

**Pine Rivers Community Finance Ltd
Community Grants Program**

Information for Grant & Donation Recipients 2017-18

Introduction

Congratulations on becoming a recipient of a 2018-19 **Pine Rivers Community Finance** (PRCF) Donation or Grant. You will be sent a separate grant agreement specifying the term of the grant, its purpose, and the amount of funds allocated. This agreement includes clauses relating to indemnity and breach of agreement. The Grant Agreement should be signed and returned to PRCF.

The PRCF Community Grant Program

PRCF Ltd owns and operates the Brendale and Samford **Community Bank®** branches of Bendigo Bank Ltd. The branches return a considerable amount of its profit back to the community in the forms of sponsorships and grants. We are only able to support community groups by continuing to grow our business and there is an expectation that recipients of grants will promote the **Community Bank®** to their employees, members and wider stakeholders. There is a range of ways this can happen and the list overleaf is intended to be used to help you reflect on how to acknowledge the grant and promote the **Community Bank®** model. Grantees are encouraged to discuss the list below with a Director of PRCF or our senior branch staff and confirm a list of activities they can commit to undertake during the term of the grant.

The PRCF Community Grant Report Requirements

All grant recipients are required to submit a report on and acquittal at the end of the term and this will be used to inform decision making about future grant applications. The report should use the template provided by PRCF and include:

- A summary of grant outcomes, how the funds were used and what the benefits were to the group and wider community
- A summary of activities undertaken to acknowledge the grant and promote the **Community Bank®** to employees, members and wider stakeholder
- An acquittal of funds as specified in the grant agreement

Opportunities to acknowledge and promote Brendale and Samford Community Bank®

The list below is not exhaustive, but includes a variety of ways in which the community group might acknowledge and promote the **Community Bank®**. All activities listed are optional and will form the basis of reporting at the end of the term. You are encouraged to discuss your strategy for promoting the **Community Bank®** with a PRCF Director or our senior branch staff.

Support Activity	Details
Become/remain a Bank customer	The Grantee will use the Community Bank® and not any Competitor from the Commencement Date and for a period of 12 months for all its banking needs
Promotion of the Community Bank® services:	<p>The Grantee will, subject to complying with all Australian laws including the Corporations Act, the Privacy Act and the Spam Act, take the steps specified below by the Community Bank® to promote the Community Bank® to the Grantee's employees, members and customers during the Term. The steps below are examples of how this might be done:</p> <ol style="list-style-type: none"> a) Distributing a notice to its database members announcing the grant and thanking the Community Bank® as soon as is reasonably possible after receiving the funding. This notice should explain the Community Banking® Model and encourage the Grantee's members and supporters to choose the Community Bank® for their banking needs. b) Distributing a notice to its database members announcing the outcome of the grant when the funds are used and thanking the Community Bank® as soon as is reasonably possible. This notice should explain the Community Bank® Model and encourage the Grantee's members and supporters to choose the Community Bank® for their banking needs. c) Inviting the Community Bank® to the Grantee's Annual General Meeting (AGM) or another mutually agreed event to publicly thank the Community Bank®. d) Including the Community Bank® in any direct marketing collateral (whether printed or collateral). e) Forwarding on any materials provided by the Community Bank® to the Grantee onto the Grantee's employees and customers. f) Having a profile of the Community Bank® in newsletters and other communications with past and prospective attendees (whether at Sponsored Events or otherwise), with the profile to be provided by the Community Bank®. g) Having the Community Bank® as the exclusive supplier of all banking and financial products advertised or otherwise promoted at all Sponsored Events. h) Displaying the Community Bank® logo on prominently positioned signage

Presentation Rights:	The Grantee will give the Community Bank® one or more opportunity/s to participate in an event attended by its members and/or supporters and make a brief presentation on the Community Bank® Model
Grantee Logos:	The Grantee will grant the Community Bank® permission to use the Grantee Logos in its own public advertising and promotional materials including in print material, in media releases including social media and on any of the Community Bank® websites. This may be broad permission to use the logo for a range of purposes or a more narrow permission relating to a specific use.
Product Display:	Grantee will identify opportunities for the Community Bank® to promote or display branded merchandise and literature promoting the Community Bank® model and services.
Media stars:	<p>The Grantee will assist in encouraging their employees, volunteers, members and/or contractors to help promote the activities of the Community Bank® by inviting them to:</p> <ul style="list-style-type: none"> - make personal appearances at the Grants & Sponsorship Information and Presentation evenings - appear in photographs, digital media, and short videos promoting the Community Bank®. The Grantee must agree to the Community Bank® using their name and these specified images, film, or audio for a period of five years after the completion of the agreement
Website Rights:	The Grantee will provide a link to the Community Bank® 's logo and the www.bendigobank.com.au webpage on the Grantee's website in addition to a short profile of the Community Bank® . The Community Bank® will provide an appropriate image file and profile to the Grantee for this purpose. The Grantee will work with the Community Bank® to finalise the wording so that it is consistent with both the Grantee and the Community Bank® branding.
Social Media:	The Grantee will make reference to the Community Bank® in tweets, Facebook posts and other social media posts which relate to or refer to the Community Bank® or otherwise integrate the Community Bank® logos, or any advertising, statements, photographs or other media from the

	Community Bank® into the social media of the Grantee.
Footage Rights:	The Grantee will give the Community Bank® all rights necessary for a period of up to 5 years after the end of the Term, to access and use all and any of the Grantee's footage including images, audio and audio visual as it relates to the use of the Grant for the specified purposes.
Competitions:	The Grantee will work with the Community Bank® to run any competitions and trade promotions that are agreed to be mutually beneficial during the Term.
Volunteers	The Grantee will invite the Community Bank® staff or directors to assist at charitable events held by the Grantee.