

Sponsorship Guidelines and Eligibility

McKesson Canada is always looking to help bring great projects and ideas to life.

Our Corporate Citizenship Program aims at having an overall positive impact in the following four areas:

- Cancer Care
- Diversity & Inclusion
- Mental Health and Wellness
- Environment

Proposals in other areas will be evaluated on how well they support the strategies of our various business units.

Below are general guidelines and eligibility criteria, as well as suggestions on how to prepare your proposal for consideration.

WHAT WE CANNOT SUPPORT

Our sponsorship program does not support the following:

- Projects outside Canada
- Promotional, product and/or service requests
- Personal Fundraising projects, cultural trips
- Corporate/Employee events
- Seminars/Conferences/Symposiums

AVOIDING CONFLICTS OF INTEREST

The McKesson Canada Code of Conduct provides important guidelines for interacting with our partners. The Code is based on [our ICARE Shared Principles](#), which guide all of our decisions and actions. Operating with integrity means we avoid any activity, relationship, or situation that can create an actual or potential conflict of interest, or the appearance of one.

Operating with integrity has been fundamental to our culture since day 1, and our long-term success depends on ensuring that we demonstrate the highest ethical standards in everything we do.

IDENTIFY OPPORTUNITIES

Sponsorships represent a great way to fund a project, program, activity or organization by providing money or other resources in exchange for marketing opportunities.

The stronger marketing opportunities you identify, the more attractive your proposal becomes. Your proposal should show clear opportunities to promote McKesson Canada, as well as our products and services, to your targeted audience(s).

In a nutshell, we're looking for original ideas that create new opportunities for us and for you!

THINK OF INVOLVING OTHERS

Outside your organization, there may be partners who could add value to your proposition. Demonstrate your imagination and flexibility by enhancing your program through collaboration.

TAP INTO YOUR CREATIVITY

We receive several hundred sponsorship proposals every year, and most of these offer us a standard package including:

- Our logo on promotional materials
- Program advertising and signage
- Complimentary tickets, etc.

Fresh new ideas will be appreciated.

HOW TO SUBMIT YOUR PROPOSAL

Please [submit your proposal online](#) . Given the volume of requests we receive, evaluations are conducted quarterly. Please ensure your submission takes this timing into account.

We look forward to creating better health together!

Donations Guidelines and Eligibility

Worthy causes and organizations are abundant in the communities where we do business. We try to focus our support on the areas where we can have the greatest positive impact, and choose organizations based on our donations strategy and guidelines.

In line with our Corporate Citizenship Program, our preferred areas of donations are:

- Cancer Care
- Diversity & Inclusion
- Mental Health and Wellness
- Environment

DONATIONS STRATEGY

We are dedicated to working with charitable organizations that share our goal to help make a difference in local communities and regions where we do business.

We follow a rigorous process when evaluating proposals to ensure funds are invested with the utmost care and responsibility. The process includes a complete assessment of your organization's financial statements as well as its fiscal management and governance practices. We require our charitable partners to clearly demonstrate the social impact of our contribution.

ELIGIBILITY

Are eligible for funding:

- Registered not-for-profit organizations, registered charities, universities, hospitals and social service agencies
- Patient advocacy groups with a charitable organization tax status
- Projects or programs that take place in communities where McKesson Canada has a business presence
- Charitable organizations that provide direct community service
- Programs with measurable social outcomes

Are not eligible for funding:

- Organizations that we already support, directly or indirectly, through federated appeals such as United Way/Centraide and Leucan
- Political organizations
- Third-party organizations that raise funds for charity
- Individual pursuits
- Capital campaigns (bricks and mortar projects)
- Private (fee based) elementary or secondary schools
- Religious organizations, unless they are engaged in a significant project benefiting the entire community

- Conferences
- Advertising or promotional campaigns
- Travel-related events, including student trips or tours
- Private foundations
- Sports teams
- Multi-year funding requests
- Ongoing employment of staff

EVALUATION CRITERIA

McKesson Canada evaluates funding applications based on:

- The organization's ability to improve access to health care in their community and provide tangible metrics demonstrating an increase in the number of individuals supported by their project.
- The organization's ability to provide a measurement plan for the project including clear objectives and expected outcomes.
- The organization's likelihood of successfully launching the proposed project with an adequate and detailed budget (must indicate other funders, if applicable).
- Whether the organization's programs/projects align with our donations strategy
- Whether the organization delivers programs/projects that facilitate the transfer of skills or knowledge
- Whether the organization can demonstrate willingness to work with other charities to achieve greater sustainability and shared knowledge
- Whether the organization provides unique services to underserved communities

FINANCIAL POSITION

McKesson Canada will not consider funding an organization unless it can demonstrate that:

- less than 33% of its budget is directed to administrative or fundraising expenses
- It has a healthy financial position
- It has multiple donors
- It has audited financial statements. For all requests over \$5,000, an organization must submit its most recent audited financial statements with the application

HOW MUCH YOU CAN REQUEST

Please consider the following information when considering how much to request in your application:

- 70% of our donations are under \$5,000
- We normally fund no more than 0.5% of an organization's operating budget
- We prefer to fund programs and projects rather than bricks and mortar
- If an organization has both a national office and regional chapters, we consider the funding we provide to both levels

AVOIDING CONFLICTS OF INTEREST

The McKesson Canada Code of Conduct provides important guidelines for interacting with our partners. The Code is based on our [ICARE Shared Principles](#), which guide all of our decisions and actions. Operating with integrity means we avoid any activity, relationship, or situation that can create an actual or potential conflict of interest, or the appearance of one.

Operating with integrity has been fundamental to our culture since day 1, and our long-term success depends on ensuring that we demonstrate the highest ethical standards in everything we do.

We look forward to creating better health together!