

**Banking with your Community Bank®
grows your community**

Funding application guidelines – supporting information

At the Inverloch & District **Community Bank®** Branch, we give back to our community by investing our profits into community projects. By banking with your **Community Bank®** you grow your community.

The Inverloch & District **Community Bank®** Branch undertakes grants and sponsorships to support local organisations and activities in their efforts to improve community assets and wellbeing. In demonstrating this commitment to the community, we also seek to highlight the benefits of the **Community Bank®** model in its ability, as a community owned enterprise, to support and enhance local organisations, events and initiatives.

1. Inverloch & District Community Bank® Branch definitions:

Sponsorship: a marketing & communication tool that provides potential rights and benefits associated with an event, organisation or individual participant, and results in increased brand awareness and customer base for our **Community Bank®** branch.

Sponsorship is used by our **Community Bank®** branch to:

- Heighten our key message as a community based organisation
- Improve our image within the broader community
- Maintain or develop relationships with communities and groups
- Provide a financial return on investment to the **Community Bank®** branch by increasing customer/ business base

Grants: the provision of funds for part or all of a specific and finite project, allocated on the basis of need rather than marketing opportunity.

Advertising: a communication tool that aims to positively influence individual and community perceptions about our brand with the intention to attract business and increase revenue for our **Community Bank®** branch.

Deductible gift recipient status (DGR status): organisations or agencies who are endorsed (approved) by the Australian Taxation Office (ATO) or named in tax law as 'deductible gift recipients' (DGRs).

Tax Concession Charity: an organisation approved by the ATO as a tax concession charity.

2. Who is eligible?

- Incorporated not-for-profit organisations operating in, or with demonstrable evidence of benefit to, the Inverloch and district area
- Organisations that can demonstrate a valuable contribution to the wellbeing of our area
- Organisations that have received previous funding from the Inverloch & District **Community Bank**[®] Branch may only apply again if they have successfully completed the acquittal process for that funding
- Organisations that are not supported by any other financial institution

3. Key Funding Criteria

- Demonstrated capacity of the project to enrich the wellbeing of the Inverloch and district community
- Detailed description of the size and nature of the community segments that will benefit from the project
- Clear outline of how the organisation will acknowledge the support of the **Community Bank**[®] branch

4. Requirements

- For sponsorship requests, there must be a clear outline of the opportunities for the **Community Bank**[®] branch to promote the community banking model and raise brand awareness to increase our customer base and increase revenue.
- Evidence that all previous funding has been acquitted according to **Community Bank**[®] branch protocol.
- Applications must be made on the appropriate application form, available from the branch or website.
- Successful organisations must sign a funding agreement, acknowledging their understanding of the requirements of the funding and their obligations to fully acquit the allocated funds.
- Organisations must provide the Inverloch & District **Community Bank**[®] Branch with a funding acquittal report (on the provided form) within one month of the completion of the project.
- Organisations are encouraged to maximise any funds allocated under this policy by using them to leverage funds from other sources, provided the other sources are aligned to the goals of community banking.

5. Supporting Documents

All applications must be accompanied by the supporting documents as stated in the application form.

6. Application Information and Timelines

- Applications must be submitted on the official application form of the Inverloch & District **Community Bank**[®] Branch, available from the branch or the website
- Applications must be submitted in accordance with the deadlines for the grant rounds – 31 March and 30 September annually and at least three months prior to the project start date, unless otherwise agreed.
- Applications are considered by the Business Development, Sponsorship and Marketing subcommittee during April and October annually.
- Applicants will be notified by 30 April and 31 October annually as to the outcome of their sponsorship or grant request.

For further information contact your Branch Manager on (03) 5674 2800