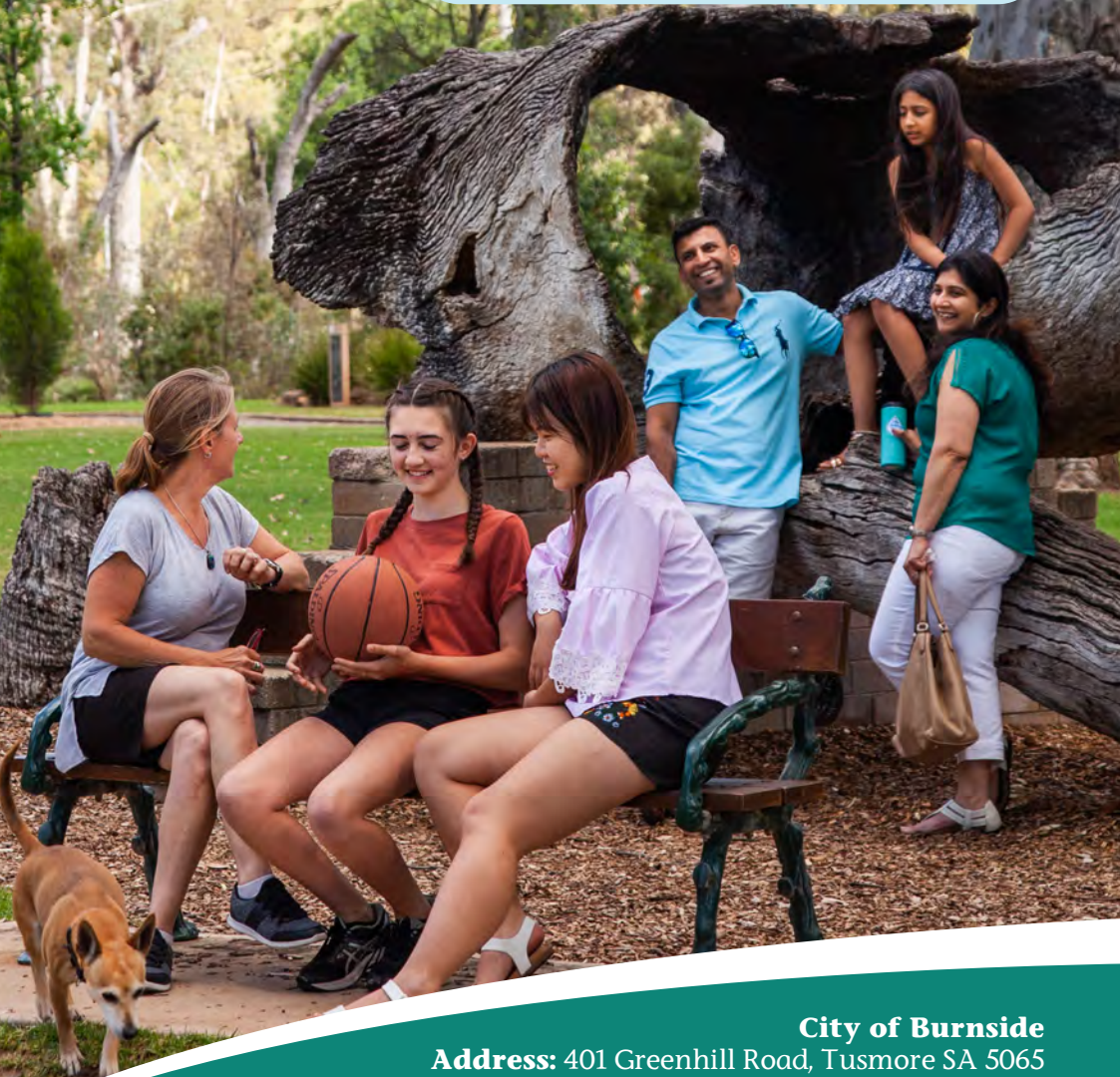




# Community Funding, Sponsorship and Donation Guidelines



**City of Burnside**

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# About

## Objectives

The Community Funding, Sponsorship and Donation Guidelines supports the Community Funding, Sponsorship and Donation Policy, representing a commitment by Council to the development of effective working partnerships with individuals and community groups, ensuring that the City of Burnside has a resilient, happy, healthy and connected community.

The purpose of the Community Funding Programs is to encourage and support community projects that provide a service or program to residents of the City by fostering opportunities for individuals, community groups and organisations to access and participate in a wide range of activities.

## Priorities

Priority will be given to projects and programs that:

- are new and innovative and aim to satisfy an unmet community need
- have no alternative sources of funding
- identify and cater to the needs of groups with special needs including those who are socially isolated, disabled, and culturally and linguistically diverse
- assist with the mitigation of Climate Change
- refer to the [Burnside 2030 Strategic Community Plan](#)



# 2023/24 Community Grant Program

Grants of up to \$5,000 are available to eligible community groups and organisations for the 2023/24 financial year.

## Funding Categories

### Community

Supporting new projects and activities involving and developing the local community, including projects and events that promote social inclusion, cultural diversity, and promote all aspects of health and wellbeing. Examples include local neighbourhood events, cultural awareness programs, healthy eating, programs that develop healthy lifestyle habits, and innovative community recreation and physical activity programs.





## Environment

Supporting community projects and initiatives that focus on addressing the City of Burnside's bold action on climate change, resource efficiency and urban forestry. Examples include waste reduction initiatives, biodiversity programs, environmental awareness and education, sustainable living, and community gardens.



## Place

Projects and events that protect and respect the City of Burnside's heritage and neighbourhood character, and celebrate indigenous culture and places. Examples include history and heritage projects, cultural and creative expression.



# Quick Response Grants

The Quick Response Grants are intended to be quickly approved. Funding is provided throughout the financial year, with an anticipated notification time of three weeks from receipt of application.

- Funding will be provided to eligible community groups/ organisations and individuals.
- Quick Response Grants will open on the 1st of each quarter (January, April, July, October). Applicants must apply for the event/activity in the quarter their activity takes place.
- Eligible individuals can apply for a maximum of \$150 for state events/competitions; \$300 for interstate events/competitions; \$500 for international events/competitions. Eligible Community Groups can apply for a maximum of \$500.
- Applicants may not receive the full amount requested and funding is only available until the quarterly budget has been fully allocated.
- Applications will not be accepted for activities or events that have already passed.
- Applicants can't apply for the Quick Response Grants for two consecutive years.

## Funding Categories

### Sport

Grants are provided for local residents who have achieved excellence in sports and require financial assistance to represent South Australia or Australia in national and international competitions, tournaments and events.

## **Youth**

Grants are provided to specifically support youth in fields of educational experiences, cultural awareness, leadership development and entrepreneurial spirit that provides development for the individual and benefit to the community. Youth Quick Response Grants are for individuals under the age of 25 years. This grant cannot be used for school or tertiary study costs.

## **Environment**

Grants are provided for community garden projects, environmental awareness and education, sustainable living projects, activities and programs such as habitat creation, waste minimisation, revegetation, composting, and food security.

## **Positive Ageing**

Grants are provided for community-based social and recreational events and activities that celebrate the achievements and contributions made by people of all ages, cultures and abilities to promote positive ageing.

## **Small Equipment Purchase**

Contributing to the purchase of equipment to support an organisation's activities, innovative community recreation and physical activity programs and increasing the ability for a group to deliver a service or program to the wider community.

# Sponsorship Scheme

Do you have a great idea or event proposal that would benefit our city? The City of Burnside provides financial or in-kind sponsorship for initiatives that will deliver tangible benefits to Council and the community, and help make Burnside a great place to live, work and play.

## Types of Projects Council Sponsors

Council supports a wide variety of community events, initiative and programs. Priority will be given to activities which link into the City of Burnside's strategic outcomes.

Council provides sponsorships that will:

- support agencies or groups that help to address issues affecting the community
- build relationships with organisations that will help to achieve Council's strategic objectives
- promote Burnside as a healthy, safe, connected and active community
- attract new events to Burnside
- provide economic benefit to the city
- demonstrate commitment to keeping Burnside clean, green and sustainable by not using helium balloons, single-use straws and single-use drink bottles



## Sporting Sponsorships

Council doesn't sponsor individual athletes or representative teams for sporting championships, however consideration will be given to sporting organisations that are holding state, national or international events in the City of Burnside.



# General Terms and Conditions

## Eligibility Criteria Overview

Please refer to Council's [Community Funding, Sponsorship and Donation Policy](#) for the full eligibility conditions. In evaluating all funding applications and sponsorship, consideration will be given (but not limited) to the following criteria:

- alignment of outcomes to the City of Burnside's strategic priorities;
- organisations must be located within, or offer a project or an event within the City of Burnside municipality;
- individuals must be residents and/or ratepayers of the City of Burnside;
- whether the service, project or event proposed to be supported is similar to another already being provided in the community;
- the level of funding the applicant receives from other sources;
- funding support and priority will be given to distributing funds fairly across the City;
- the objectives and procedures of potential sponsors or recipients must not conflict with the values and objectives of Council; and
- the objectives and missions of potential sponsors' or recipients' partner companies or subsidiaries must not conflict with those of Council.



## Non-Eligibility Overview

In evaluating all funding, sponsorship and donation applications, support and funding agreements will not be accepted or agreed to as follows:

- capital works programs and building extensions;
- involved in the manufacture, distribution and wholesaling of tobacco and tobacco-related products;
- involved in the manufacture, distribution and wholesaling of alcoholic products where such a sponsorship would be related to services or activities for youth as defined by Council's service delivery;
- involved in any illegal activities;
- whose services or products are injurious to health, or are perceived to be in conflict with Council's policies and responsibilities to the community and do not support the goals of the Public Health Plan;
- who are in legal conflict with Council;
- all parties should understand clearly that the sponsorship arrangement has no bearing on Council's exercise of its regulatory or inspectorial functions;
- artworks or other objects including books that are deemed to be offensive or inappropriate for other reasons;
- books that are supplied in large quantities by publishers (if Council believes the provision of these books is not philanthropic, but for promotion or advertising); and
- financial Donation that may infer excessive restrictions or exclusivity of use or benefit to only the donor or another individual or group.

# Funding Agreements

Successful applicants will be required to execute a City of Burnside funding and or sponsorship agreement that is appropriate and matches the level of funding provided.

Agreements will detail conditions of funding or sponsorship including:

- the programs/activities that the applicant has agreed to provide;
- project-based activities are undertaken within a 12 month period;
- the extent of recognition to Council and related requirements;
- the monitoring and reporting requirements;
- applicants may not receive the full amount of funding requested;
- the funding or sponsorship amount and payment schedule;
- the Council will not provide successful applicants with funds until they have complied or agreed with all requirements, terms and conditions outlined in their funding agreements;
- any other requirements under the [Community Funding, Sponsorship and Donation Policy](#) and Guidelines; and
- Council reserves the right to publish funding recipients' names on the City of Burnside website and other associated communication material.

Volunteer hours are not to be calculated as part of the total project cost. Other in-kind contributions can include donated materials, professional expertise, venue hire, or other costs being absorbed by the group/organisation.

The City of Burnside reserves the right to withdraw sponsorship with an external party when they are considered to have not complied with the spirit of the funding agreement.

## Venue Hire Support: Bond Conditions

In funding or sponsorship agreements where venue hire is included as part of the funding agreement, a bond will be taken as part of the hire agreement. The applicable bond is payable for all bookings prior to key/access card collection and prior to accessing the venue. All or a portion of the bond may be retained at our discretion. If cost of damages exceed the bond, the hirer will be liable for any extra costs incurred. Council reserves the right to employ contractors/staff to rectify any breach of bond conditions, without notifying the hirer in order to minimise the impact to other hirers.





## Reporting and Acquittals

Successful applicants are required to submit a Financial Reconciliation and Outcomes Report preferably within three months of completion of the activity or by 30 September the financial year following their agreement. Any applicant not meeting this obligation may be ineligible for future finances.

The acquittal should include the appropriate financial statements as determined by Council, and to demonstrate that the funds have been spent on the purpose for which they were allocated.

Successful applicants must provide a written report to Council on the outcome of their project(s) and/or service(s) as funded by the grant. Specific report requirements will be noted in Community Funding Program guidelines and/or the funding agreement.

The Council's interest in reporting is directly linked to its requirement to report on how public funds are spent and whether funded organisations have achieved what the Council aimed to achieve.



Whilst the Council is committed to minimising the administrative load on funded organisation, it is also committed to the collection of high quality and relevant data and communicating back to both Council and community the effective use of ratepayer funds.



## What will not be Funded

The following will not be funded:

- ongoing salary or salaries or associated day-to-day operational costs;
- reimbursement of monies already spent;
- activities and purposes primarily associated with, and for the benefit of, a commercial organisation;
- renovations or capital works, defined as permanent improvements to a building or grounds that will increase its capital value;
- a purpose or purposes where the core funding responsibility normally rests with the State or Federal Government;
- events that are specifically for fundraising for the applying organisation or community group;
- projects that are clearly a duplication of an existing service; and
- non-City of Burnside individuals.

## Unspent Funds

Funds which are unspent at the conclusion of the project or event will be returned to Council within 60 days of the completion of the project or event.

Funds that remain unaccounted for or remain unspent in the custody of the organisation shall be treated as for any Council debt.

Community funding allocations that are not accessed within the financial year of the grant being awarded will be considered to be forfeited. Groups will be notified in writing in this instance and required to pay the full amount within 30 days of notification.

## **Recognition of Council**

All sponsorship, donation and funding recipients must acknowledge Council as part of their agreement.

Recognition should be allocated under the three levels as instructed through the Funding Agreements.

Recognition of Council will be assessed as part of the acquittal process.



<b>Recognition of Council and expectations</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>
<ul style="list-style-type: none"> <li>• thank you letter to Council for supporting activity or program</li> <li>• City of Burnside Logo used where possible</li> <li>• summary report provided to Council</li> <li>• photographs provided to Council</li> </ul>			
<ul style="list-style-type: none"> <li>• co-branding of program, event, activity with Council Logo</li> <li>• City of Burnside Banners to be displayed on stage or at event</li> <li>• display and promotion of Council's programs &amp; facilities</li> <li>• social media posts and link to City of Burnside social media pages</li> </ul>			
<ul style="list-style-type: none"> <li>• Naming Rights Sponsorship of Event</li> <li>• ongoing acknowledgement of City of Burnside via MC announcements</li> <li>• key placement of City of Burnside logo on sponsors list</li> <li>• media recognition</li> <li>• online recognition</li> <li>• social media recognition</li> <li>• branding recognition</li> <li>• Mayor included in event or participates</li> </ul>			

# Assessment of Funding Applications

A Council approved Selection Panel comprising the Mayor and at least two Elected Members, assisted by City of Burnside staff, will assess each application through the Funding Assessment Matrix framework.

Initial assessments and scoring of funding applications will be undertaken by the Selection Panel individually, prior to meeting to discuss final results.

The Selection Panel therefore recommends the favorable applications to Council, who will determine the successful applications through Council Resolution.

The same program will not be funded for ongoing, recurrent activities or projects beyond two years.

Unsuccessful applicants are encouraged to reapply the next year and should address any comments provided by the Selection Plan before resubmitting the application.



## Funding Assessment Matrix

0-31 = Low

32-63 = Medium

64-80 = High

<b>Weighted Decision-Assessment Criteria</b>	<b>Low 0 1 2 3</b>	<b>Medium 4 5 6</b>	<b>High 7 8 9 10</b>
<b>Relationship or affiliation with Council</b>	No relationship	Some relationship	Well developed relationship
<b>Alignment to Strategic priorities and outcomes</b>	Not aligned; low priority, limited impact	Moderate alignment: focuses on priority with limited/moderate impact	High alignment: major priority/high potential impact
<b>Community need</b>	Only anecdotal, qualitative information – little evidence of need available	Partial data set available from internal or external sources	Multiple, high quality internal and external sources demonstrating need
<b>Ability to deliver</b>	No experience in this area	Some experience in this area	Extensive experience
<b>Partnerships/ Collaborations</b>	No identified partners or collaborative agreements	Potential partners or collaborators identified	Longstanding relationships with partners/collaborators
<b>Potential to self-establish/ sustainable</b>	Does not generate revenue, no potential to stand alone	Possible future funding sources identified to cover some costs	Diverse set of future funding sources identified to fund program
<b>Likelihood of success</b>	Low	Medium	High
<b>Matching funds</b>	Applicant requires significant Council funding	Applicant requires moderate Council funding	Applicant requires minimal Council funding
<b>Environmental impacts/ sustainability</b>	Has no environmental benefits	Has some environmental benefits and outcomes	Is an environmentally sustainable project
<b>Facilitates community inclusiveness and connectivity</b>	Targeted at a select few in the community	Some members of the community can participate and will benefit	Very inclusive, all members of the community are able to participate or benefit
<b>Value to the community</b>	Expensive project and cost per person	Medium spend per person and value	Excellent value to the community & return on investment
<b>Innovative idea</b>	Reproducing existing Council programs/ projects	Complements a Council program/ project	Completely new idea, no similar program/ project exists



# How to Apply

## Funding Programs

Funding Programs will be advertised through Council website and social media platforms, in line with Council's annual budget process.

Related application forms and instructions will be provided once themes and budgets are finalised by Council.

## Sponsorship and Donations

All applications for sponsorship or donations are to be made in writing to the Group Manager Community Connections.

City of Burnside, 401 Greenhill Road, Tasmore, SA 5065