

FREQUENTLY ASKED QUESTIONS

FONTERRA
GRASS ROOTS
FUND

1. WHAT IS THE FONTERRA GRASS ROOTS FUND?

The Fonterra Grass Roots Fund is a New Zealand-based sponsorship programme focusing on the rural communities where our staff, shareholders, suppliers and their families live and work.

2. WHAT DOES THE FONTERRA GRASS ROOTS FUND AIM TO ACHIEVE?

As a farmer co-operative we are dedicated to supporting the social needs of our current and future generations. The aim of the fund is to maintain healthy, vibrant communities by sponsoring ideas, projects and initiatives that make a real impact.

3. WHAT HAS THE PROGRAMME ACHIEVED SINCE IT STARTED?

We have supported over 1,500 initiatives since the programme was established in 2007, making a huge impact in our local communities across New Zealand. Sponsorship funding has provided worm farms and recycling facilities for local schools, seedlings and staff time for riparian planting programmes, equipment for emergency response services.

4. WHAT TYPES OF INITIATIVES AND ACTIVITIES ARE SUPPORTED BY THE PROGRAMME?

Fonterra is dedicated to enriching the lives of the current and future generations in the communities where we live and work. We are committed to programmes which share our vision, values and co-operative spirit. Specifically, initiatives must all fall into one of three categories: Bringing Communities Together, Caring for the Environment or Making our Communities Safer. (Please see the criteria section in the Sponsorship Guidelines for further details).

5. HOW MUCH CAN GROUPS APPLY FOR?

Support is provided from \$500 to a maximum of \$5,000 per application.

6. CAN GROUPS APPLY MORE THAN ONCE WITHIN A YEAR?

There currently aren't any restrictions on the number of times groups can apply for different initiatives. However you can only submit an application for a particular initiative request once within a year. If it is declined you must wait until the following year to re-submit it.

7. WHO DECIDES WHICH APPLICATIONS ARE SUCCESSFUL?

There are seven regional sponsorship committees which manage, approve and support local sponsorship initiatives for their local communities. They assess applications against key criteria and guidelines.



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8. WHICH REGIONS ARE COVERED BY THE PROGRAMME?

We will consider applications from all areas across New Zealand, but our primary focus is on the areas surrounding our manufacturing sites (See Sponsorship Guidelines for a regional breakdown).

9. HOW DO WE APPLY?

Applications will only be accepted via the online application process. To complete an application form go to facebook.com/fonterragrassroots or fonterra.com/grassroots

10. WHEN ARE APPLICATIONS REVIEWED?

Applications can be submitted any time throughout the year, however there are only two times a year that these get reviewed by the regional sponsorship committee – in April and September. To make sure you get reviewed during these two periods make sure your application is in by 31 March or 31 August. This process usually takes four to five weeks.

11. HOW WILL WE KNOW IF WE'VE BEEN SUCCESSFUL?

You will be contacted by a member of the committee by email confirming whether your application has been successful or declined. If successful, they will detail next steps around the grant process.

12. IF DECLINED, CAN I FIND OUT WHY?

We receive a large number of requests for sponsorships each year, and unfortunately we can't sponsor them all. We aren't able to respond to queries regarding the decline of an application, but if you think your application meets all of the criteria you do have the option to reapply the following year.

13. WHAT MAKES A GOOD APPLICATION?

Here's a couple of tips. Make sure your application fits within one of the three criteria (see our Sponsorship Guidelines) and clearly outlines how you will use the grant if successful. Keep it short and concise. If you can, source a quote for the equipment/work to be done and remember – we will only sponsor applications up to \$5,000!

14. HOW DO WE PROMOTE OUR PROJECT/EVENT WHEN WE'VE RECEIVED OUR GRANT?

We have over 6,000 followers to our dedicated Grass Roots Fund facebook page – a great way to promote your project/event to a wider audience.



For further information go to facebook.com/fonterragrassroots



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