

Community Giving Program - Community Bank Geraldton

Companion Guide: Evidence and Quality Criteria

This guide clarifies the questions for the full funding application, alongside the type of evidence that strongly demonstrates a project’s alignment with the five Principles, moving beyond simple documents like generic letters of support or casual photos.

The full application and questions can be seen [here](#).

Section 1: Project Alignment and Long-Term Impact

(Refers to Criterion 1: Alignment with Program Outcomes)

Application Question (200 words)	Recommended Strategic Evidence
<p>Proactive Long-Term Growth Beyond the immediate project goal, how does your project anticipate and prevent future challenges for the Geraldton community? Describe the long-term, sustained benefits you expect the project to create over the next 3-5 years.</p>	<p>Logic Model: A diagram mapping project activities to one of the 12 Social Purpose Focus Areas (e.g., Community Resilience, Safety, or Learning) and expected outcomes over 3–5 years.</p> <p>Needs Assessment Data: Current local data (eg, ABS statistics, local government reports, community surveys) that justifies the anticipated <i>future</i> challenge the project is designed to prevent or address.</p>
<p>Community Driven Self-Reliance Describe the specific ways your project will build local capability and ensure participants take ownership. What is your strategy for reducing or eliminating the need for recurrent funding reliance to sustain the project's benefits after the grant period ends</p>	<p>Sustainability Plan: A section detailing post-grant strategy, including volunteer recruitment/training models, tiered membership/fee structures, or a specific plan for transitioning ownership to community leaders where suitable.</p> <p>Transfer of Capability Plan: A training/handover outline, mentorship plan, or succession strategy demonstrating <i>how</i> local skills are being built and retained.</p> <p><i>If the applicant is not based in Geraldton or the Midwest then consider a Sustainability & Succession Plan: A strategy for transitioning ownership to local leaders.</i></p>
<p>Capacity Building Clearly articulate the problem your project is solving and how the proposed solution is a strategic, capacity-building investment rather than a one-off service or purchase.</p>	<p>Organisational Capability Map: Evidence that the solution is a strategic investment in infrastructure, skills, or systemic change (eg, a software license, a dedicated training course for staff) and <i>not</i> a one-off operational cost (eg, purchasing consumables for one event).</p>

Section 2: Collaboration and Accountability

(Refers to Criterion 2: Community Support/Stakeholder Engagement)

Application Question	Recommended Strategic Evidence
<p>Mutual Benefit Collaboration List all partner organisations involved in this project. Describe the genuine, mutual "win/win" benefit for each partner and how their involvement strengthens cooperation and shared outcomes across groups. Include letters of support, outlining the partnerships in your attachments.</p>	<p>Mutual Benefit Agreement: A brief document (or an <i>outlined</i> section in a Letter of Support) that explicitly states the non-monetary, reciprocal benefits for each partner (eg, Partner A provides venue, and receives access to Project data; Project provides service, and Partner B provides ongoing training).</p>
<p>Community Support Provide a clear, evidence-based case that this project is a validated community need. Detail the specific linkages to current community strategies and official documents (e.g., local government or regional plans) that demonstrate a broad strategic mandate for your proposal. Describe the existing community support that has been generated to date, letters of support are relevant here.</p>	<p>Mandate Linkages: Direct reference and page numbers to official community strategies (eg, CGG Strategic Plan, Regional Development Commission priorities) that validate the project's strategic mandate and community need.</p> <p>Evidence of Consultations: Summary of community focus groups, surveys, or public forums that informed the project design.</p>
<p>Accountable Learning Outline your plan for transparent reporting and sharing lessons learned with the Community Bank Geraldton and the wider community. What clear systems will you use to communicate progress, process and build trust throughout the project lifecycle</p>	<p>Communication/Reporting Flowchart: A clear system demonstrating <i>how</i> progress and lessons will be communicated (eg, quarterly public newsletters, presentation schedule for local forums, a dedicated 'lessons learned' section on a website).</p>

Section 3: Project Deliverability and Budget

(Refers to Criterion 3 & 4: Capacity and Value)

Application Question	Recommended Strategic Evidence
<p>Adaptable Design & Resilience Demonstrate you have sufficient resources and capacity (e.g. money, staff, equipment, facilities) to complete this project within the proposed timeframe. Include</p>	<p>Risk Mitigation Matrix: A structured table that lists at least the three biggest risks (eg, funding, personnel, engagement) but also includes a transparent, managed pivot plan for each one. This plan demonstrates you've considered what to change and</p>

examples where your organisation has delivered similar projects previously. Please include links to explanatory material if applicable.	what was learned from the potential issue.
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Part 2: Reporting - Evidence Requirements

For both Mid-term and Full-Term Reporting, all evidence must connect results back to the original Investment Principles.

Reporting Section	Recommended Evidence for Acquittal
Proactive Long-Term Growth & Final Outcomes	<p>Outcomes Data & Analysis: Quantitative data (eg, change in participation rates, pre/post-program test results, economic modelling) that is analysed to show the secured long-term, sustained benefits (3-5 years), not just immediate activity.</p> <p>Systemic Change Evidence: Proof the project created a lasting structure (eg, a new policy adopted by a partner organisation, a curriculum now run independently).</p>
Self-Reliance and Sustainability	Ownership Transfer Metrics: Data proving the success of the transition plan (eg, number of newly trained local facilitators, retention rate of volunteers/participants, diversification of new funding sources).
Mutual Benefit Collaboration	Partnership Outcome Summary: Specific examples and data demonstrating how the "win/win" mutual benefits for partner organisations were realised, and how this strengthened cooperation.
Accountable Learning and Transparency	Dissemination Proof: Links to public reports, presentation slides, or meeting minutes proving that the key lessons learned (good and bad) were shared transparently with the Community Bank and the wider community.
Mandatory Reflection Section	Managed Adaptation Report: A section that explicitly details any mid-project pivots or significant changes. It must clearly document (1) <i>What</i> was changed, (2) <i>Why</i> the change was justified (linked to a risk or new opportunity), and (3) <i>What was learned</i> from the process, thereby demonstrating managed adaptation over uncontrolled scope creep.