



Sandringham Community Bank

COMMUNITY INVESTMENT GUIDELINES 2017/2018

OUR VISION

Local people, local bank.

Building a stronger community together.

OUR PURPOSE

Sandringham Community Bank 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.

DEFINITIONS OF GRANTS AND SPONSORSHIP

Grant is a gift of money provided to an organisation for a specific purpose.

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 are intended to increase awareness of the Sandringham Community Bank® Branch brand and/or products and provide a financial return on investment to the Sandringham Community Bank® branch by increasing the customer/business base. Sponsorship is used to enhance our key message as a community-based organisation, to improve our image within the broader community and to maintain or develop further relationships with communities and groups.

GRANTS AND SPONSORSHIP APPLICATION CRITERIA

To obtain sponsorship support, your group is expected to use the Sandringham Community Bank Branch for your banking needs. No other financial institution should support the application.

Applications should be submitted on the Sandringham Community Bank's® Sponsorship 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 funding must also demonstrate that funding will provide broad community benefit and involvement.

Sponsorships must be considered as a business relationship whereby reciprocal benefits are returned to our Community Bank®, the sponsored group and the community. See below for suggestions for providing appropriate marketing, publicity, brand exposure and advocacy.

The amount of funding granted will be at the discretion of the Board and all funding will depend on the financial situation of Sandringham Community Bank® Branch at the time of the application. The signed agreement with accompanying invoice is to be submitted to the bank within 30 days of receipt of the sponsorship notification.

The nominated bank Director contact and/or a branch staff member will come and present the Community Banking model at a committee meeting and outline the Incentive Program.

All sponsorship funds will be presented at the major event or at a meeting of the group, eg. the “big cheque” presentation.

TIMEFRAME

Applications are due by 6th September 2017.

All applications for funding must be addressed or dropped in to:

Sponsorship Committee

Sandringham Community Bank® Branch, 75 Station Street, Sandringham VIC 3191

Or emailed to SandringhamMailbox@bendigobank.com.au

Every group which had a sponsorship application approved must complete and return the Sponsorship Evaluation Form provided at the time of the approval, within one month of the completion of the event/project.

For its part, Sandringham Community Financial Services Limited, undertakes to maintain the confidentiality of the information provided in the 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 support and provide networking, connections and opportunities for the bank to gain business:-

- Our Community Bank® logo displayed on your website, with a clickable link
- Facebook posts, including tagging Sandringham Community Bank Branch and liking our page
- Our Community Bank® logo on all invitations, flyers or brochures
- Acknowledgement of sponsorship in membership correspondence/newsletters
- Acknowledgement in any media releases
- Use of our marquee/s
- Display of our outdoor banners or flags
- Permanent signage erected, e.g. When you bank with us, your club wins signage
- Display and communication of bank’s newsletter, brochure or product material to members
- Invitation to a representative of the Community Bank® to attend the event or a meeting of your group to speak briefly to members, committee and/or participants

Please remember, the more successful our business the greater the contributions we can make to our community and we would expect all groups which enjoy our support to be an effective part of this process.

HOW TO INCREASE FUNDING FOR YOUR CLUB/GROUP

Encourage your members or event participants to contact us to determine whether we can provide better or comparable loan deals, term deposits and insurance quotes. They have to bank somewhere, switching is easier than they think.

Business referred to us by your organisation will generate additional funding. It’s very simple, promote and support us and we support you.

Business referred	Additional funds:	Business referred	Additional funds:
Home Loan	\$500	Car Loan	\$100
Business Loan	\$500	Term Deposit	\$50
Personal Loan	\$100		

PLEASE REFER TO OUR INCENTIVE FLYER FOR MORE DETAILS.

PRIVACY STATEMENT

Bendigo and Adelaide Bank Limited is part of the Bendigo and Adelaide Bank Group (the Group / we). We collect your personal information to help process your application. Unless you advise us otherwise we will also provide you with offers and information related to our products and services. We may share your personal information with third parties, related companies in the Group, and our joint venture partners and franchisees so that you can be told about financial products and services offered or distributed by them. We may also need to disclose your personal information to organisations that carry out functions on the Group's behalf ("service providers") such as mailing houses, plastic card bureaux, rewards program managers, IT service providers, lawyers, collection agents and advisors acting for the Group, insurers, other credit providers and credit reporting agencies. If you do not wish to receive any marketing material from us please call us on 1300 361 911.

If any part of your information is not provided Bendigo Bank may not be able to process your application. We may use your personal information to confirm your details (for example contacting your employer to confirm your employment and income details). We treat this as confidential and only disclose it to others where necessary.

Some of the organisations we disclose your personal information to may be located overseas. Where an organisation is located overseas we will either take reasonable steps to ensure that it complies with Australian privacy laws or we will seek your consent to the disclosure. If you need to gain access to and seek correction of your personal information and credit-related personal information please contact us on 1300 361 911.

You should read our Privacy Policy which contains information about: a. how you can access and seek correction of your personal information; b. how you can complain about a breach of the privacy laws by us and how we will deal with a complaint; c. if we will disclose personal information to overseas entities, and where practicable, which countries those recipients are located in. Our Privacy Policy is available on our website www.bendigobank.com.au or by telephoning 1300 361 911.