

LOCAL GIVING MONTH BUSINESS GUIDE

From Here. For Here.

Because what's raised here, stays here.

This September, local businesses across the Border region are coming together to back the place that backs us.

Will you join us?

Imagine if...

Every café.

Every retailer.

Every tradie.

Every professional service.

Every manufacturer.

Every local business across our region chose one simple way to give back during September.

On their own, those contributions might seem small.

Together, they could help build one of the Border region's greatest community assets — a permanent charitable fund supporting local people, local not-for-profits and local communities today, tomorrow and forever.

That's the vision behind **Local Giving Month**.

It's a month where local businesses, community groups and individuals come together to give back to the place we all call home.

Because when we give together, we build something bigger than any one business, donation or fundraiser.

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Why it matters

For more than 20 years, Border Trust has connected local people who care with local causes that matter.

Together, we've distributed more than \$5 million to hundreds of grassroots community organisations tackling issues including housing, food insecurity, youth wellbeing, mental health, disaster recovery and community connection.

Now we're inviting local businesses to help build something even bigger.

The **Community Impact Fund**.

Unlike most fundraising campaigns, Local Giving Month isn't about supporting one organisation or one project.

It's about growing a permanent local fund that will continue supporting our community for generations to come.

Every dollar raised helps strengthen our region's ability to respond to local needs, invest in local opportunities and support the organisations that make our community stronger.

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How Local Giving Month works

Local Giving Month is a partnership between local businesses and the community.

Businesses make a pledge.

The community backs those businesses by choosing to shop, dine and do business with them throughout September.

Together, we create something bigger than any one business could achieve alone.

Your customers shop local.

Your business gives local.

Together, we build something that lasts.

Business Pledges - The simplest way to get involved

A Business Pledge is a commitment by your business to donate the proceeds of a nominated activity during Local Giving Month.

Your pledge can be as simple or as creative as you like.

For example:

- \$1 from every burger sold
- Proceeds from a nominated product
- 10% of September sales
- \$50 from every new client consultation
- \$250 from every property settled
- \$200 from every solar installation
- Proceeds from a fundraising event
- A fixed business donation

You choose:

- one day
- one week
- or the entire month.

Whatever suits your business.

Throughout September, you'll promote your pledge using Local Giving Month campaign materials. Border Trust will also promote the campaign across the region, encouraging the community to support participating businesses and helping drive awareness of Local Giving Month.

Your customers can then support your business, knowing their purchase is helping create lasting local impact.

At the end of September, simply calculate the value of your pledge and donate those proceeds to Border Trust's Community Impact Fund via the Local Giving Month donation platform (or direct deposit) by **30 September**.

Looking to make an even bigger impact?

Leadership Pledges

Some businesses may choose to lead the campaign through a larger Leadership Pledge.

This might include:

- matching community donations
- donating proceeds from a major event
- a significant business contribution
- an industry collaboration
- an innovative fundraising initiative
- another bold idea unique to your business.

Leadership Pledges help inspire others, generate momentum across the region and demonstrate what's possible when local businesses lead from the front.

If you have an idea, we'd love to explore it with you.

The community's role

Local Giving Month isn't just about businesses giving. It's about the whole community backing businesses that are giving.

Throughout September, **Border Trust will deliver a coordinated marketing campaign** encouraging people across the Border region to shop, dine and do business with participating Local Giving Month businesses.

With the support of local media partners, radio, television, print and digital media, along with a dedicated social media campaign, we'll be sharing business stories, promoting participating businesses and inviting the community to support those businesses wherever they can.

We'll encourage local people to:

- shop with participating businesses
- dine locally
- book local services
- support Local Giving Month promotions
- donate through the campaign portal
- share participating businesses with family and friends.

Every participating business becomes part of a visible, region-wide movement celebrating local generosity.

Together we'll show what's possible when a community backs its own.

Why get involved?

Demonstrate community leadership

Show your customers, staff and community that your business is committed to the place you call home.

Be part of something bigger

Join businesses across the Border region in creating a new tradition of local giving.

Engage your customers

Give your customers another reason to choose your business during September.

Build staff pride

Create an opportunity for your team to be part of something positive for the community.

Help build a lasting legacy

Every pledge contributes to a permanent community fund that will continue supporting local people long after September ends.

What you'll receive

Every participating business will receive:

- ✓ Digital social media assets
- ✓ Posters and promotional materials
- ✓ Campaign logos and graphics
- ✓ Listing on the Local Giving Month website
- ✓ Recognition throughout the campaign
- ✓ Promotion through Border Trust's campaign communications, including social media, local media and campaign storytelling
- ✓ The opportunity to be part of a region-wide marketing campaign encouraging the community to support participating businesses

We'll make participating as easy as possible.

Ready to join us?

Getting involved is easy.

Step 1

Register your Local Giving Month pledge with Border Trust at www.bordertrust.org.au

Step 2

We'll provide everything you need to promote your pledge.

Step 3

Run your pledge during September and encourage your customers to back local giving.

Step 4

Donate the proceeds of your pledge to Border Trust's Community Impact Fund by **30 September** via the Local Giving Month donation platform or direct deposit (all donations tax deductible).

Other ways to support

Not every business will choose to make a pledge, and that's okay.

You can also support Local Giving Month by:

- making a once-off tax-deductible donation



- becoming a Foundation Friend
- becoming a Foundation Builder
- becoming a Community Impact Investor
- exploring a longer-term partnership with Border Trust.

Every contribution helps strengthen the community we all share.

Join us.

This September, let's show what's possible when local businesses and the community come together.

Not because anyone has to.

Because we want to back the place that backs us.

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Because what's raised here, stays here.

Register your interest today

Complete the online form to express your interest.

Questions? Need further information?

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