



Helping Communities Program



Helping Communities

People First Bank recognises the importance of supporting and partnering with the communities around us, to strengthen connection and create better outcomes for those people.

That is why our Helping Communities program is aimed to align us with organisations, big or small to create mutually beneficial outcomes.



Helping Communities target categories

When reviewing and assessing Helping Communities proposals, People First Bank will prioritise requests that fall within the six categories outlined below which supports our vision, values and community impact position.



Arts/Culture & Heritage

Supporting organisations and initiatives that create, present or promote the visual and performing arts, as well as those preserving and celebrating local or national heritage. This includes festivals and events, producing companies, curatorial bodies, public institutions and community-based organisations.



Social Welfare

Supporting organisations or activities that promote or address the interests of those in need and facing hardship including Youth, Refugees, Domestic Violence, Women & Children, Rural Australia



First Nations

Supporting organisations, programs and initiatives that partner with First Nations peoples to improve health, wellbeing, education, employment and cultural connection. These partnerships are grounded in respect and aim to deliver meaningful, long-term benefits.



Education & Financial Wellbeing

Supporting programs and organisations that promote access to education and lifelong learning, including scholarships and school partnerships. Also includes initiatives that build financial literacy and capability within the community.



Health

Supporting initiatives or programs that contribute to hospitals, health trusts and other health related organisations that prevent or relieve sickness, disease or human suffering, as well as promoting health and healthy lifestyles.



Animals & the Environment

Supporting projects or organisations that advance environmental protection or conservation, such as conserving flora and fauna, promoting the care and protection of animals, or engaging people in activities like recycling and other aspects of a sustainable lifestyle.



Your Application

Helping Communities Sponsorship proposals are accepted in writing and should include:

- An overview or profile of your organisation
- The scope and coverage of the activity – national, state or local
- The level of sponsorship required – whether naming rights, supporting sponsor etc.
- The dollar amount required (or details of in-kind support required)
- The target category your business aligns with
- The aim/s and desired outcomes of the proposed sponsorship
- How the success of the sponsorship will be measured
- An overview of the marketing plan, including the media coverage advertising and PR activity and event promotions
- An overview of the benefits to People First Bank
- Plenty of time to effectively plan and implement activities

All applications need to be emailed to the Brand, Sponsorship and Community team via email **brand@peoplefirstbank.com.au**



General Guidelines

Our Helping Communities program will look favourably upon sponsorship opportunities that provide:

- A natural link with People First Bank brand positioning including brand exposure and opportunities that build an association between the sponsorship and People First Bank's brand values
- Provision of exclusive and meaningful content for social media and other communications, particularly access to stories we can share, and people we can profile
- Opportunities that create dialogue and enhance relationships with members, the community and create member value
- Opportunities that provide engagement benefits for employees to volunteer, build networks or present to your audience
- Activity that reaches and inspires our target audiences
- Sponsorship exclusivity in the financial institution's category
- Value for money



Other Opportunities

People First Bank has many ways we support our community. If your application is not suited to our 'Helping Communities' program, you may consider the below:

- The People First Community Lottery: Originally known as the People's Choice Community Lottery, the People First Community Lottery gives local sporting clubs, schools, charities, volunteer groups and other not-for-profit community groups around Australia the opportunity to raise funds and achieve fundraising goals.
- The People First Bank Foundation: Dedicated to improving the quality of life for people in need throughout our communities, by giving grants to eligible not-for-profit organisations.

