



2024 Community Bank Mansfield & District - Community Impact Program

Open for applications from Tuesday, 16 April 2024 until midnight Tuesday, 14 May 2024.

Details of Program:

Community Bank Mansfield & District's Community Impact Program is driven by our overarching strategy to invest in the growth of a resilient, sustainable, and thriving Mansfield & District community.

Community and not-for-profit organisations can apply for projects and activities that offer clear public benefit for the community and align with our 5 Key Impact Pillars...

1. Leadership - Investing in people, education, entrepreneurship, diversity and our youth.
2. Innovation - Encouraging creative opportunities and social enterprise.
3. Wellbeing - Nurturing our community.
4. Connection - Working to establish, maintain and support partnerships and collaboration for inclusive community benefit.
5. Liveability – Preserving our region and adapting to ensure a sustainable future.

Community Bank Mansfield & District funds this program by channelling a portion of its profits back into the community that generated them – especially supporting those projects and activities that cannot be funded via other means.

Jointly administered by the Community Bank Mansfield & District and the Community Enterprise Foundation™, the Community Impact Program is made possible by the people who bank with Bendigo Bank's Community Bank Mansfield & District.

It's a program run by local people, making local decisions to create local benefits. That's how your banking can make a difference.

Funding available: Up to \$140,000 is available for funding in the 2024 Community Impact Program.

Key program dates:

- Community Impact Program Information Evening: Tuesday, 16 April 2024
- Sponsorship applications open: Tuesday, 16 April 2024
- Sponsorship applications close: Tuesday, 14 May 2024
- Notifications: Approximately 4-8 weeks from the closing date
- Sponsorship Payment to Successful applicants: from Monday, 1 July 2024

The difference between Sponsorship and Grants

Sponsorship and Grants are different from each other and are often confused. To help you decide which stream of funding will best suit your project, we've put together some notes in the below table for you.

What is a Sponsorship?

A sponsorship is a business investment in which the sponsor, (in this case Community Bank Mansfield & District) supports an event, project, or organisation through the provision of money, goods or services in return for customer acquisition opportunities and brand recognition.

Sponsorship Program Objectives:

- Access to business opportunities through your audience.
- Brand awareness/recognition
- Communication of our key Community Bank message: *"Your banking can make a real difference. Community banking is based on a 'profit-with-purpose' model, which means profits are reinvested back into the community that has generated them."*
- Support the growth of a resilient, sustainable, and thriving Mansfield & District community.

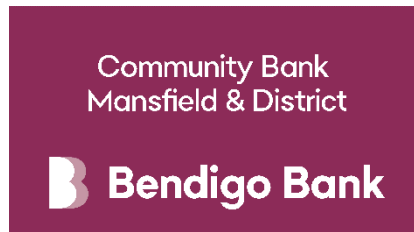
What Is a Grant?

A Grant is a sum of money provided for a specific purpose, to address a social issue within the community, aiming to drive awareness for both the social cause and the institution that has funded it.

Grant Program Objectives:

- Support the growth of a resilient, sustainable, and thriving Mansfield & District community.
- Brand awareness/recognition
- Communication of our key Community Bank message: *"Your banking can make a real difference. Community banking is based on a 'profit-with-purpose' model, which means profits are reinvested back into the community that has generated them."*

NOTE: If you are unsure of which funding stream will best suit your organisation or project, please contact Emma Wiking on 0419 398 183 or email: marketing@mansfieldbank.com.au.



Sponsorship Application Guidelines

Who is eligible to apply for a Sponsorship?

To be eligible for a Sponsorship, applicants must meet the following criteria:

- Must be a Not for profit, non-government organisation with a valid ABN or be a group that is auspiced /partnered by such an organisation.
- Be a current Bendigo Bank customer, or willing to become a Bendigo Bank customer (unless special conditions apply).
- Not have any other sponsors who are financial institutions. This includes banks, brokers, insurance providers etc (unless special conditions apply).
- Must be based in or servicing the Mansfield District community.
- Must deliver clear business acquisition outcomes for the Community Bank Mansfield & District.
- Must have attended the Community Impact Program Information Evening.

NOTE: If you are using an auspiced / partnering organisation, they must confirm that they support the project, will receive the funds on behalf of the applicant, apply the funds to the project and detail how they are adding value to the project.

Who is not eligible to apply Sponsorship?

- Individuals or unincorporated organisations without an eligible project partner
- For-profit organisations.
- Previously funded groups who have not acquitted projects to the satisfaction of the Community Bank Mansfield & District.
- Projects or programs associated with gambling, illegal activities, political or religious purposes.
- Projects or programs that encourage violence or mistreat, exploit, or harm animals, create environmental hazards or present a danger to public health or safety.
- Funding to repay costs already incurred.
- Funds are not intended to support 'business' costs, such as staff salaries (personnel costs) and general operating costs. Nor will they be offered if the entity is totally dependent on our support to ensure its continuity.

Sponsorship Assessment Criteria

Applications will be competitively assessed against the following merit criteria:

Criterion 1: Community Impact (60%)

- The extent to which the proposed project supports the Community Impact Strategy and aligns with one or more of the 5 Key Pillars (projects only need to meet one pillar as a minimum to be eligible)
- Community impact and/or, longevity.
- Target markets and audience reach – who and how many people will the proposed initiative reach?
- The extent to which the applicant has provided evidence of support from the broader community showing how the project will benefit local people / local community (e.g., letter)
- Evidence of Letters of support from other stakeholders who are critical to project delivery.
- Applications will also be highly regarded if they demonstrate the following:
 - > Encourage collaboration amongst and across different community groups.
 - > Strengthen links across and connect different communities/areas in our region.

Criterion 2: Sponsorship Benefits (20%)

- The extent to which the applicant will provide a return on investment.
- Potential for the sponsorship to deliver business acquisition outcomes.
- Potential for the sponsorship to deliver increased brand awareness/recognition.
- Proposed opportunities to help share the Community Bank message: *“Your banking can make a real difference. Community banking is based on a ‘profit-with-purpose’ model, which means profits are reinvested back into the community that has generated them.”*

Criterion 3: Feasibility (20%)

- The extent to which the applicant has demonstrated clear and realistic project goals and objectives.
- Proposed project is realistic and achievable.
- Budget is reasonable and reflects good value.
- Include evidence that other funding opportunities have been investigated and exhausted.
- Demonstrate other funding streams/in-kind support.
- If the full budget of the project cannot be funded, have you provided budgeted stages of the project that could be considered?
- Need for funding (Would the project proceed without the funding?)
- Project sustainability – the degree to which the initiative is likely to rely solely on recurrent / ongoing funding to continue.

How to apply for a Sponsorship:

Before applying, you must read and understand these guidelines.

You can submit multiple applications for funding to the same sponsorship program.

However, you cannot apply for multiple projects in the same application form unless they are directly related. Each separate project requires its own application. We will only accept one application per project.

To apply, an applicant must complete and submit an online application using our application portal by midnight, 14 May, 2024.

The portal can be accessed at the following link:

<https://communitybankmansfield.smartygrants.com.au/>

A confirmation email will be sent to the registered email address once application has been submitted.

Please note: To ensure a fair process, late applications will not be accepted, and extensions cannot be provided.

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

The Community Impact Program is administered by the Community Bank Mansfield & District through the support of the Community Enterprise Foundation™, and made possible by the people who bank with Bendigo Bank's Community Bank Mansfield & District.

Required supporting documentation:

Each application for a small sponsorship (less than \$5,000), must provide the following supporting documentation.

- A current bank statement for your organisation
- A project budget which clearly shows how the funds will be spent, and quotes for all budget items greater than \$1,000
- Letters of support to demonstrate community need and benefit (Optional)
- Applications involving a project partner must include a letter of support from this organisation and a copy of their financials.
- Proof of other approved funding or own funds to put towards the project. (including in-kind support).

In addition to the above items, each application for a large sponsorship (greater than \$5,000) must provide the following supporting documentation:

- Current signed Audited Financial Statements for the applicant organisation or project partner (where applicable).
- If your organisation is not required to audit your financials, please provide a profit and loss statement as a minimum and a balance sheet if available.
- Quotes are required for all budget items greater than \$1,000. We require 2 local itemised quotes where possible.

- If you have conducted this project/program before (e.g. annual events), copies of receipts / invoices that substantiate this request from previous expenditure may be acceptable together with a detailed budget.
- Please ensure that your budget and/or supporting documentation clearly shows how the funds requested will be spent.
- Please list the details of any other financial support you are seeking or have already confirmed for your project. If you have obtained other funding, please provide evidence of this.
- Plans/designs for projects that involve building or refurbishment.
- Letters of support to demonstrate community need and benefit, particularly for large projects or initiatives that have a sporting or recreational element and need to show wide community benefit.
- State Government Entities are encouraged to call the Foundation before applying. There are some requirements that will apply.

Notification of application outcomes:

Timing of notifications will vary; however, applicants are usually notified of the outcome of their application by email within 4 – 8 weeks of the program closing date.

Managing your sponsorship:

- **Keeping us informed**

You must notify us about anything which is likely to impact your organisation and/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 budget.

- **Sponsorship 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 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 Project Acquittal Report within 60 days of your nominated project end date. The Project Acquittal Report will be submitted electronically through the application portal. The report includes information about the community and sponsorship benefits and a testimonial and 3 – 4 high resolution images of the project.

- **Enquiries and Feedback**

To discuss your project please Contact Emma Wiking by email: marketing@mansfieldbank.com.au

For assistance with lodgement of your application please phone 1300 304 541

Grant Application Guidelines

Who is eligible to apply for a Grant?

To be eligible for a Grant, applicants must meet the following criteria:

- Must be a Not for profit, non-government organisation with a valid ABN or be a group that is auspiced /partnered by such an organisation.
- Be a current Bendigo Bank customer, or willing to become a Bendigo Bank customer (unless special conditions apply).
- Must be based in or servicing the Mansfield District community.
- Must have attended the Community Impact Program Information Evening.

NOTE: If you are using an auspiced / partnering organisation, they must confirm that they support the project, will receive the funds on behalf of the applicant, apply the funds to the project and detail how they are adding value to the project.

Who is not eligible to apply for a Grant?

- Individuals or unincorporated organisations without an eligible project partner
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- Projects or programs associated with gambling, illegal activities, political or religious purposes.
- Projects or programs that encourage violence or mistreat, exploit, or harm animals, create environmental hazards or present a danger to public health or safety.
- Funding to repay costs already incurred.
- Funds are not intended to support 'business' costs, such as staff salaries (personnel costs) and general operating costs. Nor will they be offered if the entity is totally dependent on our support to ensure its continuity.
- *Activities that are sporting, social or recreational. (These activities can instead be funded via a sponsorship application) Some exceptions may apply for applications for Sport within a charitable purpose, for example:
 - *Advancement of education – in connection with programs run at schools or universities.
 - *Multipurpose facilities such as club rooms/pavilions/ovals which are also used by non-sporting groups.
 - *Sporting programs or equipment for disabled or disadvantaged groups

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- Evidence of Letters of support from other stakeholders who are critical to project delivery.
- Applications will also be highly regarded if they demonstrate the following:
 - > Encourage collaboration amongst and across different community groups.
 - > Strengthen links across and connect different communities/areas in our region.

Criterion 2: Grant Acknowledgement (20%)

- Potential for the sponsorship to deliver increased brand awareness/recognition.
- Proposed opportunities to help share the Community Bank message: *“Your banking can make a real difference. Community banking is based on a ‘profit-with-purpose’ model, which means profits are reinvested back into the community that has generated them.”*

Criterion 3: Feasibility (20%)

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- Include evidence that other funding opportunities have been investigated and exhausted.
- Demonstrate other funding streams/in-kind support.
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