



Supporting Great Communities

**Working With You To Help Ensure  
“The Bay of Plenty Is The Greatest Place To Be”**



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## BACKGROUND:

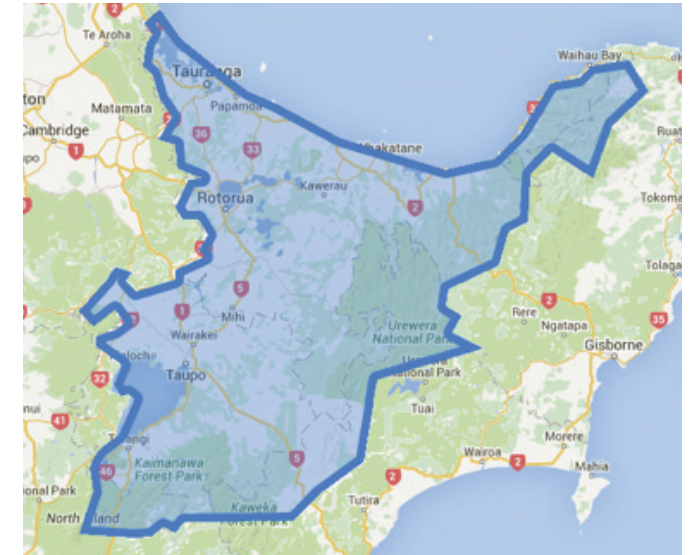
**Bay of Plenty Community Trust (BayTrust) was formed in 1988 from the proceeds of the sale of Trust Bank Bay of Plenty. The purpose of the Trust is to provide charitable, cultural, philanthropic, recreational and other benefits to Bay of Plenty communities. With the sale of all its Trust Bank shares to Westpac in 1996 and subsequent investment growth, the Trust now has an investment portfolio of around \$193m (as at 31-03-2016).**

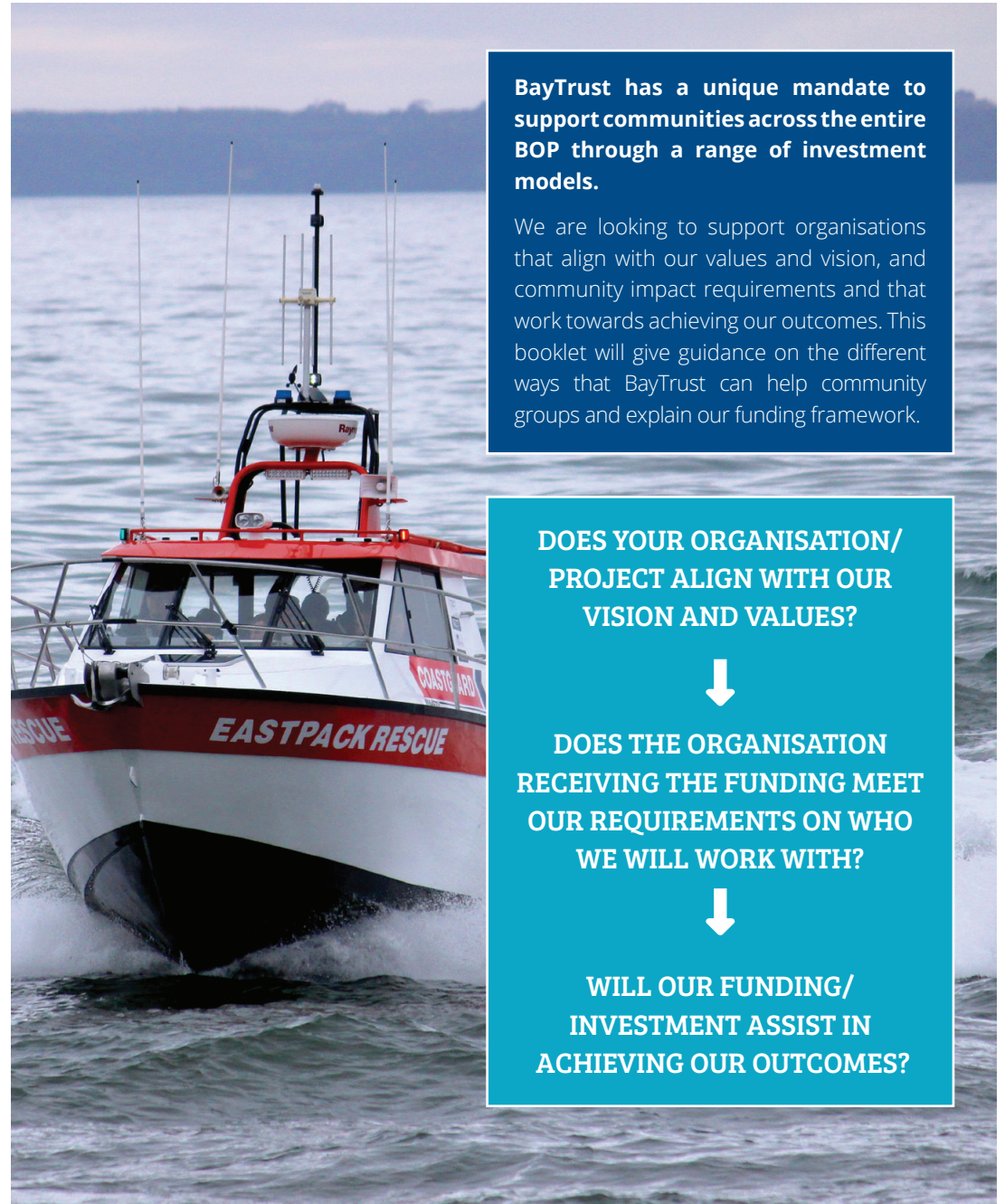
The Trust's region extends from Katikati to Turangi to Te Kaha and includes Tauranga, Rotorua, Whakatane and Taupo. To support this region BayTrust has 12 Trustees who are appointed by the Minister of Finance. Trustees are generally appointed from the Western Bay (5), Rotorua (3), The Eastern Bay of Plenty (2), and the Taupo, Turangi region (2). A list of our Trustees and their contact details are available on our website - [www.baytrust.org.nz](http://www.baytrust.org.nz).

Since its inception BayTrust has invested over \$64m in hundreds of community groups across the Bay of Plenty that provide a wide range of services, from coastguard units to kapa haka, music events and health services. We also provide scholarships to people with disabilities and help community groups achieve sustainability through social investments and loans and well as providing capacity building and other services

BayTrust has four fulltime staff, CEO Alastair Rhodes, Finance and Office Manager Yvonne Baldock, Senior Community Investment Advisor Terri Eggleton and Community Engagement Advisor Sam Cummins. BayTrust staff are there to support the running and operation of the Trust, provide advice to Trustees and work with community groups to help achieve our vision of making "the Bay of Plenty the greatest place to be."

### Our region:





**BayTrust has a unique mandate to support communities across the entire BOP through a range of investment models.**

We are looking to support organisations that align with our values and vision, and community impact requirements and that work towards achieving our outcomes. This booklet will give guidance on the different ways that BayTrust can help community groups and explain our funding framework.

**DOES YOUR ORGANISATION/  
PROJECT ALIGN WITH OUR  
VISION AND VALUES?**

↓

**DOES THE ORGANISATION  
RECEIVING THE FUNDING MEET  
OUR REQUIREMENTS ON WHO  
WE WILL WORK WITH?**

↓

**WILL OUR FUNDING/  
INVESTMENT ASSIST IN  
ACHIEVING OUR OUTCOMES?**



## BAYTRUST'S VISION: BAY OF PLENTY IS THE GREATEST PLACE TO BE

Everything we do and the groups we support are working towards our Vision and underpinned by our Values:

- **Kaitiaki** (*Guardianship*) of our assets, our people and our environment
- **Together we are strong**
- We will make a **real difference**
- **Innovative** and **balanced** solutions produce the best results
- **Everything** we do, we do well

# OUR STRATEGY

INVESTMENT BASE OF  
**\$193m** as at 31.03.16

ANNUAL GRANTING OF  
**~\$5m**

- Strategic Funding
  - \$100k+ per application • \$2.4m available
- Community Impact Funding
  - \$15k - \$100k per application
- Community Support & Event Funding
  - up to \$15k per application

## OUR VISION

Bay of Plenty is the greatest place to be

## WE ARE LOOKING FOR THESE OUTCOMES



## BY STRATEGICALLY INVESTING IN PROGRAMMES, SERVICES OR ACTIVITIES WHICH CONTAIN THESE ATTRIBUTES:

BOP wide or replicable within the BOP

Demonstrate wide, long-term community benefit

Support those in the BOP with the greatest need

Incorporate partnerships for increased impact

Are community led

Deliver innovative solutions to social issues

Contain measurable outcomes and embedded evaluative practices

## WHO WE WORK WITH

### Who can apply?

**We accept applications from formally constituted groups serving Bay of Plenty Communities.**

The following entity types are formally constituted groups:

- **Charitable Trust**
- **Incorporated Society**
- **Limited Liability Companies with Charitable Status**

We do not accept applications from individuals (except via our scholarships) or informal groups.

The work the group does needs to align with at least one of our nine outcome areas.

Groups will need to provide a budget, verification of their bank account and last year financials to be eligible to apply (groups under one year old do not have to provide financials).

### What Types Of Costs Are Eligible for Grant Funding?

We support operating costs and project costs as per below.

**Operating cost grants** are available to support the operating and administration costs of organisations and can include salaries or a salary component, plus general overheads of rent, power, phone and administration costs.

**Project cost grants** are available to assist with funding of one off community projects, events, assets or programmes.

For both operating and project costs, we will not usually support applications where at least 50% of the costs are not in place or firmly committed (exceptions for the Strategic Fund).



## BEYOND GRANTING.

There are a number of ways that BayTrust supports community groups beyond grant funding:

### • Impact Investments

We will consider direct investment (i.e. an ownership share) of an asset, where there is *an identified economic return and measureable social impact to BOP communities*. We can also provide loan funding to projects, often at a lower than commercial rate (subject to conditions) where a project is able to demonstrate the same criteria.

### • Capacity Building

We are interested in supporting social and community sector groups to be as effective as possible. We do this by subsidising capacity building and training workshops, conferences and specialised support on specific issues.

### • Funding Forums

We can help coordinate and financially support forums for community groups to come together and meet funders, network with each other and hear about topical issues.

### • Support for Collaboration

We know that together we are strong, and we support, encourage and facilitate collaboration amongst community groups. For more in-depth collaborative efforts we can assist with associated costs.

### • Professional Assistance From The BayTrust Team

Within limits, we can visit/meet/chat to provide:

- Knowledge
- Referrals
- Names and contacts for other funders
- Links and advice on funding and fundraising matters

### • Research

BayTrust considers funding research projects where value can be seen to benefit more than one group or more than one community, and the reports would be made publicly available.

### • Communications

We are interested in helping groups promote themselves more actively and tell their stories to the community.



## FUNDING FRAMEWORK

Applications are made online via our website and groups are encouraged to apply at least six months before they need the funds. Groups will be expected to align closely with our Vision, Values and Outcomes. BayTrust has three funding tiers (groups are only able to apply for funding once in a 12 month period):

- 1. Strategic Funding** is for applications between \$100k and \$500k with currently \$2.4m available per annum.
- 2. Community Impact Funding** is for applications between \$15k and 100k.
- 3. Community Support and Event Funding**, which is for applications up to \$15k per application.

### 1. Strategic Funding

We will look for projects that will make a meaningful difference to our community, which align very closely with our Vision and Values and which drive our Outcomes. Greater weight will be given to projects which support more than one of our desired outcomes. Some general guidelines for groups applying are:

- Matched funding from other sources is desirable.
- Capital projects will be considered (generally up to 20% of the project cost).
- The maximum funding for any one initiative is capped at \$500,000 (unless it's a BOP-wide initiative), with a minimum commitment of \$100,000.
- Groups can only apply for one project per strategic funding round.
- Multi-year funding will be considered with the value of the entire multi-year commitment being the total commitment for the round.
- Groups that have applied for or received funding within the past 12 months from BayTrust may apply, if the application is for a different project.

Applications for the strategic funding round will be considered via a two page expression of interest submitted in February each year. These will be reviewed by Trustees who will confirm a shortlist of applicants in March to submit a full business case which will include detailed reporting and evaluation of community impacts and a presentation to Trustees in June with final decisions announced in August. More information on our strategic

funding round can be found at [www.baytrust.org.nz/funding/strategic](http://www.baytrust.org.nz/funding/strategic)

### 2. Community Impact Funding

A robust application process where applicants are required to have strong alignment to our Outcomes, with a moderate level of evaluation, accountability and reporting requirements.

- For applications between \$15,000 to \$100,000 grants (total commitment if the request is for multi-year funding) received through the quarterly granting process.
- Multi-year funding commitments and a medium level of non-funding support will be considered.
- Evaluative practices are encouraged.

### 3. Community Support Funding

A quick, simple and fast application process where applicants are required to align with at least one of our Outcomes and Attributes, however due to the low value of the grant, a low level of evaluation, accountability and reporting will be required from the applicant.

- Applications less than \$5,000 received through the monthly granting process.
- Applications between \$5,000 and \$15,000 received through the quarterly granting process (we are looking at opportunities to move this to our monthly granting process).
- Applications for scholarships received through the Scholarship process.



**WE ARE LOOKING FOR ORGANISATIONS AND PROJECTS THAT ALIGN WITH OUR VALUES AND VISION AND CAN DEMONSTRATE HOW THEY ACHIEVE AT LEAST ONE OF THE BELOW OUTCOMES:**

To help determine the likelihood of funding success BayTrust will apply its funding strategically by investing in programmes and activities that have strong alignment with our outcomes and contain the following attributes:

- Note, demonstration by grantees of meeting a number of our outcomes and the below attributes will increase the likelihood of BayTrust's investment and the scale of our investment.

**Attributes:**

1. BOP wide or replicable within the BOP
2. Demonstrate wide, long-term community benefit
3. Support those in the BOP with the greatest need
4. Incorporate partnerships for increased impact
5. Are community led
6. Deliver innovative solutions to social issues
7. Contain measurable outcomes and embedded evaluative practices

**OUTCOMES:**

	Rationale:	Priorities	Community Impact - ST (< 5yrs) and - LT to be quantified (>5yrs)	Measures / Indicators
<b>Inclusive Communities</b>	BayTrust has a role in fostering acceptance of community diversity and assisting those at a disadvantage to participate and contribute in the community to the best of their ability. We recognise the challenges posed by changing demographics on communities and the relationship of Tangata Whenua (people of the land) to the land.	Activities that assist in <b>addressing imbalances</b> due to illness, inequality, age, disability or geographic situation. Activities that address the <b>challenges of demographic changes</b> in communities and activities that promote community diversity.	ST - Equal opportunity for participation in society. LT - More inclusive communities.	Proportion of funding allocated to addressing those with the greatest need
<b>Strengthened Whanau - Babies, Youth &amp; Vulnerable Families</b>	BayTrust recognises the importance of family and whanau as the basic unit in communities – when the family unit is strong, it follows that our communities will be healthy and strong. When youth are involved and engaged within their community - through a range of activities (work, sport, volunteerism, education) they are more likely to lead productive lives and become good citizens that will provide leadership for our communities in the future. The first 1000 days of a child's life is the best time to make an investment into that child, and addressing the needs of a baby means effectively addressing the needs of the family. Evidence supports the value of investment into this phase of a child's development as cost beneficial.	<b>Youth support services and programmes that encourage youth to be productive members of the community</b> , that are strengths based, have identified outcomes and can show strong alignment to the effective interventions identified in our research. Programmes that facilitate youth into post-secondary education, training or employment.	ST - Greater access for youth to quality programmes. LT - Long term sustainable communities through youth retention.	Participation rates in evidence based programmes. Reduction in rates of youth not in education, employment or training. Youth employment/unemployment rates v adult rates, volunteer rates by age, reduced youth crime.
		Programmes addressing the needs of <b>children in their 1st 1000 days</b> , e.g. parenting programmes, especially where addressing those identified at risk or with high needs. Programmes should show strong alignment with the effective interventions identified in our research, be based on sound practice, have identified outcomes and a long term approach.	ST - Greater access to quality programmes with clear demonstrable outcomes. Increased participation of target groups in relevant programmes. Upskilled target groups. LT - Improved health and wellbeing outcomes for children and families.	Participation rates of at risk groups in evidence based programmes. Decrease in hospitalisation rates for babies. Decreased incidence of respiratory and related illness admissions. Increased participation in early childhood education.
		<b>Programmes addressing the needs of children</b> , especially those who are at risk or vulnerable, to help them overcome difficulties and thrive. <b>Programmes or activities that support adults/parents who are vulnerable, at risk or disadvantaged.</b> Programmes should have identified outcomes and a long term approach, and be based on sound practice.		Participation rates of at risk groups in evidence based programmes.
<b>Safe Communities</b>	Feeling safe within communities is necessary to personal wellbeing and enjoyment of our natural resources.	Activities that <b>enable safe citizens and communities</b> . e.g. Lifesaving, Coastguard, water survival and safety, Search and Rescue operations, Community policing activities.	ST - Reduced incidents of emergency call-outs, greater regional wide prioritisation. LT - People living in a safe environment.	Higher volunteerism, perceptions of community safety (Vital Signs), less incidents and rescues (through training and awareness).

OUTCOMES:	Rationale:	Priorities	Community Impact - ST (< 5yrs) and - LT to be quantified (>5yrs)	Measures / Indicators
<b>Healthy Sustainable Housing</b>	We recognise the importance of healthy, sustainable housing in enabling people and families to lead healthy, productive lives.	Activities that seek to address issues of <b>sub-standard or inadequate housing</b> , including insulation retrofitting programmes.	ST - Greater strategic, collaborative, multi-funder approach to addressing housing approach.  LT - Improved health and wellbeing outcomes, healthier children and families.	Increased collaboration between key stakeholders, DHB respiratory related illnesses hospitalisation rates.
<b>Prosperous Communities</b>	Community development encourages communities to address their own issues, build on their own strengths and natural advantages. This builds cohesion, enhances the lives of people within communities and increases their sense of belonging, wellbeing and happiness. Economic vibrancy, prosperity and jobs that provide a sustainable wage or better, plus all year round employment are essential to retain citizens and enable communities to thrive.	Activities that facilitate <b>community development</b> at a community level, encourage community cohesion and pride, volunteerism and equity amongst citizens. Activities that seek to address economic challenges, or improve <b>economic welfare</b> ; the creation of sustainable employment opportunities. Support for <b>social enterprises</b> .	ST - Communities are serviced by effective community development organisations.  LT - Improved standard of living, greater community cohesiveness.	Deprivation index, GDP, unemployment rate.
<b>Active Communities</b>	BayTrust recognises the benefit of sport and recreational activities in contributing to the overall health and wellbeing of community members, and the role sport plays in providing a mechanism for inclusion of individuals in a community. BayTrust believes the most strategic manner it can contribute to sport is through its involvement in the <i>CoachForce</i> programme which is delivered across 19 sporting codes across the BOP region by our strategic partner Sport BOP, and achieves recognisable community outcomes.	<b>CoachForce programme</b> , sport and recreational activities (not supported by <i>CoachForce</i> ) that promote inclusion and involvement and where the activity is an important part of that community.	ST - improved health and wellbeing. Greater community cohesiveness.	Sporting and recreation participation rates, obesity rates, community satisfaction wellbeing surveys.
<b>Fun and Vibrant Communities</b>	Involvement in arts, community and heritage activities and events that enrich peoples lives and increase their sense of wellbeing.	<b>Community driven arts, cultural, heritage and event activities</b> that enrich the lives of communities through active participation. Contributions to capital costs of buildings or assets where they are of strong local significance or historical importance with considerable wider community benefit. Events up to \$15,000 maximum.	ST - more supportive and inclusive communities.  LT - fun vibrant, engaged community.	Community satisfaction wellbeing surveys; participation in community events.
	<p><b>Events up to \$15,000 maximum (or a GAL) where the majority of the below elements are present:</b></p> <ul style="list-style-type: none"> <li>• a free to the public component;</li> <li>• high community appeal (the event reflects the interests of a high % of the community);</li> <li>• outreach to schools or youth involvement;</li> <li>• local community involvement in the organisation and delivery of the event;</li> <li>• high volunteer involvement;</li> <li>• where BayTrust funding will make a material difference to the event;</li> <li>• that have material economic development spin offs.</li> </ul>			
<b>Stronger Community Organisations</b>	We need strong community organisations with strong community leaders to deliver good quality programmes and activities that address community needs and aspirations.	<b>Capacity building activities. Evaluative practices. Collaborative practices</b> and encouraging collaboration between organisations. Supporting and encouraging <b>Volunteerism</b> . Developing and supporting leaders.	ST - more effective community organisations, increased participation in civic affairs.  LT - more resilient communities and more sustainable organisations.	Successful community led initiatives; more applications for innovative programmes; fewer applications and higher success rate; collaborative projects; more MYF; more volunteerism where needed; outcome and evaluation practices built into organisations.
<b>Improved Natural Environment</b>	The natural environment is fundamental to the sustainability and future of BOP.	Support for <b>community led natural and environmental initiatives</b> . Activities that promote environmental sustainability into organisational practices.	ST - More organisations and the wider community responsive to environmental issues.  LT - enhanced environmental sustainability.	Proportion of organisations funded by BT that have environmental sustainability principles built into their values and approach, increased volunteerism in this sector; environmental indicators index.

