



Powerco Community Fund Guidelines

2024

We have developed this document to make our requirements clear to potential partners when they are making applications for Community Funding.

Please read through this document carefully to ensure your application meets our Powerco Community Fund Guidelines.

General

- We will consider proposals in all categories, except:
 - Organisations that are political or religious in nature
 - Organisations that are controversial or divisive
 - Individuals
 - Sporting teams
- Projects need to be located within our network footprint.
- Projects need to be beneficial to the community.

Powerco operates in the Coromandel, Tauranga, South Waikato, Taranaki, Manawatu and the Wairarapa.

Our goal is to support organisations and projects that are focussed on connecting communities.

What is the Powerco Community Fund?

The Powerco Community Fund supports one-off initiatives that are meaningful to our customers, but don't necessarily align with our strategy or all our sponsorship requirements. These requests need to be under \$5000.00 and will be a one-off commitment from Powerco. Our funding round opens once a year, and the project must take place within the timeframe specified on the website.

Community Fund requirements

All applications should clearly outline what the outcome and benefits of your project will be, and how your project will:

- Contribute directly to the community
- Contribute long term solutions to issues
- Demonstrate the ability to make effective use of the funds requested
- Have clear measurable outcomes
- Provide promotional opportunities for Powerco
- Provide positive brand awareness for Powerco

Community Fund applications must provide at least 2 of the following benefits to Powerco:

- Provision of exclusive and meaningful content for social media and other communications
- License to create exclusive content for social media and other communications
- Space at event for an on-site activation
- Opportunities for our staff to volunteer and be involved
- Access to industry leaders and/or innovators particularly for the creation of content
- Other benefits we could pass along to our customers or other partners
- Advertising, advertorial or other distribution of our marketing materials to your target markets.
- Have a high level of community involvement and participation

We will not consider:

- Events or expenses relating to events outside of our network area
- Individual persons or sports teams
- Events that do not align with Powerco values
- Projects that have already been completed
- Projects that are taking place outside of the time frame specified
- Organisations that have received funding from the Community Fund within the past 2 years.

To be considered, all applications must include:

- Key details of the opportunity
- Outline your target markets
- Overview of your project plan
- List of sponsors that have committed to date
- Comprehensive list of benefits, including how they relate to Powerco
- Timeline including important deadlines

Applications can be made via the form on the Powerco website.

Process for consideration

- All proposals are reviewed by the Community Partnerships team to assess feasibility, suitability and resources required. Shortlisted opportunities are further reviewed by a broader stakeholder team.
- You will be notified if your proposal was successful at the close of the funding rounds. Check the website for dates.
- If you are successful, you will need to complete a contract and supply proof of bank account details within the time frame specified in order to be paid out the funds.

Progress Report

If the project timeline is greater than 3 months, Powerco will request a Progress Report every 3 months. This needs to outline what has been delivered to date, and any updates to the Project delivery timeline.

Completion Report

All organisations that are successful in receiving funds as part of the Powerco Community Fund, must supply a completion report within 1 month of the project being completed. Failure to complete the completion report will affect future applications.

The Completion Report must include:

- Summary of the project
- Imagery from throughout the duration of the project
- Any media mentions
- Outline how the funds were utilised
- Metrics from the project eg number of people involved, social media engagement & reach, website visits
- What was the outcome of the project and how did it benefit the community?