

SPONSORSHIP GUIDELINES

FONTERRA
GRASS ROOTS
FUND

At Fonterra we recognise the vital role that strong, healthy rural communities play.

The Fonterra Grass Roots Fund is our way of saying thank you by supporting projects, ideas and initiatives that bring our rural communities together and make them better, safer, more vibrant places to be.

The Fund opens doors for a wide range of community projects with grants of between \$500 and \$5,000. To be considered, your initiative or activity must fit within one of the three categories below.

1. BRINGING COMMUNITIES TOGETHER

The Fonterra Grass Roots Fund enriches our communities by bringing people together.

Examples of previous community grants in this category include:

- Assisting rural events
- Community activities that add value to the dairy industry
- Local business award programmes that have a strong connection to the dairy industry
- Recreation sports initiatives that include the wider community
- Educational resources for community-wide use
- Emergency services



2. CARING FOR OUR ENVIRONMENT

We take care of the environment by supporting sustainable initiatives.

Examples of previous environment grants in this category include:

- Environmental projects such as tree planting or cleaning a local community space
- Recycling and environmental educational programmes
- Community environmental initiatives, for example worm farms and vegetable gardens
- Equipment used to enhance the environment



Dairy for life

3. PROMOTING HEALTHY LIFESTYLES AND DAIRY NUTRITION

We encourage our communities to live healthy lifestyles, which includes consuming the recommended amount of dairy daily. Examples of previous healthy lifestyle and dairy nutrition sponsorships include:

- Community sport and activity days
- Health education initiatives for the wider-community
- Child health and safety initiatives, for example high visibility vests for children crossing busy roads
- Emergency response services equipment, for example a defibrillator, locator beacons, safety jackets



THE FUND WILL SUPPORT INITIATIVES THAT:

- have a group focus
- are held on public land
- are regionally specific (not nationwide)
- are between \$500 and \$5000
- appeal to a wide audience
- support clubs with memberships that are open to the public

HOWEVER, INITIATIVES INELIGIBLE FOR FUNDING ARE ONES THAT:

- are associated with tobacco, drug or alcohol consumption
- are detrimental to public health or safety
- are sponsored by a dairy industry competitor
- include general building construction, maintenance, operational or salary costs
- for promotion or advertising costs
- promote political, religious or military organisations
- include trips with requests for travel, accommodation and food costs
- are naming rights requests for a conference and/or exhibition



REGIONS COVERED

SITE	REGIONAL AREA
Darnum	Gippsland
Stanhope	Northern Victoria
Dennington	Western Victoria
Cobden	Western Victoria
Bayswater	Outer Eastern Melbourne
Wynyard	North Coast Tasmania
Spreyton	North Coast Tasmania



Please note - To receive support, your initiative must fall within one of the above categories. If your initiative is eligible for funding, it will be assessed by a Grass Roots Fund Committee located at your nearest Fonterra site. Unfortunately, each year we receive more applications than we can support. If your application is unsuccessful, we welcome you to reapply the following year.



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