

ATB Financial Donation Criteria & Guidelines

ATB is committed to being in business for the greater good. We look for community partners and causes that uplift the wellbeing of Albertans, and who are working to solve some of our greatest societal challenges within these three areas:

Access to Education: In the words of Nelson Mandela, “Education is the most powerful weapon which you can use to change the world.” We embrace this belief and want to increase access to education for Albertans, for a more prosperous future. We will do this by partnering with organizations that reduce barriers to high school graduation and post-secondary enrollment, and build skills of the future and entrepreneurial skills that will prepare youth and adults for their careers while also further diversifying employment opportunities within Alberta.

Access to Information and Communications: Internet, data and technology can unlock possibilities for education, employment and many other aspects of society, and can also reduce isolation for seniors and others who live apart from their loved ones. ATB partners with organizations that are courageously advancing our future through innovation to increase the wellbeing of individuals, communities and the province.

Mental Health: Mental health affects everyone and is perhaps the greatest opportunity to collectively raise the wellbeing of Albertans. By supporting easy access to mental health and addiction treatment and resources, mental health research, and initiatives that reduce stigma and prevent suicide, we can increase overall happiness and productivity, reduce disability due to mental health, and most importantly, save lives.

We also support organizations and causes that help us promote financial literacy and empowerment in Alberta.

We look for partners that support diversity, inclusion and equity - especially causes that benefit Indigenous, LGBTQ2+, Black and People of Colour, New Canadians and Albertans with disabilities.

Eligible organizations must be in Alberta, and must also be able to clearly state their goals and how they are measured.

Donation Exceptions

Please review the below list of exceptions prior to submitting a donation application.

ATB does not provide funding for:

- Advertising or marketing costs
- Advocacy groups or lobbying organizations
- Capital campaigns
- Conferences, forums, trade shows, conventions, seminars
- Film, video, television and book productions
- Individuals or individual pursuits
- Organizations located outside of Alberta, or whose primary activities are outside Alberta
- Political groups or events
- Private clubs funded through membership fees
- Religious groups or events
- Research centred on specific illnesses, however we do support research on mental health
- Schools, except for initiatives that fall outside of general expenses (ex. technology for school library, etc.)
- Student or alumni associations
- Travel, accommodations, meal expenses, field trips, tours
- Sports teams, competitions and tournaments
- Golf tournaments

ATB does not typically provide funding for:

- Building or facilities naming
- Fundraising events
- Projects that are part of the ongoing responsibility of governments (e.g. schools, health, programs, municipal programs, etc.)