



### **PR (Public Relations) Fund**

CUPE 8920 provides through the approved budget a sum of money to be used for Public Relations in each of its 8 areas. The allotment is topped up annually. The PR fund is provided to the Areas to assist in raising the profile in the community of the 8920 brand and promoting the valuable work done by our members in the Nova Scotia Health Authority facilities across the province.

The over-riding principle that guides the approval of spending the funds is the concept of raising CUPE 8920s profile within the community. Some examples of acceptable uses include but are not limited to:

1. Support events/ functions that bring positive attention to the Local that serve the community or community and membership collectively, ie. Labour Day BBQs;
2. Sponsorship of a sports team jersey;
3. Sponsorship of a golf hole at a charity tournament;
4. Purchase of 8920 branded material for exposure in a public event

The funds shall be voted on by all sites in the designated Area at their site membership meeting or special meeting. The funds will be housed centrally at the Regional Site and be allotted to the sites based on the will of the individual Areas.

At the end of each fiscal year, the applicable site treasurer will use an expense form to capture the PR expenditures and send it to the Local 8920 Secretary Treasurer. The funds will not be topped up until this is complete. At this point the 8920 Secretary Treasurer shall facilitate the top up of funds in each Area.