



Code for Change Guidelines

(*Revised: February 19, 2021)

1. INTRODUCTION

Code for Change is a unique in-kind donation program to support select charitable organizations. As part of this program, we will match your organization dollar-for-dollar, up to a maximum of \$10,000 of in-kind support to help increase your reach through web, social and print media.

1.1 Role of Pixel Sweatshop

The program is administered by Pixel Sweatshop, which is a for-profit, web development company operating in Victoria, British Columbia. We administer the program and provide the web, print and logo design/development services through the Code for Change program.

1.2 Role of the program participant

Code for Change participants must meet specific criteria and be accountable to the program guidelines.

1.3 Purpose of the program

The goals of the program are to help charities:

- Increase accessibility to available services for marginalized individuals;
- Increase the capacity for organizations to operate effectively using online communication; and
- Lower organizational core operating costs

2. ABOUT CODE FOR CHANGE

2.1 Who can apply for a the program?

Any Non-profit, charitable or community organization within Canada may be eligible for a the program. International organizations are also encouraged to apply. A program is defined as an ongoing service or activity designed to achieve one or more defined objectives.

2.2 What is the maximum amount of in-kind support available?

Pixel Sweatshop will match your organization dollar-for-dollar to a maximum of \$10,000 of in-kind support annually for approved combination of online, social media and print development costs. Each application is assessed on its own merit,

and within the context of available resources and community need. An application does not guarantee any level of support. The amount approved may vary from year to year. Organizations are eligible for any amount up to \$10,000. For example, if your organization can only contribute \$1000, we will augment that with another \$1000.

2.3 How can organizations meet their portion of the program?

The remaining 50% may be satisfied in a variety of ways, such as fundraising, government contributions, private donations and/or federal/provincial government funding grants. (Please note: Your own organization's in-kind donations are not eligible.)

3. ORGANIZATION ELIGIBILITY

3.1 What types of organizations are eligible to apply?

An organization may be eligible if it:

- Is not-for-profit;
- Operates primarily for community benefit;
- Provides programs that benefit the community and not solely its members' interest;
- Has a voluntary and broadly based membership involved in the management and control of the organization and its programs;
- Has governing members that are democratically chosen by, and from within, its volunteer base;
- Has governing members that do not receive remuneration or other financial benefit for their services as an executive member; and
- Provide a direct service to the community and are responsive to that community's needs and issues.

Organizations must fall within one of four sectors:

Arts, Culture and Sport

Programs that enhance performing arts, media arts, or visual arts, literature, heritage or culture in the community, and sports.

Environment

Programs that enhance the environment or protect the welfare of animals and wildlife.

Human & Social Services

Programs that significantly contribute to the quality of life in a community, including assisting the disadvantaged or distressed, promoting health or enhancing opportunities for youth. Service organizations and service clubs are included in this sector.

Public Safety

Programs that enhance and support public safety initiatives, disaster relief and emergency preparedness.

3.2 Does an organization have to be federally or provincially incorporated?

No. However, an organization that is provincially incorporated or registered must be in good standing with its respective governing bodies.

3.3 What are some examples of other organizations that could be eligible for the program?

All organizations that meet the eligibility criteria in section 3.1.

Examples of other groups that may be eligible:

- Preschools;
- Daycares;
- Parent Advisory Committees/ District Parent Advisory Committees;
- Churches;
- Youth Groups; or
- Youth Sports Teams/Clubs/Organizations

3.4 What types of organizations are ineligible?

An organization is ineligible if it:

- Participated in the program in the past 12 months;
- Is for-profit;
- Is a political party, political action group or lobby group;
- Is a federal, provincial, regional, municipal, or other local government;
- Is a penal institution or correction centre;
- Has objectives, programs, or expenditures that do not conform with all laws, regulations and the general public policies of Canada; and
- Has programs that promote racial or ethnic superiority, religious intolerance, persecution or social change through unlawful action.

4. ORGANIZATIONAL ASSESSMENT

4.1 What criteria are used when assessing an organization?

Organizations should also have:

Clear community benefit:

- Measurable benefits from the organization; and
- Demonstrated response to strong community interest or proven community priority.

Accessibility and inclusiveness:

- Opportunity for others to participate in the program, regardless of age, ability, ethnicity, gender, religion, income or sexual orientation, wherever possible.

5. PARTICIPATING IN THE PROGRAM

5.1 How can the combined funds be used?

Program funds must be used to cover costs related to the direct development of an approved project.

Projects must be developed with Pixel Sweatshop.

Eligible costs are limited to the design and/or development of:

- Website design and development
- Print design
- Client, donor and fundraising management applications
- Intranets
- eCommerce applications
- Branding and logo design
- eLearning platforms

Ineligible costs include, but not limited to:

- General operating costs
- In-house staff time of the applying organization to support project
- 3rd party services or consultants
- Past debt, loan or interest payments
- Professional development of staff
- Domain Name Registration
- Ad Space on third party sites and/or physical locations;
- Stock photography
- Printing Costs
- Postage
- Audio/Video Production
- Translation Services
- Flash Design
- Game Development
- IOS/Android App development
- Paper, Cardstock and Envelopes
- Hardware purchases (Including, but not limited to computers, servers, peripheral devices, monitors, cell phones, routers etc.)
- Software purchases
- Expenditure incurred prior to program approval

5.3 How soon must the approved organization start their project?

Your organization must start your project within 3 months of your application be approved. If your organization cannot start within the required timeline, it must request approval from Pixel Sweatshop, in writing, to delay development for a longer period.

5.4 What acknowledgement is required?

Pixel Sweatshop retains the right to reproduce, publish and display the projects in our portfolios and websites, galleries, design periodicals and other media or exhibits for the purposes of recognition of creative excellence or professional advancement, and to be credited with authorship of the projects in connection with such uses.

6. APPLYING FOR THE PROGRAM

6.1 How does an organization apply for the program?

Application forms can be submitted online at www.pixelsweatshop.com/node/add/code-for-change

6.2 Can more than one application be submitted annually?

Only **one** application will be accepted per year.

6.3 What are the deadlines for applying?

The application deadline is December 31. The applications are reviewed and approved on a continuous basis throughout the year. This is to allow organizations with different fiscal periods an opportunity to apply when it best suits them. Please note, that even though the application window is year-long, the resources are allocated on a first-come-first-serve basis (provided they meet the criteria), until all funds are utilized. Applying late in the year may result in your application being dismissed due to all resources being committed to other projects.

7. RECONSIDERATION OF DECISION REGARDING AN APPLICATION

Decisions regarding organizational eligibility, or the amount of support, are final. They are not eligible for reconsideration.

8. Suspension, Revocation and Repayment of Donated Funds

If, in the opinion of Pixel Sweatshop, any of these conditions are not satisfactorily met by the program participant, its agents or employees, Pixel Sweatshop may require the organization to repay all or a portion of the in-kind support Pixel Sweatshop provided, or suspend/revoke the Code for Change approval.

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