

Woolworths – Backing our Farmers

The “Backing Our Farmers – Drought Action day” campaign was started by Woolworths to provide immediate support for Australian farming families suffering from drought. The first two years of the campaign provided urgent support for those rural families facing financial hardship as well as funds to help develop longer term projects within the agricultural industry.

In 2009, Woolworths is once again undertaking a “Backing Our Farmers” campaign, as in previous year’s part of the funds raised will go to LandCare to support sustainable farming projects. However, recent information including government reports into the affect of ‘dryness’ has highlighted the need to help rebuild and strengthen the social fabric of rural farming communities. Moving away from the short term crisis-framed response, we are looking to engage the Country Women’s Association to support projects that provide long term benefits during times of prolonged dryness.

Therefore we have developed the following grants program.

Woolworths and Country Women’s Association Community Recovery Grants

The Woolworths and Country Women’s Association Community Recovery Grants program provides the opportunity for community organisations to receive funding up to \$3,000 for initiatives that strengthen community bonds and have a long term benefit to the community in areas affected by dryness.

ELIGIBILITY

Who is eligible?

- Community groups e.g. seniors groups, drama clubs etc.
- Charities, not-for-profit organisations
- Sporting groups

Who isn’t eligible?

Individuals, schools and for-profit organisations are not eligible to apply for funds through the grants program.

The following activities will be eligible for funding:

- Upgrades to community social infrastructure
- Equipment for upgrades of sporting clubs and volunteer services
- Financial support to pay subscription fees for local sporting teams

The following activities are not eligible for funding:

- Individuals looking for support or raising money
- School or community fetes, community barbeques or one off events
- Religious organisations for religious activities
- Political organisations or charities with political policies

ASSESSMENT OF GRANT APPLICATION

Applications will be initially reviewed and endorsed by a local CWA branch. All applications are then forwarded to a group of state CWA representatives to review and make a final decision, based on the selection criteria.

The grants program gives preference to proposals that:

- Demonstrate skills and commitment to accomplish the proposed work
- Fulfil the objectives of the grants program
- Have a detailed project budget
- Contribute to the community needs and social infrastructure
- Demonstrate that the economic conditions generated by dryness has created a deficit in investment

GRANTS CRITERIA

1. Name of town, population size.
2. What is the primary role of your organisation?
3. Brief description of project that requires funding.
4. Why is the project needed?
5. Who would be involved in the community with the project?

NOTE: All groups who receive a grant must provide the CWA with a report to confirm project has been completed. Please include photos, community feedback etc.