



Sponsorship and Requests for Funding Guidelines

Background:

KEA is often asked to donate money in the form of grants, sponsorship, scholarships, in-kind support and advertising to support the local community, organizations and individuals.

KEA's vision is to be a Key Player in ensuring Kawerau remains a Sustainable Community.

This document is intended to be used as a set of guidelines to assist the Executive Director and the KEA Board in drawing up a consistent approach to dealing with requests for funding.

KEA has 3 Key Strategies:

1. Supporting Current, ongoing ventures
2. Brokers of New Ventures
3. KEA Business Ventures.

Funding requests will generally be required to meet 1 of these 3 Strategies.

Definitions:

Sponsorship is:

- A contribution in money or "in kind" given to local community organisations for the purposes of staging an event, providing a service or undertaking an activity which contributes to economic activities within our community.
- A mutually beneficial business partnership between parties with shared interests and values who work together to advance common interests and will usually be long term

Donations are:

- Cash or in-kind contributions

In-kind Donations are:

- Donations which do not involve a direct cash contribution but may include providing a service e.g. administration, operational and governance support.

Scholarships are:

- from time to time awarded to recognise academic excellence e.g. Kawerau College Year 8 Entrant Scholar

Philanthropic Grants are:

- those which relate to specific projects, with no expectation of material gain.



Sponsorship/grants and Donations are NOT:

- a donation with nothing in return (an exception is Philanthropic grants).

Objectives:

To be eligible for support, all requests will be evaluated to ensure they align with KEA's Key Drivers and support our Strategic Direction.

The 3 Key Drivers are:

- Business Retention and Expansion (BR & E)
- Asset & Resource Mapping
- KEA Governance & Viability

Criteria:

Preference is given to groups and organizations that:

- Are non-profit and can demonstrate appropriate management, operational and accountability and community support and involvement
- Are prepared to enter into a long term arrangement
- Are working in particular for all groups within the community
- Can demonstrate how the money or in-kind donation is to be spent and the expected outcome resulting from our support
- Commit to acknowledging KEA's contribution through various means including use of our logo on promotional material
- Commit to acknowledging KEA's contribution through reports to the local media
- Provide KEA with a report of the activity which KEA supported
- Return any unspent contribution to KEA

Exclusions:

The following are not eligible for support:

- Individuals
- Organizations and projects who do not provide satisfactory details of their activities
- Advertising and promotions, including advertising solicited on behalf of other organisations
- Professional fundraisers working on behalf of another organization
- Generic requests that have been sent to various organisations e.g. "To Whom it May Concern."
- Any organizations with whom KEA is in dispute or where it breaches acceptable community standards or is discriminatory.
- Organizations and projects where money is owed to KEA.



Proposals:

Requests for funds should be short and submitted in written form. They should include the following:

- An outline of the project, activity or event for which the request is sought including dates, times etc and the expected outcome/benefits.
- The amount being requested together with an outline of total costs involved
- A list of all project contributors or partners
- A list of personnel, and their contact details, running the organization/event/activity/project
- Who you are targeting once funding received
- Any relevant supporting information
- Be submitted at least one month before the project/event is to be held

In special circumstances, KEA may waive any or all of the above requirements in the best interests of the community.

All sponsorship requests will be evaluated by the Executive Director and a recommendation made to the KEA Board where more than \$1000 is requested.

- Where a specific request exceeds \$2000 per annum a formal agreement will be required between both KEA and the requesting party.
- No group will be able to access sponsorship exceeding \$3,000 per annum
- Where there is a management or related party transaction this will be referred to the KEA Board

Budget

The Budget is set annually as part of KEA's normal budgeting and planning process. This is usually February for the first Draft Budget.

Sponsorship, grants etc are disclosed in KEA's Annual Accounts.

Review

All grants, sponsorships, donations etc are reviewed annually at the preparation of the yearly budget.

Where circumstances beyond the control of KEA force the cancellation or substitution of the sponsored event or project, KEA reserves the right to cancel its support without finding itself financially liable or in breach of contract.

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