



Nunavik Housing Bureau Sponsorship Application

Visit our website and make sure your project meets the guidelines of NHB policy.

Prepare your sponsorship application by including the following elements:

- Name and description of the event or the activity.
- Name of the organizing group (if different).
- Name, position and contact details of the contact person.
- Locations and dates of the event or the organization.

Number of expected participants and socio-demographic profile.

Visibility plan proposed and benefits offered.

Suggestions for ways in which NHB can generate privileged experiences with members of the community by engaging in this sponsorship.

The objectives and expectations of NHB within the framework of this sponsorship, relating to his mission and core values.

Application of sponsorship should be sent at least 3 months prior to the event or the beginning of the activity.

Send your application by email to communication@nunavikhb.ca



Nunavik Housing Bureau Sponsorship Policy: Guidelines for Ethical Partnerships and Community Development

1. Purpose and Scope of the Policy

The Nunavik Housing Bureau's (NHB) sponsorship policy outlines the principles, guidelines, and procedures for engaging in sponsorships to support the NHB's mission of providing safe, affordable, and culturally appropriate housing for the Inuit community.

This policy ensures that all sponsorship activities are conducted ethically, transparently, and accountably, by:

- Maintaining transparency and accountability in all sponsorship activities
- Ensuring all sponsorships align with NHB's mission and values.
- Establishing clear guidelines for granting and managing sponsorships.
- Taking advantage of opportunities to further position and promote the NHB's housing projects and community programs.

2. Alignment with the NHB's Mission and Values

Certain sectors, fields or activities are of greater focus for the organization. These areas are prioritized to ensure alignment with the NHB's mission and values.

- **Housing projects:** Support programs involving renovation, maintenance, and implementation of sustainable building practices with the community.
- **Capacity-building projects:** Programs that provide training and skills development for Inuit and community members, enhancing local capacity and employment opportunities. Initiatives that develop leadership skills Inuit and encourage community participation in governance and decision-making.
- **Community programs and events:** Activities that promote Inuit culture, arts, traditions, and education, such as language classes, cultural festivals, and educational workshops.

- **Sustainable development initiatives:** Projects that focus on environmental sustainability, such as cleaning operation, recycling, waste reduction programs, community gardens, and green space development. Initiatives that help communities adapt to climate change, including infrastructure improvements and resilience-building activities.
- **Research and innovation efforts:** Sponsorships that explore innovative housing solutions, sustainable building practices, and community development strategies. Funding for pilot projects that test new housing models or community programs with the potential for broader implementation.
- **Public awareness and advocacy campaigns:** Initiatives that raise awareness about housing issues, rights, and resources available to the community. Activities that advocate for policy changes or increased support for housing and community development at the regional level.

4. Ethical Standards

- **Alignment with Mission:** Sponsorships must support NHB's mission and values, particularly regarding community well-being, cultural sensitivity, and sustainable development.
- **Integrity:** NHB will maintain its independence and will not allow sponsorships to influence its policies or operations.
- **Exclusion Criteria:** NHB will not grant sponsorships or contribute to entities whose activities conflict with its values or have a negative impact on the community or environment. It excludes sponsorships for political campaigns, candidates, or activities that endorse specific religious views or practices.
- **Conflict of Interest:** Clear policy will identify and manage potential conflicts of interest, ensuring impartiality in decision-making.
 - A conflict of interest is a situation where an individual's personal interests could improperly influence their professional decisions and actions.



Approval Responsibility

Communities impacted / Approval Responsibility	Local Initiatives	Nunavik wide Initiatives
Communication Director	Request of up to \$1,000	Request of up to \$2,500
NHB Sponsorship Committee	Requests between \$1,001 and \$5,000	Requests between \$2,5001 and \$7,500
NHB Sponsorship Committee to present to BOD for approval	Any request over \$5,000	Any request over \$7,500

8. Monitoring and Evaluation

- **Regular Audits:** Conduct regular audits of sponsorship activities to ensure compliance with agreements and ethical standards.
- **Impact Assessment:** Evaluate the impact of sponsorships on NHB's projects and initiatives, using this data to inform future sponsorship strategies.

9. Review and Revision

This policy will be reviewed and revised as necessary to reflect changes in the operating environment, stakeholder expectations, and best practices.

10. Approval and Implementation

This policy was approved by the Board of Directors on June 6, 2024, and is effective immediately. All staff and stakeholders will be informed of this policy and provided with necessary training to ensure its effective implementation.



11. Appendix A

Sponsorship or donation

The terms "sponsorship" and "donation" often appear in discussions about funding and support for organizations like the Nunavik Housing Bureau, but they have distinct meanings and implications. Here is a breakdown of the differences between a sponsorship policy and a donation policy for the Nunavik Housing Bureau:

The purpose of having a sponsorship policy at the Nunavik Housing Bureau is multifaceted, aimed at ensuring that the bureau's sponsorship activities align with its mission, values, and goals.

Key Differences:

- **Expectations:** Sponsors expect a tangible return on their investment, such as increased brand visibility or enhanced corporate reputation. Donors, on the other hand, typically do not expect direct benefits in return for their contributions.
- **Agreements:** Sponsorships involve formal agreements detailing the terms of the partnership, while donations are based on philanthropic giving.
- **Recognition:** Sponsors receive significant public recognition and marketing opportunities, whereas donors may receive more limited acknowledgment or choose to remain anonymous.
- **Use of Funds:** Sponsorship funds are tied to specific initiatives with measurable outcomes, while donations can be used more broadly to support an organization's mission and operations.



12. Appendix B

Evaluation Criteria and Points

Criteria	Description	Points
Alignment with Mission	How well does the sponsorship align with NHB's mission to provide culturally appropriate housing?	20
Ethical Standards	Does the sponsor meet NHB's ethical standards, avoiding conflicts with NHB's values?	20
Community Impact	What is the potential positive impact of the sponsorship on the Inuit community?	15
Sustainability	Does the sponsorship support sustainable development and environmentally friendly practices?	15
Financial Contribution	What is the value of the financial contribution requested?	10
In-Kind Support	What is the value of the in-kind contribution request (goods, services, expertise) and during what period is it requested?	10
Public Recognition	What level of public recognition and visibility will the NHB receive from this sponsorship?	5
Track Record of Sponsor	What is the sponsor's reputation and past track record in similar sponsorships?	5



6. In-Kind Support (Max 10 Points):

- 10 Points: Minimal in-kind support requested, during NHB's least busy months.
- 7-9 Points: Requested moderate in-kind support, during NHB's least busy months.
- 4-6 Points: Requested moderate in-kind support, during NHB's busiest months.
- 1-3 Points: Requested highly valuable in-kind support during NHB's busiest months

7. Public Recognition (Max 5 Points):

- 5 Points: Offers extensive public recognition.
- 3-4 Points: Provides moderate public recognition.
- 1-2 Points: Minimal public recognition.
- 0 Points: No public recognition.

8. Track Record of Sponsor (Max 5 Points):

- 5 Points: Excellent track record with no issues.
- 3-4 Points: Good track record with minor issues.
- 1-2 Points: Fair track record with some concerns.
- 0 Points: Poor track record with significant concerns.

Criteria	Maximum Points	Score (1-20)	Explanation for Score
Alignment with Mission	20	18	The sponsor's project closely aligns with NHB's mission to support culturally appropriate housing, but minor aspects could be improved.
Ethical Standards	20	20	The sponsor has a strong ethical reputation and no conflicting activities, perfectly aligning with NHB's standards.
Community Impact	15	13	The project will significantly benefit the community but has some logistical challenges that need addressing.
Sustainability	15	14	The initiative supports environmentally friendly practices but lacks comprehensive details in one minor area.
Financial Contribution	10	8	The sponsor requested a moderate financial contribution.
In-Kind Support	10	5	Moderate in-kind support is requested for materials, during our busiest time of the year.
Public Recognition	5	4	NHB will receive moderate public recognition through various channels, but one key channel is not included.
Track Record of Sponsor	5	5	The sponsor has an excellent track record of successful similar sponsorships with no issues.



Evaluation Grid Template

Criteria	Maximum Points	Score (1-20)	Comments
Alignment with Mission	20		
Ethical Standards	20		
Community Impact	15		
Sustainability	15		
Financial Contribution	10		
In-Kind Support	10		
Public Recognition	5		
Track Record of Sponsor	5		
Total Score	100		