



WOODSTOCK POLICE SERVICE BOARD POLICY

Subject:	Public Relations Reserve Fund Policy
Policy Number:	AI-042
Effective Date:	April 7, 2025
Reviewed:	
Amended:	

Authority/Legislative References

Community Safety and Policing Act, 2019, S.O. 2019, c. 1, Sched. 1

Policy Statement

The Woodstock Police Service Board (the "Board") recognizes the importance of fostering community engagement and supporting initiatives that enhance public safety and well-being. In accordance with the *Community Safety and Policing Act* (the "Act"), the Board shall establish a Public Relations Reserve Fund to manage and allocate proceeds from the sale of property and unclaimed money that lawfully come into the possession of the Woodstock Police Service (the "Service"). The use of the Public Relations Reserve Fund shall align with the public interest, support community partnerships, and enhance the relationship between the police service and the community.

Policy Application

1. This policy is established pursuant to the *Act*, which grants Police Service Boards the authority to direct the use of proceeds from property sales and unclaimed funds for purposes deemed to be in the public interest. The Public Relations Reserve Fund shall be administered in accordance with sections

258 and 259 of the *Act*.

2. It is the policy of the Board with respect to the use of the Public Relations Reserve Fund, that the Board may allocate funds to support initiatives and organizations in Woodstock that align with the following objectives:
 - a. enhancing community safety and well-being through public engagement;
 - b. strengthening partnerships between the police service and community stakeholders;
 - c. providing limited financial support to community organizations and events;
 - d. supporting skills training, education, and leadership development for members of the police service and the community;
 - e. promoting public awareness of law enforcement, justice initiatives, and the presence and contribution of the Board;
 - f. recognizing contributions made by members of the police service and the Board; and
 - g. offering rewards as approved by the Board and in accordance with the Board's LE-014 Citizen Rewards Policy.
3. The Public Relations Reserve Fund shall not be used for:
 - a. items funded through the Board's or Service's operational budget;
 - b. covering an accumulated deficit;
 - c. political events or activities;
 - d. capital expenditures;
 - e. additional funding for organizations that have already received financial

support from the City of Woodstock (the "City") in the current fiscal year, except under exceptional circumstances; or

- f. requests from individuals.
4. The public relations reserve funding approval and assessment process shall be as follows:
- a. All requests for financial support must be submitted in writing to the Board, including a description of the initiative, clear and measurable outcomes, a timeline, how the Board will be promoted by the initiative, and any other information requested by the Board.
 - b. Applications will be considered at a regular monthly Board meeting, provided that the request is submitted at least two weeks in advance of the meeting at which the applicant wants their request to be considered.
 - c. All expenditures from the Public Relations Reserve Fund require prior approval by the Board.
 - d. Funding approval is subject to the availability of funds in the Public Relations Reserve Fund.
 - e. Approval of funding for a particular purpose does not create a binding precedent for future approvals.
 - f. Retroactive funding for initiatives that have already taken place shall not be granted, except under exceptional circumstances.
 - g. Any unspent funds from an approved allocation must be returned to the Public Relations Reserve Fund.
5. To ensure the responsible administration of the Public Relations Reserve Fund, the Board shall maintain financial oversight and compliance with applicable regulations. The Fund's sources, restrictions, and investment

practices are outlined below:

- a. The Public Relations Reserve Fund shall be sourced from the disposal of items lawfully possessed by the Service, including unclaimed money with no lawful recipients.
 - b. The Public Relations Reserve Fund shall not include trust funds or be funded from budget sources submitted to the City.
 - c. The Chief of Police, or designate, shall ensure that the Public Relations Reserve Fund is held in a separate bank account, that its transactions are properly managed, and that its records are maintained.
 - d. To ensure long-term sustainability, the bulk of the principal shall be invested in secure, low-risk financial instruments, such as guaranteed investment certificates (GICs) or other investments permitted under applicable legislation and financial regulations. Any interest or returns generated shall remain within the fund and be used to support future initiatives.
6. Where possible, all financial contributions from the Public Relations Reserve Fund should be acknowledged in marketing and promotional materials, such as event signage, press releases, social media, or event summary reports, to recognize the Board's support.
 7. The Board shall review this policy annually to ensure that the funding priorities and criteria remain reasonable and aligned with the Board's objectives.

Reporting

8. The Chief of Police shall prepare and submit a report to the Board twice a year, once mid-year and once at the end of the fiscal year, summarizing all requests approved during each respective period and the balance of the Public Relations Reserve Fund.