



Guidelines

2023



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 in communities within our electricity network areas
- Projects need to be beneficial to the community

Powerco's electricity networks are in Western Bay of Plenty, Coromandel Peninsula, Eastern and Southern Waikato, Taranaki, Manawatū and Wairarapa areas.

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

What is the Powerco Community Fund?

The Powerco Community Fund supports one-off initiatives that are meaningful to our customers and communities, but don't necessarily align with our strategy or all our sponsorship requirements. These requests need to be less than \$5,000.00 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 and measurable outcomes
- Provide promotional opportunities for Powerco
- Enable Powerco to be shown in a positive light in the community

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

- Provision of exclusive and meaningful content for social media and other communications
- Licence to create exclusive content for social media and other communications
- Space at event for an on-site activation
- Opportunities for our employees to volunteer and be involved
- Access to industry leaders and/or innovators, particularly for the creation of content
- Other benefits we could pass on 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 timeframe specified
- Organisations that have received funding from the Community Fund within the past two years

To be considered, all applications **must** include:

- Key details of the opportunity
- Outline your target audience
- 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 Powerco's 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 is successful at the close of the funding rounds. Check Powerco's website for dates.
- If you are successful, you will need to complete a contract and supply proof of bank account details within the timeframe specified, in order to be paid out the funds.

Progress report

If the project timeline is greater than three months, Powerco will request a progress report every three 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 one month** of the project being completed. Failure to submit 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 used
- Metrics from the project, eg number of people involved, social media engagement and reach, website visits
- The outcome of the project and how it benefitted the community