



Funding Guidelines

Valor Credit Union is dedicated to serving and making a difference in Northeast Pennsylvania through volunteer efforts, event donations and organizational sponsorships. As a part of this commitment, Valor CU generally chooses to support those organizations that directly benefit the communities we serve.

Donation/Sponsorship Eligibility Guidelines

- Requests for donation or sponsorship should be made in writing using the official Valor CU Donation-Sponsor Request Form. Supporting information may be submitted along with a completed request form.
- Valor CU may make donations of money, property, services or volunteer support
- Consideration for monetary donation or sponsorship will be based on funds available in addition to other guidelines listed.
- Valor CU makes contributions to organizations that serve the communities in which the majority of our members and potential members work or live. In general, support is given to organizations that provide for the health, education and welfare needs of our members and potential members.
- Valor CU will consider contributions to civic, recreational, non-profit or charity events, programs and publications located within our member area. As a sponsor, Valor CU will be provided published advertising or public name recognition from the requesting organization or group
- Groups receiving support are also encouraged to use Valor Credit Union for financial services
- Organizations are allowed one approved donation request per calendar year. Staff or employees of the credit union may receive up to two approved donation requests for events/causes not associated with those Valor CU already supports from a corporate level. Exceptions for both may be given on a case-by-case basis.

Organization or Request Exclusions

- Fundraisers benefiting an individual cause, single family or team/group cause
- Organizations tied directly to a religion or political affiliation. This includes any private school or organization founded upon religious beliefs
- Requests to cover travel costs
- Groups representing a conflict of interest for Valor CU or that promote specific programs or issues where members of the credit union may have divergent views

Trademarks and promotion

- Groups receiving support are encouraged to use our logo or name in related print and advertising material. Use of the logo must be approved by the Valor CU Marketing Department at least 2 weeks prior to the event or respective deadline for art submittal.
- To request use of the Valor CU logo or that a customized ad be created, please email: pr@valorcu.org no less than 2 weeks prior to the date art is needed. Please include specs in your request such as preferred file format, size, color or B/W, bleeds, borders, etc.