Community Bank · Byford & Districts

Community Impact Hub

2024

Mission Statement

To deliver a positive community impact through sustainable and ethical activities that benefit all stakeholders.

Acknowledgement of Country

Community Bank Byford & Districts acknowledges the Traditional Owners of Country throughout Australia. We pay our respects to Elders past, present & emerging.

Introduction

Being part of Bendigo Bank is about being part of something bigger. While we provide excellent banking and financial services, we aim to give back to our community. By banking with us, our customers are also helping to support their communities through our sponsorship program.

This community funding program is administered by Community Bank Byford & Districts. Your community and not-for-profit organisation can apply for funding to support projects that offer clear community benefit, contributing to social outcomes, community welfare, environmental, health, education, or cultural areas.

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Bendigo Bank

bendigobank.com.au/byford

What is a sponsorship?

A sponsorship is an arrangement with Community Bank Byford & Districts to support an event, activity, individual or organisation through the provision of money, goods or services.

Our sponsorships typically provide a tangible benefit to both the recipient (which benefits through receiving material support) and the sponsor (which benefits via enhanced public image and access to a wider audience). The recipient is required to provide some service back to the sponsor, such as advertising or tickets.

Note:

- Charitable donations are not sponsorships. Please talk to us about whether these may qualify via our grants program or alternatively apply for a donation through the relevant channel.
- Direct advertising is not considered a sponsorship.

Community funding program objectives

The objectives of our sponsorship program are to:

- To distribute part of the bank's profits in the form of Sponsorships & Minor Grants
- Provide financial assistance for community groups to develop well-planned events & projects to further benefit their members and the community
- Create a positive Bendigo Bank brand association with new and existing customers within our community
- Develop and maintain relationships with community groups for mutual benefit
- Fulfil the requirements of its Community Bank charter.

Key dates

You must submit your application **at least 60 days** before the event or activity is scheduled to allow it to be effectively activated/leveraged.

If an application is received with not sufficient lead time, we may not be able to provide the funding the organisation requires.

Eligibility

You must meet the eligibility criteria for our community funding program:

- Be an Australian organisation with a registered ABN or IARN
- Have an existing Community Bank Byford & Districts bank account or willing to become a Bendigo Bank customer at the Community Bank Byford & Districts
- Not have any other sponsors who are financial institutions. This includes banks, brokers, insurance providers etc
- Sponsored initiatives must be in Western Australia and deliver benefits to the communities in the suburbs close to the Community Bank Byford & Districts
- Sponsored initiatives must deliver clear business acquisition outcomes for Community Bank Byford & Districts.

Ineligible entities

The following entities are ineligible for funding:

- Applicant organisations which have an unsatisfactory result to an 'Anti Money Laundering/Know Your Customer' search.

Ineligible projects

We won't sponsor organisations or projects that:

- Are also sponsored by a competitor financial institution e.g. banks, brokers, insurance providers
- Do not deliver clear business acquisition outcomes for our Community Bank
- Do not deliver clear community outcomes to the local community.

We will not sponsor any initiatives which:

- Take place outside of Western Australia
- Are illegal, attempt to change the law or direct political donations
- Claim retrospective funding – paying for costs already incurred
- Involve gambling
- Exclude or offend any part of the community
- Encourage violence or involve the use of weapons
- Mistreat, exploit, or harm animals
- Create environmental hazards
- Present a danger to public health or safety
- Contribute to modern slavery.

Assessment

We will assess your application against our community funding criteria:

Objectives

- The extent to which the proposed initiative aligns with the Community Bank's vision, values and objectives
- The potential for community benefit.

Feasibility

- There is adequate lead time for the community funding to be effectively activated/leveraged
- The initiative is realistic and achievable (e.g. timeframes, budget)
- The required permits/insurances are in place
- The extent that the applicant has demonstrated clear, realistic and measurable project goals and objectives for the defined audience
- The extent that the applicant has demonstrated capacity to deliver the proposed initiative (e.g. track record delivering similar projects, adequate resources and staff)
- The commitment and capacity to deliver program activation initiatives.

Program/Event activation potential

- Potential for the community funding to deliver business acquisition outcomes
- Potential for the community funding to deliver increased brand awareness/recognition
- The extent to which the proposed initiative aligns with our marketing objectives
- Opportunities for our involvement in project/event
- A clear demonstration of the number and demographic of who the proposed initiative will reach.

Return on Investment

- Sponsorship support requested versus benefits offered by applicant (Program/Event Activation above and Partnership Recognition right).

Partnership Recognition & Return on Investment

Funding of local organisations and projects is a partnership between Community Bank Byford & Districts and that project. It is very important that the support and presence of the Community Bank Byford & Districts be publicly acknowledged and promoted, through all channels available to the applicant.

Possible promotional activities include:

- Prominently display Community Bank Byford & Districts signage at your premises and noticeboards
- Use the Bank's branded banners and/or marquees at relevant event(s) / site(s) / activities
- Include our logo or advertisement, and acknowledge the Bank's support, on all your organisation's promotional materials – posters, brochures, flyers, etc
- Acknowledge the bank as a sponsor with our logo or advertisement on your website, Facebook page, other appropriate social media, in your newsletters, and in other relevant publications
- Display a link to our website Community Bank Byford & Districts on your organisation's website (if applicable)
- Clearly display our logo on your organisation's uniforms/shirts (if applicable)
- Actively encourage your members to bank with the Community Bank Byford & Districts
- Publicly promote the Bank at your events and presentations
- Provide opportunities for Bank representative(s) to speak at appropriate events
- Distribute the Bank's promotional materials where and when appropriate
- Where relevant, provide authorised and approved statements, logo and photos from your events to use in the Bank's marketing and business promotions, as appropriate
- Where invited, present at our Annual General Meeting the benefits and outcomes from the sponsorship provided.

Return on Investment may be negotiated at the time of the application submission.

Community Bank Byford & Districts will negotiate physical signage opportunities with each applicable approved application.

How to apply

You should read and understand these guidelines before beginning your application.

You must use our application hub to complete and submit your online application.

Access our application hub CLICK HERE

You must submit your sponsorship or grant application **at least 60 days** prior to any proposed events.

We will confirm receipt of your application submission via an email to your registered email address.

We may contact you during the assessment process to request more information, evidence or to clarify information provided in your grant application.

Supporting documentation

You may also be asked to provide the following supporting documentation in your application:

- A current bank statement for your organisation
- Information/demographics about the proposed target audience and number of expected attendees/participants, including the results of any research undertaken to date (if applicable)
- Confirmation of all necessary licences permits and insurances which will enable you to run your project/event (e.g. public liability insurance, local council permits)
- For projects involving children, confirmation that relevant personnel have Working with Children Checks
- Project budget details which clearly show how you will spend the funds
- Financial details about your organisation eg. recent annual report, audited financials, bank statements.

Decisions on applications

Timing of notifications will vary; however, applicants are usually notified of the outcome of their application by email within 60 days of submission.

All applications for financial support will be assessed in accordance with this policy by the Marketing Committee at their next scheduled meeting and then submitted to the Board for final approval.

Community Bank Byford & Districts has the right to refuse any application at its sole discretion, and no correspondence will be entered into in this regard.

Successful applications will be required to supply a Tax Invoice (including GST if applicable) when funding is approved including the relevant Community Bank Byford & Districts account number. Funds will be provided within approximately 2 weeks of receipt of a correct invoice.

Managing your Sponsorship or Grant

Keeping us informed

You must notify us about anything which is likely to impact your organisation or its ability to deliver your project. This may include, but is not limited to, changes to your organisation's name, address, financial situation, senior staffing arrangements, or significant changes to the project initiative.

You must also notify us if:

- Any other parties become sponsors of the event
- You are planning any other initiatives in addition to the sponsored event
- If you become aware of any incident that has the potential to damage the reputation or image of the Sponsored Party, the Sponsored Events, the Sponsor, any Related Company of the Sponsor or Sponsored Party (Notifiable Conduct). More information is provided in our funding agreements.

Sponsorship or grant agreement variations

We understand that circumstances change, and things don't always go to according to plan. If there has been a change that will impact your project, you can request a variation to your sponsorship or grant agreement by contacting us.

We will consider your request, and if we decide to accept your proposed changes, we will issue a deed of variation for your signature.

Reporting requirements

You will be required to complete a community funding acquittal form within twelve weeks of your nominated project end date. The acquittal report must be submitted electronically through the application hub.

The report includes information about how the funds were spent, the benefits delivered, participant/recipient information, achievements of the project, and any lessons learned.

You should identify key internal stakeholders who will be responsible for collecting and reporting data from before, during and after your initiative.

View our privacy policy CLICK HERE

Enquiries

Application queries
Claire Hurst
M: 0439 394 538 **E:** secretary@bdcdsl.com.au

For technical support with application hub
SmartyGrants–Our Community
P: 03 9320 6888 **E:** service@smartygrants.com.au

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