



Community Grant Guidelines

Please read these guidelines carefully before completing the application form, as applications meeting all criteria will assist your request.

1. Background

Cheltenham Pharmacy First is a not-for-profit pharmacy run by the Cheltenham Friendly Society. The Cheltenham Friendly Society was established in 1918 to benefit the community with the cost of healthcare, and has been doing so ever since.

Most profits are returned directly to members in the form of discounts on purchases and on some prescriptions. Further to this we distribute profit into our local community, whilst also ensuring sufficient reserves are retained for future development.

2. Allocation of Funds

Our new commitment for giving back to the community is an annual budget for community grants of \$20,000.

- a. This will be broken up into quarterly grants of \$5000.
- b. The maximum single payment will be \$2500 to a single organisation or cause. There may be a second payment of the same or lesser amount to the same organisation in special circumstances.

3. Criteria for Eligibility

The assessment panel will assess each application using the following criteria.

1. Geographic Location
 - a. Higher priority will be given to organisations in the immediate area.
2. The nature of the project:
 - a. Does the project strengthen the local community?
 - b. Does it look to develop the capacity of the organisation or local community members?
 - c. Is the project sustainable?
 - d. Are the project's aims and objectives clearly outlined
 - e. Does the project improve health and/or wellbeing within our community
3. Members
 - a. Are there an identifiable number of pharmacy members that would benefit from the outcome of the grant?
4. Local Need
 - a. Will the outcome of the grant provision fulfil an immediate need for the community?
 - b. Will this grant provide organisations with the support to initiate their project which would have otherwise not been possible?
5. Community
 - a. Charity, Volunteer or support organisations with a focus towards bettering the community will receive a higher priority.
6. Synergy
 - a. Organisations whose key members are or could be target demographic customers for the pharmacy (eg schools, or seniors clubs)
 - b. The organisation involved provides an opportunity for Cheltenham Friendly Society to develop joint community initiatives. (eg services that could be provided by the pharmacy)
7. Previous Support
 - a. Higher priority will be given to organisations that have not received grants before or within the last two years.

4. Authority

The assessment panel will make the decision to which application(s) will receive a grant and to what value.

The decision will be made by the last day of each quarter:

- a. March 31*
- b. June 30*
- c. September 30*
- d. December 31*

The organisations will be notified of their successful application by one of the assessment panel. At this time a suitable date will be organised where a presentation can be made to the organisation by a representative of the pharmacy or society.

A member of the panel will endeavour to obtain a public profile opportunity by notifying the local paper or creating an event out of the presentation.

Photos and details of the successful application will be displayed in a designated area in the pharmacy.

5. Conclusion

Supporting the health and wellbeing of the local community is essentially why the Cheltenham Friendly Society was established in 1919. The pharmacy was formed to enable its' members to obtain medicines at a reduced cost.

Even today the same principles apply, however as most members are also local residents, distribution of profits should also support the community at large.

The provision of community grants will not only support the community, but provide a marketing opportunity for Cheltenham Pharmacy First, enabling the pharmacy to continue to provide benefits and vital services to its members. This also ensures the business remains profitable and retains funds for future development.

The recognition gained in the community by advertising our community grants and their outcomes will become an important element in seeing the business continue to grow and prosper in the future.

