

# Balnarring & District **Community Bank®** Branch Community Investment Guidelines

Your Community Partner

Balnarring & District  
**Community Bank®** Branch

Shop 28, 3050 Frankston-Flinders Road  
or phone 5983 5543



The Balnarring & District **Community Bank®** Branch is an institution established to ensure that profits are returned to the community in which it operates. The more successful our business the greater the contributions we can make to our community. When accepting our support, organisations are entering into a mutually beneficial partnership, where there is an expectation that they will be an effective part of the process.

The following guidelines are provided for those organisations seeking our support.

## Application Criteria:

- To obtain support, your group is expected to use the Balnarring & District **Community Bank®** Branch for your banking needs prior to lodging your application, unless it can be demonstrated by your group that the **Community Bank®** branch cannot provide the services required.
- No other financial institution should support the proposal.
- Applications should be submitted on the **Community Bank®** branch 'Community Investment Application Form'. All additional information about your event/initiative should be provided in an accompanying letter on official letterhead.
- Applicant groups must demonstrate that they are viable, have a sound committee structure and that there is a designated and well planned use for funds sought.
- Applicants for support must demonstrate that funding will provide broad community benefit and involvement.
- Community investments must be considered as a business relationship whereby reciprocal benefits are returned to our **Community Bank®**, the supported group and the community. It is vital that your application fully addresses the question about Marketing on page three of the Application Form and that commitments given are fully addressed. See the back of this document for suggestions regarding the provision of appropriate marketing, publicity, brand exposure and advocacy.
- The amount of funding granted will be at the discretion of the Board.
- All funding will depend on the financial situation of Balnarring & District **Community Bank®** Branch at the time of the application.
- All community investment funds will be presented at the supported event or at an appropriate meeting of the group
- Applications will ideally be considered twice yearly in February & August. All ad hoc applications, will be considered on a monthly basis.
- All applications for funding must be addressed to:

Marketing & Sponsorship Committee  
Balnarring & District Community Services Limited  
P.O. Box 218  
BALNARRING 3926

**or** dropped into Balnarring & District **Community Bank®** Branch, addressed to the Marketing & Sponsorship Committee.

- The acceptance of any financial support by an organisation gives Bendigo Bank and Balnarring & District **Community Bank®** Branch permission to publish that organisation's name as a recipient of support for promotional/marketing purposes only.

**For its part, Balnarring & District Community Services Limited, undertakes to maintain the confidentiality of the information provided in the Community Investment Application Form and use it for consideration of the current request only.**

**Examples of ways in which community groups can ensure community awareness of our financial support and provide networking, connections and opportunities for the bank to gain business:**

- Our **Community Bank®** logo displayed on your website
- Facebook post
- Our **Community Bank®** logo on all invitations, flyers or brochures
- Acknowledgement of financial support in membership correspondence/newsletters
- Acknowledgement in any media releases
- Use of our marquee/s
- Display of our outdoor banners or flags
- 'Piggy' mascot to attend event
- Permanent signage erected
- Display of bank's newsletter, brochure or product material
- Invitation to a representative of the **Community Bank®** to attend the event or a meeting of your group to speak briefly to your members and/or participants

