

Elders Community Giving Project Guidelines

Ingrained in our regional and rural communities for over 185 years, Elders has always played an important role in not only the agriculture sector, but in the investment, sustainability and prosperity of our communities in which we continue to live, work and grow.

1. About the Community Giving Project

Delivered by Elders for the communities it supports, the Community Giving Project is one-way Elders' gives back and continue to invest in communities.

Elders supports initiatives that provide sustainable, tangible and long-term benefits with positive outcomes for communities at a grassroots level, further building capacity, longevity, liveability and connection in our regions.

Structured across six distinct pillars (referred to as the 'Community Giving Project Pillars') with a focus on sustainability, innovation, wellbeing, diversity, and safety, Elders will offer grants up to \$20,000. There is a seventh pillar called the People's Choice, which will offer two additional grants of up to \$10,000 each.

These pillars have been carefully and purposely curated to provide meaningful and tangible impact. Each application must be aligned to one of the Project pillars.

The pillars are as follows:

Pillar 1	Pillar 2	Pillar 3	Pillar 4
Investing in our people and regions	Environmental consciousness	Innovation into the future	Healthy bodies and healthy minds
This pillar supports initiatives that provide learning and investment for long-term career pathways and opportunities for our regional people.	This pillar supports initiatives that enable rural and regional communities to have a positive impact on our environment.	This pillar supports initiatives that contribute to innovation and productivity in the agricultural industry and its communities.	This pillar supports initiatives that encourage healthy lifestyles and minds, raising awareness and support for mental health and/or long-term health outcomes of communities.

Pillar 5	Pillar 6	People's Choice
<p>Encouraging and celebrating diversity</p> <p>This pillar supports initiatives that encourage and celebrate diversity in the community, providing spaces and places where everyone can be included and have a sense of belonging.</p>	<p>Safety First</p> <p>This pillar supports initiatives that educate, encourage and provide safe environments in which communities live, work and play.</p>	<p>Open criteria which will be voted by Elders employees to support a charity or idea which they work with or feel passionately about.</p> <p><i>2 grants available \$10,000 max</i></p>

2. Funding structure

Each pillar has two tiers of grant funds available:

- Tier 1 – up to \$20,000
 - for a significant project with long-term benefit for the community
- Tier 2 – up to \$10,000
 - for medium to large scale projects and initiatives.

There are two grants available per pillar, one for each tier of funding. The People's Choice category will offer two grants of up to \$10,000 each.

If there are no suitable applications for a pillar, funding may be redirected towards another pillar at Elders' discretion.

3. Important dates

Applications will be open on 18 March 2025.

Key dates:

- 18 March 2025 – applications open
- 15 May 2025 – applications close
- July 2025 – successful applicants notified and announced.

4. Eligibility criteria

The Community Giving Project grants are intended for high impact community initiatives. Applicants must be based in Australia, in a regional, rural or remote setting and in an area in which Elders, or Elders owned business operates. You can find out more about Elders' businesses [here](#).

Initiatives within a metropolitan area will not be considered.

An applicant:

- must be a not-for-profit and non-government organisation with an ABN or Incorporation Certificate for Australia
 - Unincorporated organisations may be auspiced by an incorporated organisation and must provide a letter from the auspice organisation confirming that the auspice arrangement is valid and current
 - Government preschools, kindergartens and schools in regional, rural and remote are eligible to apply, as these are often heavily underfunded
- must consider and outline the relevant permits, approvals, insurances or the like required for the initiative
- must not be affiliated with a political party or union or take an overtly political stance in the focus of its work
- may have a religious basis, but any program or initiative must not incorporate religious teaching into the delivery of the program or initiative
- are required to declare if the organisation is seeking funding for the same initiative elsewhere. If you are, any application will not hinder your application or possible success with this program
- must have the required and necessary insurances in place to provide and/or deliver the initiative (where applicable)
- must ensure that it meets all criteria prior to submitting its application, as incomplete and ineligible applications will not be able to proceed following initial consideration. Missing documentation will not be followed up or accepted after an application has been submitted.

Applicants will need to demonstrate and provide the following:

- The rationale for the initiative/project and who will benefit, with reference to the aligned pillar
- A clear positive community benefit with no ulterior motive or purpose
- Details outlining budget, timelines, objectives, intended outcomes and a risk assessment
- It is highly recommended to seek and provide documentation to support the initiative/project including letters of support, petitions or the like.

Ineligible organisations include those that:

- Do not align with Elders' brand and values
- Only benefit an individual
- Are against the law, hazardous or dangerous
- Already have significant competitors or brand saturation
- Require on-going financial support or investment that raises concerns around its financial viability
- Are sponsorship opportunities and/or one-off events that do not offer long-term impact
- Are the responsibility of the Federal, State or local council governments
- Are promoted by political or religious organisations (except for schools) or are religious or political in nature
- Do not have a high level of community support or need
- Have its functions or goals primarily aimed at the promotion or sponsorship of a sporting activity. Please note that sporting organisations are eligible to apply if their proposal is about the support of community sport, not the sporting activity itself
- Are commercial in nature

- Are donations to other charities, foundations or general appeals and lotteries
- Intend to use any grant to subsidise operating costs and usual business activities, such as wages, rent, payment of utilities or the like
- Are part of, or involved with other, organisations or groups who discriminate based on race, gender, beliefs, class or cultural considerations.

5. Application

To be eligible, applications must address and encompass one of the Community Giving Project Pillars.

Only applications submitted via the SmartyGrants online portal will be accepted. Late or incomplete applications will not be considered.

Please make note of the opening and closing date and time and consider your own time zone to ensure you have sufficient time to lodge your application.

6. Assessment

Applications will go through several assessment rounds.

Through an unbiased process, applications will first be assessed on eligibility and completeness of application. The applications will then be assessed by subject matter experts, with successful applications moving to a second round. These will then be assessed by the Community Giving Project selection panel, before final due diligence is undertaken, and successful applications selected to be offered grants.

Your application will be assessed across the following areas:

- Satisfaction of eligibility criteria
- Alignment against the selected Community Giving Project Pillar
- Expected outcome and impact of the initiative
- Need/demand for the initiative within the community
- Reputation of the organisation and ability to deliver on the initiative
- Ability to show use of funds
- Ability to measure and report on outcomes of the initiative
- Alignment with the goals and values of Elders
- Potential for success of the initiative
- Innovation and creativity.

Additional due diligence may be undertaken on shortlisted applicants, including the sharing of applications with relevant areas across the Elders' network. Confidentiality will be upheld across the process.

Due to the number of applications received, feedback on unsuccessful applications will not be provided.

7. Selection process

The Community Giving Project selection panel will determine the successful applicants each year. The panel will examine all eligible entries and select applicants that they determine best meet the application criteria.

The People's Choice category applications will be voted on by the Elders network of staff. Each employee will have the opportunity to cast one vote during this confidential process.

8. Notification of success

Successful applications will be notified via phone and email, with a subsequent contractual agreement issued to confirm your grant.

Unsuccessful applicants will be notified via email.

9. Receiving the grant

Upon confirmation of success in securing a grant, you must:

- Enter into a grant agreement with Elders
- Only use the funding for the initiative applied for and approved. Elders reserves the right to check in on the progress of grants.

10. Reporting and documentation

You will be required to submit an acquittal form outlining how the funds were used and the measured impact on the community by a specified date.

11. Community Giving Project Terms and Conditions

Please refer to the Community Giving Project Terms and Conditions for a full list of requirements and conditions for applications.