



community sponsorship advisory committee guidelines CSAC

Updated January 2007

purpose

To provide guidance and information to Dnister's Community Sponsorship Advisory Committee (CSAC) on Dnister Ukrainian Credit Co-operatives approach and overall vision towards community contributions and sponsorships.

our commitment

Dnister seeks to act as a good corporate citizen at all times and undertakes contributions and sponsorship programs as part of its partnership with the Ukrainian community and its members. Sponsorship funds are made to assist worthy community organisations and persons who primarily work with and support our Ukrainian Co-operative and those who are good ambassadors in the growth and development of Ukrainian culture, education and community life.

Dnister views its contributions and sponsorships as long-term investments in commitment to the community. The return from the programs comes from the enhancement of community relationships made possible through work and communications with local community members their representatives, and the broader Ukrainian Community.

A summary of our community support programs may be categorised as follows:

assistance fund

For special case situations where urgent financial assistance may be required due to tragic or unfortunate circumstances.

Submissions directly to the General Manager.

sponsorship program

General sponsorship for community groups, projects, events and programs

Annual submissions to Dnister Marketing Department by 30th March prior to the financial year in which funds will be required.

education program

Education support for Ukrainian literature and school programs.

Annual Funding provided directly by the Dnister Board of Directors.

dnister foundation

An evolving concept to develop a long term support structure in fostering Ukrainian culture among the Ukrainian-Australian community in Australia.

The foundation is in its preliminary stage. Funds allocated to it are held as a separate balance sheet item. It is anticipated to be fully operational in line with our strategic plan by 2010.

background

Pre 2003, funding to community groups was ad-hoc, and many proposals for sponsorship were assessed by the Board of Directors without the advantage of broad knowledge of the needs of the Ukrainian community.

A new process was established in 2003 enabling the community to participate and assist in providing recommendations and prioritisation on sponsorship of events, anniversaries and special programs that individuals or organisations are undertaking.

Board approved Ukrainian community groups are called upon, when required, to elect members to an advisory committee consisting of eligible persons who are community focused and are able to provide recommendations to the Dnister Board without bias – the Dnister Community Sponsorship Advisory Committee (CSAC).

becoming a CSAC member

Any individual who is a member of Dnister may seek nominations to the committee. The nominators (min of two to nominate) must also be members of Dnister.

After all nominations are submitted a voting process will follow where key Ukrainian organisations vote to elect a final committee. For CSAC Terms of Reference and Nomination forms please contact our office or visit www.dnister.com.au on our community page.

application

All application forms and guidelines for sponsorship will be available from Dnister in January 07 for funding of projects running any time from July 07 to June 08. All applications and sponsorship enquiries must be directed to Dnister Marketing Department.

assessment process

- Applications from community groups and individuals are to be submitted to Dnister by Friday 30th March 2007.

- A nominated Dnister Facilitator and the CSAC Chairperson are to co-ordinate meetings, correspondence and any other relevant processes of deliberation with other members of the CSAC.
- A summary of all applications will be forwarded by Dnister Marketing Department to all members of the CSAC prior to the meeting.
- Original application forms will be available for review at the meeting or may be viewed by members of the CSAC at Dnister premises on request.
- Final recommendations, minutes and deliberations of CSAC are to be submitted to Dnister by the Chairperson by Monday 1st May 2007.
- Dnister Board of Directors will meet in June 07 to consider the CSAC's recommendations.
- The Dnister Board reserves all rights in the final allocation of sponsorship funds and the Board's decision will be final.

funding allocations

Dnister allocates 25% of its profits after tax to worthwhile community projects. Funding is divided proportionally amongst our branches corresponding to the value of member loans and deposits held in each branch. A portion is also allocated to fund other activities and applications which fall under the national / other category.

The 2007-2008 sponsorship funds are allocated as follows :

Allocation to Foundation	\$ 31,000
National / Other	\$ 26,000
Melbourne	\$ 61,500
Geelong	\$ 7,100
Perth	\$ 1,900
Total Funding	\$127,500

annual events

A fair consideration needs to be applied to annual events for all community groups. (ie Malanka) With input from the committee we will initiate and apply a fair process of allocation to these events. Dnister prefers that such significant events be branded for maximum sponsorship gain and ongoing commitment. ie "Dnister Youth Cup"

residue sponsorship funds

Dnister recognised two types of residue sponsorship funds. Type a) Funds that have been allocated to projects, but due to circumstances the project has been cancelled or changed. Type b) Funds that the CSAC have voluntarily not allocated; either for the purpose of retention of funds for future projects or where the allocation exceeds the total approved funds required to fund projects for that year.

Generally, residue funding will be allocated to the Dnister Foundation, where special requests for withdrawal may be presented to the Board for consideration.

funding activities / type

Youth – 65%

Any activities involving our youth either directly or indirectly. The activity may be a public event, cultural activity, resource or educational event. The key issue is that the funding must have a direct benefit to our youth / youth organisations.

Community – 35%

A general category covering all aspects / needs of our community, including public events, education, resources and development. Direct beneficiaries being the Ukrainian community and any community awareness programs.

(CSAC) considerations when prioritising applications

- Eligibility of application, in reference to the Application Guidelines
- Application has been completed correctly with all required information provided.
- Relevance of the application and funds requested.
- Background information on the organisation including its structure, management and relevance in the community.
- Benefits to be realised by to the overall Ukrainian community
- Broad community reach and profile of the organisation / project.
- Genuine opportunity for Sponsorship gain and Dnister branding.
- Demonstration of sound management and strategic planning within the organisation.
- Specific information provided indicative of appropriate planning towards the proposed funding, including detailed budget information, incorporating a indication of valuable opportunities for Dnister's involvement in the event / project as sponsors.
- Consideration to special community events / anniversary / commemorations.
- A fair evaluation of eligible relevant applications.
- Previous year funding / allocation and post event sponsorship recognition.
- Genuine considerations to ensure the funds are well spent for worthwhile activities and not for the purpose of cash flow to community groups.
- Consideration of residue funding and the Dnister Foundation; its short term and long term benefits.