

## Background of Community Bank Sandringham

Community Bank Sandringham (CBS) opened in 2002 to deliver a trusted alternative to other banks in the area. Focussing on Customer Service and supporting the Community, the branch team are known for their friendly efficient service, and personalised discussions.

***Our Community. That's why we're here. Over 80% of our profits given to community.***

Throughout this time we have provided over \$2million to our local community.

In 2018 we gave \$500,000 to create the Sandringham Community Bank Day Procedure Centre at Sandringham Hospital – A huge achievement for our Community Bank.

Our Board and Branch team are committed to our Community and strive to support making our community the best it can be.

Our goals for the Community Engagement Fund are:

- Strengthen & Support the local community through the provision of funding aligned with shared values
- Grow CBS through new business via our community program and therefore maximise the funding available for the community program in the future.

## Program Updates for 2020 onwards

As part of our Strategic Plan we want to focus on building community projects that benefit those that need support. Considering this strategy we have re-aligned and simplified our previous Sponsorship, Partnership & Grant process and the information that goes with them.

We want to make it clearer, easier to apply and most importantly as beneficial to our community as possible. We encourage all applicants to read through and if you have any other questions please contact us.

*Please note: The amount of funding granted will be at the discretion of the Board and all funding will depend on the financial situation of Community Bank Sandringham at the time of the application. Community Bank Sandringham must be the only Financial Institution at the organisation. The signed agreement with accompanying invoice is to be submitted to the bank within 30 days of receipt of the notification of a successful application.*

We look forward to many more years of community investment and support.

## Breakdown of Community Engagement Fund

3 prongs of support:

1. Sponsorship Program – mainly Sporting Organisations
2. Community Partner Program
3. *Grants (through Foundation)\* Please note we do not have an open grants program for 2020/21 – please apply through 2. Community Partner Program\**

### Sponsorship

*Sponsorship is recognised as the purchase of tangible potential rights and benefits associated with an event, entrant, or organisation, which results in increasing brand awareness, communication of key messages and increased customer base.*

Sponsorship is not advertising, hospitality or return of favour but is intended to increase awareness of the Community Bank Sandringham and/or products and provide a financial return on investment to the Community Bank Sandringham by increasing the customer and business base.

Sponsorships must be considered as a business relationship whereby reciprocal benefits are returned to our Community Bank, the sponsored group and the community.

- There is only one level of Sponsorship - amount is a maximum of \$1500 (One Day events are \$500)
- **Requirements of Sponsorship Agreement:**
  - Like & Follow Social Media page(s) of Community Bank Sandringham – *link will be provided (Facebook)*
  - 2-4 Dedicated postings regarding CBS sponsorship and information on social media – *Can be provided*
  - Emailing 2-4 (based on season timings) Quarterly Community News to members - *provided*
  - Advertising slot on electronic scoreboard or similar– *message and logo provided*
  - Link to branch info on club website – *link provided*
  - One special feature incl product offer sent to all members exclusively – *created as an individual item for the group incl logo and imagery of members*

*If your club or group has a specific program or physical item over \$1500 that is focused on a Community Benefit please read the Community Partners Program details to see if you are eligible to apply. You can only apply for either the Sponsorship OR/ Community Partner Program.*

### Community Partner

For collaboration with groups or organisations to support or create programs that benefits parts of our Bayside community that require additional support

Who is it for: Clubs or groups who are giving/helping community members access areas that otherwise wouldn't be funded by members or other grants.

- **Requirements of Community Partners Agreement:**

Requirements for organisations applying for Community Partner to be filled out in Application Form.

You can use the above Sponsorship list as suggestions – see Application Form for other information.

## Grants

No change: Grants process runs in-line with this program inside a Foundation with stricter requirements\* *Please note we do not have an open grants program for 2020/21 – please apply through 2. Community Partner Program\**

## Tips & Questions

### Application Tips:

1. Read this document and the Application Form.
2. Consider saving and writing a draft of the form and getting another Committee or Organisation member to view it before submission
3. Ensure you have Committee Agreement on the Application and the terms of the application
4. If you have any questions – please get in contact prior to closing date
5. Submit by email prior to 9<sup>th</sup> November, 2020 – Late applications will not be considered.

### Do we apply for a Sponsorship or as a Community Partner?

Are you a local sporting club with members who pay to be part of your teams?

If so, the likelihood is you are looking at the Sponsorship program.

### Are you a local organisation aiming to fund a program to assist community members?

Community Partner applications are designed for a specific project for the benefit of the community we live in.

If you have any queries please contact us and we can discuss with you.

### Can we apply for both?

No, you can only apply for one.

### Am I eligible to apply for a Grant?

If you are unsure we recommend you contact us and we can discuss the best application method. *\* Please note we do not have an open grants program for 2020/21 – please apply through 2. Community Partner Program\**