



WHAT IS CORPORATE GIVING?

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(Flagstaff, Williams, Winslow, Holbrook, Snowflake, Taylor, Show Low, Payson, Star Valley, Tuba City)

What is APS Corporate Giving?

APS Corporate Giving is an area within the company that is part of Community Development and falls under the Customer Service organization led by Tammy McLeod.

At APS, one of the most fundamental goals of corporate philanthropy is to promote successful relationships within the communities we serve.

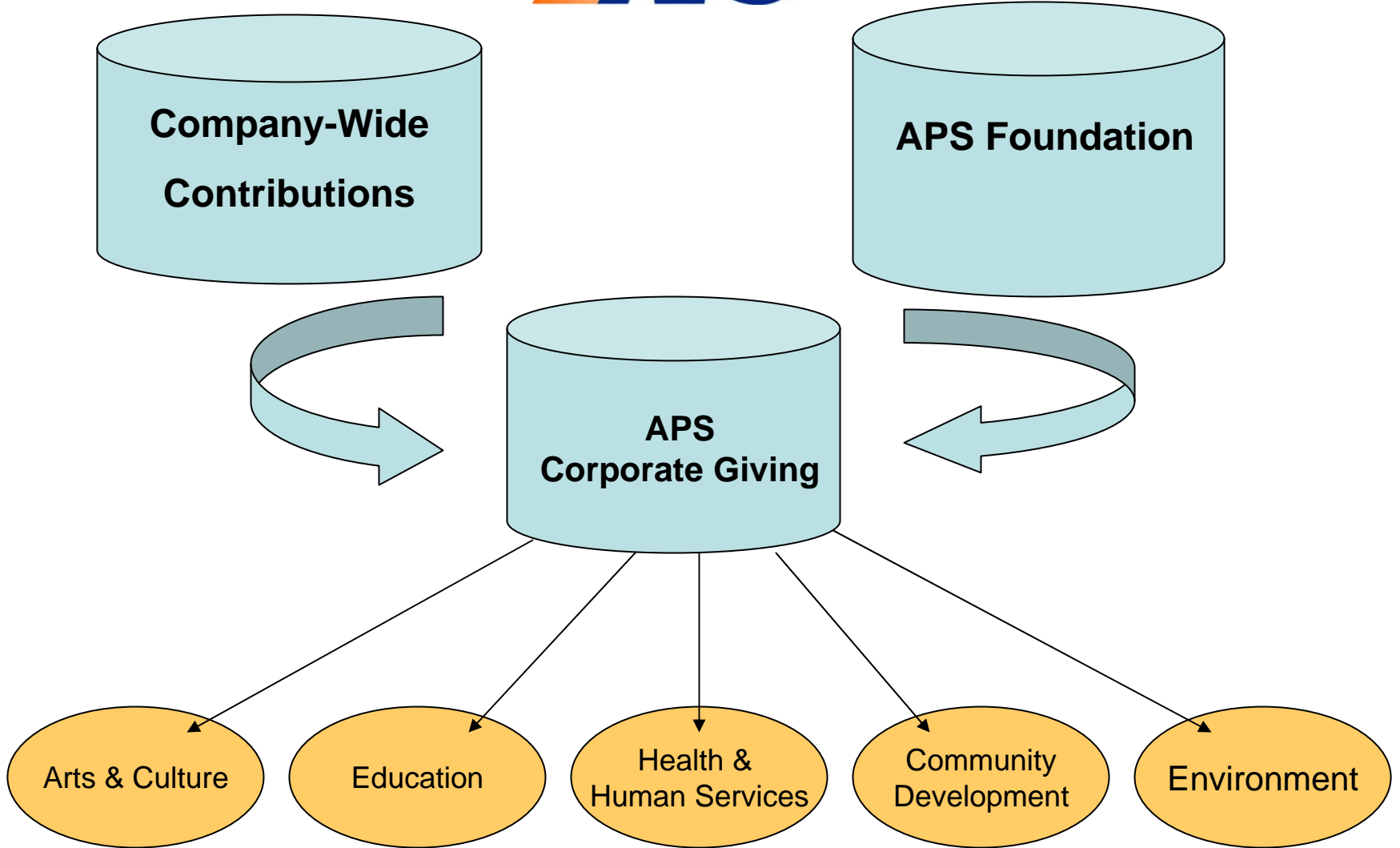
APS does this by supporting nonprofit organizations that have a 501(c) tax-exempt status; are located within APS service territories; and fit into strategic giving areas defined in our Funding Guidelines. *

Contributions are most commonly made in the forms of cash donations, corporate sponsorships and in-kind donations

* Funding Guidelines are currently being reevaluated as part of our Corporate Giving Process Enhancement.



**WHERE DOES THE MONEY COME
FROM?**



What is the APS Foundation?

The [APS Foundation, Inc.](#) is an Arizona nonprofit corporation that was incorporated in December of 1981 as a charitable foundation and is recognized as such by the Internal Revenue Service.

The [APS Foundation](#) is a completely separate entity from Pinnacle West and APS. It receives annual gifts (funding) from APS; is governed by a Board of Directors; and makes distributions for charitable donations pursuant to its Bylaws.

Funding requests by nonprofit organizations cannot be made directly to [The APS Foundation](#) without first being reviewed and recommended by the Corporate Giving Manager.

What is a Corporate Sponsorship?

A Corporate Sponsorship is a financial endorsement of an event or project in exchange for APS exposure, advertising or promotional opportunities aimed at a targeted audience.

Think of it as a Marketing Tool

There Are Two Types of Corporate Sponsorships:

- **Business Sponsorships:** Business Sponsorships are endorsements that tie directly back to APS business and are paid out of the company's **above-the-line O&M (Operating & Maintenance) budget**. These are Ratepayer (customer) dollars which are regulated by the ACC (Arizona Corporation Commission).

Examples: luncheons or receptions where elected officials address a targeted audience on a business-related issue; community leader breakfasts; leadership institutes or events where a particular company messages is being delivered

- **Charitable Sponsorships:** Charitable Sponsorships do not tie directly back to the APS business and are paid out of the company's **below-the-line (BTL) budget**. These are Shareholder dollars (profit) that are unrestricted by outside regulatory entities and disbursed at the discretion of the company.

Examples: Fundraising events; dinners; silent auctions; award luncheons; golf tournaments

What are Donations?

Donations are voluntary gifts, grants or contributions to a charity or other worthy organization (including cash, goods and services) that are made gratuitously as a philanthropic act of kindness with nothing expected in return; no ROI (return on investment); no advertising or marketing benefit.

What are In-Kind Donations?

In-Kind Donations are gifts consisting of goods or services (other than cash).

Examples: Printing; Trash Boxes; Trinkets/Give-Aways; Video Production; Volunteers



**WHAT'S THE PROCESS TO REQUEST
SUPPORT?**

#1. Contact your APS representative
8 statewide – full online directory at
www.aps.com

#2. Receive an invitational letter / link to
apply online with password included

Access online application

Account Login
[Exit](#) [Contact Us](#)

APS
THE POWER TO MAKE IT HAPPEN®

Please Sign In

E-mail Address:

I am a new online applicant
 I am a returning online applicant.


My password is:

[Forgot your password? Click here](#)

To Access the On-Line Application, you are required to create a user account.

1. Enter a valid email address
2. Select "I am a new online applicant."
3. Click on "Continue"

Create an Account


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Account Creation
[Exit](#) [Contact Us](#)

Create an Account


An account allows you to access your saved and submitted applications at anytime. It also allows us to send you a submission confirmation e-mail and notify you if additional information is necessary to process your application.

E-mail Address:	<input type="text" value="your email address"/>
Confirm E-mail:	<input type="text" value="your email address"/>
Password (minimum of 5 characters):	<input type="password"/>
Confirm Password:	<input type="password"/>

1. Confirm your e-mail address by typing it in again.
2. Select a password of your choice. Not the password given to you to access the application.
3. Confirm the password
4. When ready, click on "Create an Account"

[Click here to go back to the login page](#)

Complete the online application


THE POWER TO MAKE IT HAPPEN
APS FUNDING APPLICATION

[Exit](#)[Contact Us](#)

Once you have created an account, you will be required to enter the password

Enter the password here and click "OK"

Password: gogreen

Please enter the Password:

Reason for the change in process:

- There is a need for **increased internal collaboration** with regard to corporate contributions in order to prevent duplication of efforts across all functional areas. This process allows **all company-wide contributions to be funneled through, and tracked in one central location.**
- It allows us to **better leverage our dollars** so they will make the most impact in the communities we serve.
- It allows us to **strategically align our current giving areas** and enhance our Funding Guidelines.
- It enhances our **reporting process** for auditing and regulatory purposes.
- Provides **online verification** of nonprofit tax-exempt status and Federal Tax ID number prior to funding consideration.
- Terrorist Groups are exploiting charitable organizations for monetary support. This can result in OFAC violations (U.S. Treasury Department's Office of Foreign Assets Control). **Watchlist security checks must be run** on all nonprofit organizations supported by APS.

Our enhanced system: MicroEdge GIFTS

GIFTS is a MicroEdge computer software program specifically designed to manage the needs of corporate giving programs by effectively streamlining every aspect of the grant award and administration process.

GIFTS is the central location for detailed and summary information and provides a consolidated giving history that can be easily accessed, queried and analyzed.



What types of organizations are tracked in *GIFTS*?

- ❖ **Nonprofit Organizations** - APS supports nonprofit organizations with a 501(c) tax-exempt status. 501(c) is a provision of the *United States Internal Revenue Code* listing 28 different types of not-for-profit organizations. The two most common types that fall within this designation that are used for *GIFTS* tracking purposes, are:
 - 501(c)(3)** - Charitable; Religious; Educational; Scientific; Literary; Testing for Public Safety; Fostering National or International Amateur Sports Competition; Prevention of Cruelty to Children or Animals
 - 501(c)(6)** - Professional and Trade Organizations and Associations; Chambers of Commerce; Economic Development Organizations; Real Estate Boards; Business Leagues, etc.
- ❖ **Schools, Colleges and Other Educational Institutions**
- ❖ **Cities, Towns and Municipalities**
- ❖ **Affiliations Requiring Corporate Membership Fees or Dues**
- ❖ **Sports Organizations**

APS Strategic Framework



OPERATIONAL EXCELLENCE

Operational excellence is achieved through the disciplined and business-focused management of all aspects of our company to reach best-in-class performance.

ENVIRONMENTAL STEWARDSHIP

We will be an environmental leader that provides benefits for our stakeholders today and tomorrow.

CUSTOMERS & COMMUNITIES

Success for APS is tied to the value we provide our customers and the continued economic vitality of the communities we serve.