



# Community engagement and sponsorship guidelines.

February 2024



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NBS team members pictured with members of Motukiekie Wilderness Trust, Paparoa Wildlife Trust, Rainy Creek Ecological Restoration Trust and Development West Coast in Greymouth.

## We are a mutual society owned by our clients.

When a client chooses to bank with us, they choose to give back to the community.

Thanks to the 20,000+ clients, we are able to distribute a significant share of annual profits back into the community via our Community Investment and Sponsorship Programme. Every year, meaningful financial support is provided to hundreds of sporting, arts, health, education, environmental and community-based organisations.

As part of the wider NBS budget process, the total amount of sponsorship and community investment funding is determined by our board of directors (in conjunction with the NBS chief executive and general manager, commercial).

## Purpose

The NBS Sponsorship and Community Investment Programme supports organisations which make a positive difference in our society. It allows us to connect more deeply with our communities and aligns closely with our mission to help create a prosperous and sustainable future for our people, clients and communities.

The purpose of these guidelines is to outline our funding priorities and to help you decide whether you qualify to apply for NBS funding.

## Our guiding principles

To ensure all sponsorship and community investment funding is distributed fairly and that maximum community impact is achieved, we use the following principles to guide us.

- be deliberate, clear and consistent in our approach
- invest and support with a sustainable mindset
- encourage and support innovation
- provide expertise in banking services to the groups we support
- collaborate to influence change
- regularly review our relationships and aim to measure outcomes
- live by our values of trust, respect, integrity and community

# Our process.

## Eligibility

We'll fund registered charitable trusts, incorporated societies, schools and, from time to time, other not for profit social enterprises and events (which align with our funding priorities listed below).

Organisations we support should bank with us, however there may be certain circumstances where we will support organisations who don't currently bank with us.

If you don't currently bank with us, you must be able to demonstrate that your application meets at least one of our funding priorities or that there is a clear commercial benefit to NBS supporting your endeavours. There'll also be an expectation where possible, that you move to bank with NBS.

Examples of these organisations would include:

- Councils
- Schools
- Event companies

## Funding priorities

Our focus areas for distribution of the sponsorship and community investment funding are to:

- improve **health and wellbeing** by increasing participation in **recreation and sport**
- improve **health and wellbeing** by supporting services that care for the **mental and physical health** of people in our communities
- bring people together by supporting events that **enhance our communities**
- assist local **Chamber of Commerce, business groups** and **promotion associations** that increase the **economic well-being** of their members
- develop **cultural connections**, whilst celebrating diversity and inclusiveness
- support **educative processes** that achieve learning outcomes
- support entities in the care of our **natural environment** and those taking active steps in **climate change mitigation** activities

## Exclusions

To ensure alignment to the purpose of our programme, we will not fund or provide support to:

- activities or projects that don't align with our values or demonstrate social divisiveness
- individuals
- groups that do not already bank, or have shown no intent to bank with us
- groups who have accepted monies from other organisations that do not align with our values
- the purchase of materials unrelated to the community activity
- political entities or groups with clear political goals
- debt repayment
- overseas travel
- religious and or spiritual activity
- government projects that could primarily be under central or local remit

## Application process

To assist in the consistent consideration of sponsorship applications, organisations must complete an initial application form.

There are two types of forms:

- large – being any request over \$2,500
- small – being any request under \$2,500

These application forms enable us to:

- learn about your organisation and the people leading your organisation
- identify the type and category of funding you are looking for
- ensure your request aligns with our priorities

*Once you have completed your application, please email it to your [local branch manager](#)*