Grassroots Giving

Application guidelines

raa.com.au/grassroots-giving

RAA

Grassroots Giving

Application guidelines

RAA's Grassroots Giving Program exists to enable and strengthen communities, and to move them towards achieving their goals.

We aspire to play a powerful role in bringing ideas and people together to make a difference in South Australia. We are focused on serving communities, both city and country, and will (where possible) look to invest equitably in both areas.

Applicants can apply for any amount of funding up to $5,000 inc. GST.

The following guidelines have been designed to help applicants prepare their submission to ensure they have the best chance of being successful. Please take the time to read these guidelines before lodging an application to ensure this is the right program for you.

Good luck!

Application guidelines

The Grassroots Giving program is designed to support not-for-profits and community groups that assist communities in the key focus areas of:

- Disadvantaged and vulnerable South Australians
- Supporting and celebrating Aboriginal and Torres Strait Islander peoples and reconciliation activities
- Cultural diversity
- Environmental sustainability
- Mental health and wellbeing
- Safety and innovation.

This program also extends to those who are championing a local event, initiative or program that enhances local communities and those who live within it. RAA is keen to support activities that attract considerable public awareness, encourage local trade and tourism, and deliver high-quality experiences in SA.

These areas have been selected on the basis that they fit with the RAA brand and the organisational purpose, and resonates with the community in general.

Essential criteria

To ensure sponsorship applications are treated equally, only applications that meet all of the following criteria will be considered:

- The project is based within South Australia (it can be part of a national project)
- The application is from a not-for-profit or community organisation that provides a service or other benefits to the community
- There is a clear link between the project and RAA's Sponsorship Guidelines
- The project provides access to one or more key audiences
- The project delivers, or has the potential to deliver, benefit to RAA members
- There is the opportunity for a high degree of visibility within the local or wider community, providing positive exposure for RAA and/or its products and services
- RAA receives measurable benefit as a direct result of the sponsorship.

Application guidelines

RAA will not fund:

- Individuals
- Organisations that cannot, if requested, provide satisfactory details on any aspect of their activities, including the benefits to be provided to RAA from its participation in the proposed sponsorship
- Projects or events where an RAA competitor also has a role
- Any event involving a conflict with RAA's public policy, advocacy activities or commercial interests
- A project that conflicts with an existing RAA relationship
- Religious organisations or activities, except where they involve the provision of recognised community welfare services
- Organisations or activities that are considered divisive or discriminatory against any section of the community
- Projects or organisations that are considered to pose a potential legal, ethical or environmental risk, or breach accepted community standards
- A political party, or any organisation or event associated with a political party.

Additionally, applications will not be considered for certain requests, including the following:

- Projects requesting over $5000
- Projects that have a lead time greater than 12 months
- Scholarships
- Commercial ventures
- Everyday administration expenses, including electricity, rent, telephone, salaries, etc
- General fundraising appeals
- Funding of past activities and/or deficit funding requests.

Important dates

Opens	Closes	Applications assessed	Winners notified
4 March 2025	7 April 2025	16 April 2025	2 May 2025

Assessment process and feedback

Completed applications will be assessed by a selection panel within seven working days of each round closing.

If your application is successful, we will contact you using the details you have provided. In addition, you will be notified of the reporting requirements and the terms and conditions, and you will be provided with a tax invoice form for completion (if registered for GST).

Unsuccessful applicants will be notified by email within four weeks of each round closing.

Application guidelines

Agreement with RAA

Successful applicants must complete their project, program or activity by May 2026. Reporting will be required for those requesting amounts of over $1000. This will include post and progress reports. Templates will be provided by RAA.

RAA's decision is final and not all applications will be deemed successful, even when application guidelines have been met in full.

Publicity

Successful applicants must be prepared to participate in matters such as publicity, as requested by RAA.

Signage and branding

The Royal Automobile Association of South Australia is a registered trade mark. The logo image is also protected and any unauthorised use will represent a breach of RAA's intellectual property rights. Authority to use the RAA name and brand, or publishing any material using the RAA name and brand, is at the sole discretion of RAA.

Unless their application is successful, applicants have no right to use any of RAA's name, trade mark, brand or logo.

The use of RAA's name, trade mark, brand or logo by successful applicants will be governed by the Sponsorship Agreement.

Need more information or help with your application?

For more information, please contact our sponsorship team on **8202 4600** or email **grants@raa.com.au**

Motor | Home | Travel

We're here to help

Get in touch by emailing **grants@raa.com.au**
or visit **raa.com.au/grassroots-giving**

RAA

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