



GREENFUND PROJECT

Greenfund

Campervan and Motorhome Club of Australia

www.cmca.au





BACKGROUND

The Greenfund project was developed by The New Zealand Motor Caravan Association (NZMCA) to fund grassroots environmental and conservation projects that offer opportunities for member participation throughout New Zealand. The purpose of the Greenfund project is to support strategic goals of promoting the sustainable protection of our natural environment, while creating opportunities for member involvement.

Applications for funding are available for not for profit community groups, local authorities and government departments.

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CMCA

CMCA will replicate this worthwhile project as it believes it has the potential to support the wider communities and Government's ambition to lower carbon emissions.

To be an active supporter in this environmental sustainability campaign, it requires the applicant to meet two of the main components in the quadruple bottom line matrix, that we have the potential to achieve.



FINANCIAL CONTRIBUTION

Projects to the total value of \$10,000 may be supported, with the CMCA Board making all final decisions on applications, with a total amount of \$60,000 funded per year.

PURPOSE OF THE PROJECT

The project will provide financial support for grassroots environmental and conservation projects that appeal to CMCA members and offer opportunities for their participation. Projects that can be linked to the RV lifestyle are preferred, for example, tree planting or clearing exotic weeds from an RV park, low cost camp or rest area.

The program is intended to help protect and enhance Australia's natural environment, flora and fauna by supporting projects coordinated by community groups, state and territories, local authorities (Government areas), e.g.: Clean Up Australia, Landcare, Department of Conservation, Department of Lands and Sustainability, Greening Australia and Waterways. There are many community projects that lead in minimising waste in our landfill and waterways.



ELIGIBILITY CRITERIA

The following criteria sets out the parameters for projects eligible for funding consideration.

- CMCA could consider applications from registered not for profit community groups/incorporated organisations, local authorities and state and federal agencies.
- Projects must be able to demonstrate a clear environmental or conservation focus with tangible outcomes and have the full support of the relevant landowner or lessee.
- Projects that receive financial support from alternative funding sources will be considered, however this information must be disclosed at the time of application.
- Funding recipients must commit to providing CMCA with regular progress reports, including photographs and statements, for public relations and publication purposes.
- Funding recipients are expected to advertise CMCA's contribution via their website, social media pages and/or other communication channels.
- Funding recipients must be able to work constructively with CMCA, its Board of Directors, state representatives and members who are prepared to volunteer their time to support projects.



WHAT TO INCLUDE IN YOUR APPLICATION



The amount of information provided should be proportionate to the scope and scale of the project.

- CMCA will need to fully understand the project in order to make an informed decision about funding.
- As a minimum, please include the following information:
 1. Applicant name and full contact details
 2. Confirmation of incorporated organisation status (if applicable)
 3. Location of the project, including a clear description of the area supported by maps and/or videos
 4. Detailed outline of the project including scope, purpose, objectives, anticipated outcomes, benefits, timelines, stakeholder support and involvement, lesee support, landowner support and budget (if available)
 5. How much, when and why CMCA funding is required
 6. Alternative funding support (if applicable)
 7. Opportunities for CMCA member participation
 8. How the partnership will be supported - sharing of information and promotion through your communication channels
 9. Submit your completed Greenfund Project Application Form to greenfund@cmca.au



PROCESS



Step 1 . Submit Application – Prepare and submit Greenfund Project Application Form to greenfund@cmca.au.

Step 2 . Assessment – Projects will be assessed against CMCA’s funding criteria. Feedback may be sought from the relevant area and applicant before a final decision is made. Approval will be considered by CMCA’s Board of Directors and CEO depending on the value of support required.

Step 3 . Decision Released – The CEO will confirm the decision in writing, usually within 2 weeks of the assessment of all information (if funds are to be approved by CMCA’s CEO) and up to 2 months if funding must be approved by the full CMCA Board of Directors.

Step 4 . Ongoing Engagement
– Funding recipients must be able to work closely with CMCA and its members to foster the partnership by sharing information and promotion. Communicating outcomes on projects that receive funding will be advertised via the CMCA website, *The Wanderer* magazine, e-newsletters and social media sites. In some cases, CMCA will consider media articles and other PR opportunities in partnership with funding recipients. Funding recipients are required to promote CMCA’s contribution (both financial and volunteer support) through their communication channels.

For further information, please phone CMCA on 02 49788788 or email greenfund@cmca.au



PROJECT OUTCOMES

All projects must be outcome driven and can be based on the following:

- New partnerships / relationships developed
- Recognition, locally, state and federally and industry partners
- Possible awards recognising outstanding contribution to the environment through supporting new initiatives
- The philanthropic approach meets the values of CMCA
- KPIs that can be measured on media and community exposure
- Improvement or preservation of the RV lifestyle.



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