



2018-19 Community Donations Program guidelines

RACV exists to improve the lives of Victorians by addressing their needs in the areas of mobility, home and leisure and continuing to be their advocate.

RACV's Community Donations Program aims to connect Victorians, our members and their communities and leverage existing activities by providing funding support for specific programs and projects.

The Program further extends RACV's Community & Corporate Responsibility activities and assists in driving greater good for society and greater good for our business so RACV can continue Victorian communities for generations to come.

The primary goal of the Community Donations Program is to create **a more cohesive and connected Victoria** – by harnessing the collective power of members and their communities, we can increase social inclusion, cohesion and capital.

Funding may be allocated to not-for-profit community organisations/groups for specific programs or projects which benefit the local community generally, or socially and financially disadvantaged groups in that community.

Area of focus and issue(s) to address

Funding may be considered for activities demonstrating a good fit with RACV's primary area of focus – **a more cohesive and connected Victoria** – and which deliver a tangible benefit to the local community.

The activities should address one or more of the following issues:

- Social inclusion e.g. an activity that fosters social activity and meaningful social interactions
- Social cohesion e.g. an activity that encourages an understanding and sharing of cultures
- Increasing social capital e.g. an activity that connects people and enables the building of relationships and networks

The activities should be targeted to one or more of the following:

- Under-represented parts of the community
- Youth (aged 16-25)
- Rural/regional Victorians

Proposals that may be considered include, local community development and capacity building activities, community leisure initiatives, security, mobility services and environmental programs. The proposal must address an issue and target as per the above.

Applications

Applications can be submitted throughout the year. If your proposal is for a specific activity please submit the application at least one month prior to the activity date. Applications will be processed and responded to within a month following submission.

If you are awaiting a response or need to discuss the application process please contact the Community Programs team on either 9790 2995 or communityprograms@racv.com.au.

Criteria

All Community Donations requests must meet the following guidelines to be eligible for consideration:

- Funding **does not exceed \$5,000**
- Requests will only be considered from organisations with **not-for-profit or charitable status**
- Supported activities must be delivered within Victoria
- Requests must be received on your organisation's official letterhead
- RACV may provide a donation in the form of cash, vouchers, merchandise and other in-kind support or a mix thereof
- If your application is for a set activity date, please submit your application at least one month prior to the activity date.

Funding Exclusions

Funding will not be provided for:

- Proposals that do not reflect RACV's core values and brand attributes
- Government organisations (other than school groups, fire brigades and local health care services)
- Recurrent funding needs such as office rental, general overheads, staffing etc
- Programs that denigrate, exclude or offend minority community groups
- Political or religious activities
- International aid appeals
- Programs that may present a hazard to the community
- Programs that promote tobacco or alcohol
- Events that promote speed or dangerous driving
- Programs sponsored by RACV's competitors
- Commercial sponsorships
- Organisations that have received funding from RACV in the previous financial year. Note: if your organisation runs programs or projects in multiple areas across Victoria – you may be eligible for contributions within or across financial years.
- Individuals seeking support or raising money or groups raising funds for individuals/other organisations.
- Request for support for fundraising events or sponsorship of events

Application details

Requests must be made on your organisation's official letterhead. The application should cover the following points:

- A brief overview of your organisation
- A description of the program or project for which you are seeking funding
- Amount of funding you are seeking for your program or project
- Commencement date of your program or project (if applicable)
- Why the program or project would be of interest to RACV and how the program or project fits into RACV's area of focus



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- How RACV will be acknowledged
- Where applicable, please outline the reach of your program or project
- Contact details including email address and telephone number.

Please email your completed request to the Community & Corporate Responsibility team at CommunityPrograms@racv.com.au.

For further information, please contact the Community & Corporate Responsibility team on either 03 9790 2995 or CommunityPrograms@racv.com.au