



Key Funding Objectives & Guidelines

Bruce Power's community investments and sponsorships are focused on funding key objectives with several specific focus areas.

Health and Wellness – To promote safety awareness, safety programs, health issues and concerns. Focus areas include community and workplace safety initiatives, injury prevention, family shelters, and health and human service organizations near the Bruce Power site.

Youth Development – To promote programs that broaden opportunities and strengthen skills in areas such as engineering, science and technology as well as education and training.

Community & Employee Engagement – To support organizations and causes in the communities where staff live and work. Helping employees become personally involved in community projects and events like food banks, health organizations, arts and cultural groups.

Special Focus Areas

In addition to our key objectives, we also look for opportunities that have areas of focus that are important and impactful to our community and our operations.

Environment – Partnerships that promote sustainable development and energy efficiency

Aboriginal Initiatives – Programs that support community, youth development, cultural, recreational, and educational initiatives, and the health & wellness of Aboriginal people

Military Families & Veterans – Causes that celebrate and support the sacrifices of veterans and the members of Canada's military and their families

In each of these areas of focus, there are organizations and individuals doing amazing things in our community. We chose to support them by using a clear selection process. Groups submit a thorough application outlining their needs and our Sponsorship Committee chooses to provide grants based on a set of approved criteria.

Funding Exceptions

Funding is not generally provided for the following:

- Political parties, ridings, associations and candidates
- Staff wages
- Religious organizations
- Professional sports organizations, sports clubs and local teams/individuals
- Individuals, except for the recipients of scholarships, fellowships, grants, awards and internships
- Third-party fundraising initiatives
- Trips or tours
- Conferences, except for those that fall within the primary guidelines and are open to the public
- Any profit-driven organization
- Core funding for any organization
- Organizations that discriminate in any way against any race, gender, ethnicity or sexual orientation