams like "all-star", "rep", "select", or "traveling teams."
- Only benefit one or a limited amount of individuals
- Research projects.
- Have made requests more than once per calendar year.
- Do not provide a written request/proposal.
- Are retroactive in nature.



## **RECOGNITION FORMAT**

Sponsorship recognition must include use of corporate logos where applicable and be reproduced in accordance with NFI Group’s brand standards.

## **REQUEST PROCEDURE**

### **Community, Charitable and Not for Profit**

Requests for corporate sponsorship should be submitted to the Executive Assistant to the CEO Office a minimum of four weeks in advance of the event date or sent by email to [donations@nfigroup.com](mailto:donations@nfigroup.com) and must explain the event or program, its mission or purpose, what the funds will be used for, and where applicable the involvement of any NFI team members in supporting such cause

### **Customer Donation and Sponsorship**

Requests for customer sponsorship should be submitted to the Vice President/Director Marketing or designate for applicable business group at least two weeks in advance of the event date or sent by email to [donations@nfigroup.com](mailto:donations@nfigroup.com).



All requests will be reviewed for approval by the Vice President Sales and Marketing (if not available, sent to the Director of Sales and Business Development) and final approval detail forwarded to Community Support and Sponsorship Committee on an annual basis for monitoring purposes only.



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All requests will be reviewed for approval by the Vice President, Sales and Customer Service and final approval detail forwarded to Community Support and Sponsorship Committee on an annual basis for monitoring purposes only.



All requests will be reviewed for approval by the Group HR Director or Legal, ESG & Compliance Director and final approval detail forwarded to Community Support and Sponsorship Committee on an annual basis for monitoring purposes only.



All requests will be reviewed for approval by the Sales & Marketing Vice President or Vice President & General Manager, and final approval detail forwarded to Community Support and Sponsorship Committee on an annual basis for monitoring purposes only.

### APPROVAL PROCESS

All requests for donations/sponsorship will be reviewed and any approved requests will be funded in accordance with the annual budgets. All applicants will be notified in writing as soon as possible as to whether their application was successful.