



# community sponsorship applicants guidelines 2011

## purpose

Dnister Ukrainian Credit Co-operative (Dnister) is proud to serve its members and the Ukrainian community in Australia with branches in Melbourne, Adelaide, Geelong and Perth. In addition to providing a comprehensive range of financial products and services, our Credit Co-operative continues to support and assist groups and organisations within the Ukrainian Community in Australia in line with our co-operative mission by means of sponsorship.

## 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 in Australia. Sponsorships are made available 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 its 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.

## eligibility criteria

- the applicant must be an active member of Dnister Ukrainian Credit Co-operative.
- the applicant should demonstrate that the project application is for the promotion / enhancement of the Local Ukrainian Community.

- the proposed application incorporates the ability for market penetration and potential membership and advertising for Dnister Ukrainian Credit Co-operative.

Requests will not be considered from/for:

- any activity proposed for profit/gain other than charitable organisations.
- applications concerning salaries, assistance with payment of operating expenses, budget deficits and directly to fund repairs and maintenance.
- application forms which are not completed correctly, where requested details are incorrect or omitted.

## how do we apply?

The Sponsorship application form is readily available from any of our branches or via our website – [www.dnister.com.au](http://www.dnister.com.au)

Applicants are required to complete **ALL** sections of the application form, and attach any relevant documentation in support of their application. Applications with details omitted will not be considered. Original, signed, applications to be submitted to:

DNISTER Community Sponsorship Program  
Marketing Department  
PO BOX 279, Essendon VIC 3040

It is the responsibility of the applicant to ensure that application forms reach our office. Dnister takes no responsibility for applications not received due to postage or unforeseen circumstances. All applicants are advised by mail the following day of receipt of application.

## when do we apply?

Application requests will be reviewed and considered [twice](#) annually. All completed application forms and supporting documents are to be submitted to Dnister Head Office either by mail or in person [before close of business \(5.00pm\)](#) on either [Monday 28<sup>th</sup> February 2011](#) or [Wednesday 31<sup>st</sup> August 2011](#)

## funding allocation

Dnister allocates a proportion of its profits after tax to worthwhile community projects. Funding is divided into 3 primary categories.

[Schools Program](#) Our 2011 Schools program allocates funds to assist in the important program of educating our youth in language, culture and Ukrainian Identity. This program allocates a proportion of funds to the National body and also assists Young Dnister Members who attend Ukrainian Language classes across Australia. This program is aligned with Ukrainian Education Council of Australia.

[Praznyks](#) Member Parishes are gifted and supported on their annual feast (name) day.

[Sponsorships](#) Community Organisations may apply for funding through our sponsorship program, which is set up for the mutual benefit of both Dnister and the community organisation. While community projects and activities are supported financially, in return Dnister seeks value in supporting these projects by penetrating our niche market of Ukrainians in Australia.

## what can I apply for ?

Members can apply for funding for projects, community activities, events, education programs or any activity that will benefit in the growth and sustenance of Ukrainian Community Activity in Australia.

Applicants should consider the scope of their application to ensure that it delivers community value and has the potential for Dnister to also benefit from its investment.

The project application should be scheduled for completion within 12 months from date of application.

## how will the application be assessed?

All applications submitted to Dnister will be firstly screened for the basic criterion. Applications which are eligible will go through to the second stage of assessment by a Sponsorship Advisory Committee consisting of key management, of which the committee may seek consultation from key community leaders to assist with assessments. The following are a list of considerations / guidelines for assessment.

- Eligibility of application, in reference to the Application Guidelines
- Demonstrates significant market reach and potential marketing penetration as a sponsorship benefit to Dnister
- 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.
- Activity of the Organisation in its promotion of Dnister, its alliance and genuine activity as a member of the co-operative.
- Benefits the 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 on usage of 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.
- Previous year's funding / allocation and 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.

## can we submit for funding for more than one project?

Applicants may submit for multiple projects, each project will require its own application form and will be assessed independently.

## what are my tax obligations?

All funds will be distributed together with a "Recipient Created Tax Invoice". Organisations who are tax exempt need to provide documentation supporting their exemption. If you

require further information in regards to GST and your tax obligations please contact your accountant or visit [www.ato.gov.au](http://www.ato.gov.au)

### sponsorship obligations and sponsor rights

While logo exposure is valued, it is not considered the primary reason for undertaking a partnership in sponsorship. Contractual / Letter of Agreement - prior to releasing approved funds successful applicants will be asked to liaise with Dnister Marketing Department and or the General Manager to come to a joint written agreement of the relationship proposed in return for sponsorship, jointly signed by the General Manager or Marketing Manager and the sponsorship recipient. This agreement would be negotiated and would be influenced by the value of the sponsorship, history of the organisations commitment to acknowledgment of support, type of event and any other contributing factors which would align the sponsorship agreement.

The sponsorship agreement should be of mutual benefit and a partnership throughout the proposed project and should include all applicable details to ensure that both parties have a clear understanding of the relationship and may be amended with both parties involvement. The applicant / organisation is obliged to adhere to this agreement , with the understanding that the funding may not be released until such time as the contract is completed or Dnister is satisfied with the investment outcome.

### project reporting & updates

Dnister will seek reporting and updates on the proposed sponsored project, as required. These updates should outline details of the status of the project. This may include changes or any significant information that will keep us well informed of the progress of your projects. It is important that Dnister receives this information, as it becomes part of the assessment process for future years and ensures that both parties maintain open communication. Projects that are cancelled or will no longer occur in the allocated timeframe will be considered void.

### when will we have an outcome?

The Sponsorship Advisory Committee will assess and prioritise the applications and their recommendations will be made to the Dnister Board of Directors, as per the following schedule :

Application Due Date	Assessment Period	Board Ratification	Outcomes Advised
28.2.2011	2 weeks	16.3.2011	31.3.2011
31.8.2011	2 weeks	21.9.2011	30.9.2011

### what happens if my project changes after funding?

Community groups are encouraged to maintain an open line of communication. Any changes to projects should be communicated to Dnister to ensure that we are able to manage the changes together appropriately. Projects that are cancelled or will no longer occur in the financial year will be considered void and the funds will be retained.