

# Community Strengthening Program 2022 Information Guide

Thank you for your interest in our community strengthening program. We ask that you read the program outline and complete the application form with as much detail as possible, to allow us to assess thoroughly. Please submit any supporting documentation with the completed application to your local branch at Hurstbridge, Diamond Creek, Eltham, Doreen-Mernda or Kinglake.

## Program Outline

Our Community Bank branches in Hurstbridge, Diamond Creek, Eltham, Doreen-Mernda and Kinglake operate under a franchise of Bendigo and Adelaide Bank Ltd by a community owned company called Valley Community Financial Services. The Bendigo Bank products and services provided by our five branches generate our income. We dedicate a large portion of the profits we make from these products and services to our community strengthening program, and as our business grows with your support, our community strengthening programs grows, and we are able to support more community groups.

Over the past 21 years the volume of requests for support has increased significantly. In the last 12 months alone, we have supported more than 70 local community groups. As such, we have refined the way in which we accept and assess these applications to manage this process as best we can. We would like to support all requests but as you would understand, we are limited by our financial capacity to do so.

A successful community strengthening program involves good communication, planning, and has benefits for both the recipient and the sponsor. Community investment is our branches main form of advertising. The potential for community exposure and the opportunity for generating follow on support in the form of banking business are of high importance when we assess a community strengthening application. The outcome of the application is determined by many measures which include the benefit to the local community and the Community Bank Branch.

The Community Strengthening Program is open to not-for-profit community groups and organizations who are working to benefit the community served by VCFS. Organisations, clubs, or community groups that apply, must be incorporated, either as associations or companies; should have an ABN; and must be able to demonstrate an appropriate level of fiscal responsibility.

Our program will not approve funding of applications in any of the areas listed below:

- Is outside of our catchment area;
- Is political or religious in nature;
- Is for the sole benefit of an individual;
- Is commercial in nature;
- Involves prize money for professional sport or payment of wages;
- Promotes/involves discrimination, racial hatred, or any illegal activity;
- Is already sponsored by another bank or financial institution.

Please note that our community strengthening program is open all year round, all applications should be directed to the Manager/Branch Leader at the branch where your account is held.

Funding for fairs, festivals and all community projects should be directed to our Community Engagement Officer at [administration@valleyfinancial.com.au](mailto:administration@valleyfinancial.com.au) or call 9438 3194. Once an application is approved you will be notified and sent an approval letter. The funding of successful applications will follow shortly after the receipt of a tax invoice and any other requirements as outlined in the approval letter.

Should you have any questions or queries, or require any assistance or guidance with your application, please contact your local Community Bank branch.

*Please remember that banking business held at our branches gives us the ability to contribute back to the community.*



# Sponsorship Application Form

## What you need to know about applying for sponsorship

- Valley Community Financial Services Ltd is responsible for approving all sponsorship requests
- We'll let you know the outcome of your application within 60 days.
- Your organisation must be an incorporated body, have a DGR status or be a community not-for-profit organisation.
- We'll request you help promote the Community Bank as part of your sponsorship.
- Priority will be given to organisations that bank with us and based in the community serviced by the VCFS group.

**Please attach any additional information you believe might help with your application.**

### Post or deliver your application to:

Valley Community Financial Services Ltd  
PO Box 469, Diamond Creek VIC 3089  
Email: [administration@valleyfinancial.com.au](mailto:administration@valleyfinancial.com.au)

## About you

Title: \_\_\_\_\_ First Name: \_\_\_\_\_ Surname: \_\_\_\_\_

Your role/title within your organisation: \_\_\_\_\_

Phone (Office Hours): \_\_\_\_\_ Phone (Home): \_\_\_\_\_

Phone (Mobile): \_\_\_\_\_ Email: \_\_\_\_\_

## About your organisation

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Website: \_\_\_\_\_

ABN (if applicable) \_\_\_\_\_

Is your organisation registered for GST?    Yes    No

Tell us about your organisation - how long have you been active, how many members do you have, what's your mission and values?

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Does your organisation currently bank with us?    Yes    No

If yes, which Community Bank branch?

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### **What you'd like us to sponsor**

Name of event/proposal/program:

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Date of event/proposal/program:

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Location:

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Description of event/proposal/program including its purpose and history (years running, past performance, past sponsors (etc):

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How many people to you expect to attract? What age group?

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Our sponsorships are intended to create business for our Community Bank Branches.

How will you demonstrate that the proposed sponsorship is a benefit to your local Community Bank Branch?

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How will you measure these objectives?

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## Sponsorship Information

What sponsorship amount are you requesting (inc. GST)?:

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What would you like to use it for?

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Are you receiving sponsorship from any other financial institutions or brokers working for any other financial institutions? If so, what is the extent of their support?

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## Sponsorship Benefits

Please select the benefits of sponsorship to Bendigo Bank?

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|---------------------|--------------------------|-----------------------|
| Presentation rights | Networking opportunities | Hospitality           |
| Tickets / Passes    | Tickets discounts        | Logo placement        |
| Advertising space   | Product display          | Access to Ambassadors |
| Website presence    | Social Media             | Merchandise           |
| Footage use         | Photography use          |                       |
| Other:              |                          |                       |

Signed:

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Date:

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Full name (please print):

If your application is successful you will be required to sign an official approval letter. The above information will assist with the completion of this.

**Reminder:** Please attach any additional information you believe will add to the assessment of your sponsorship application, including quotations, project budget and financial statements.