

COMMUNITY ACTIVATION GRANT GUIDELINES



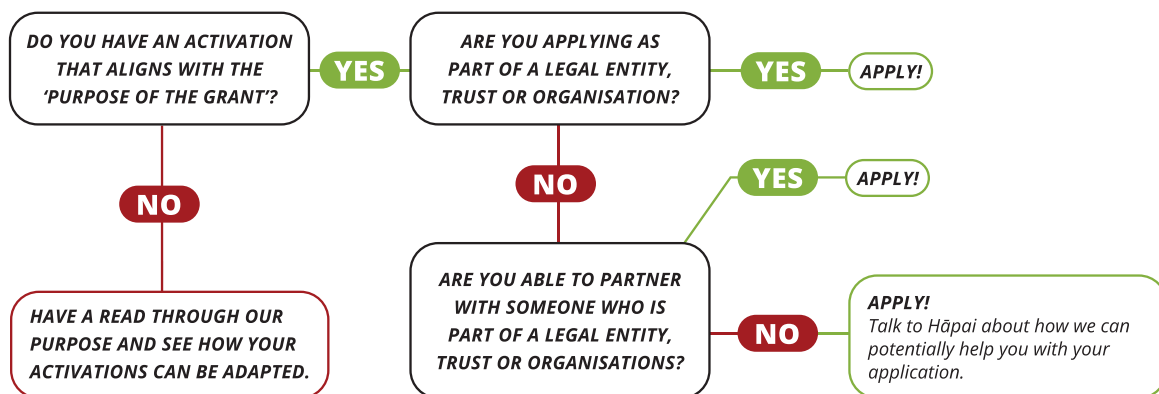
The Community Activation Grant, launched in 2022, was introduced to empower local community groups to spearhead their own initiatives centred around being smokefree. Since its launch, communities that previously lacked access to funding have been able to successfully build and implement campaigns increasing awareness of smokefree messaging and building relationships between whānau and smoking cessation services.

Our ongoing mission is to continue backing these locally-led campaigns to help more whānau embark on their quit journey and to inspire our young people to stay smokefree.

The purpose of the Community Activation Fund is to support the delivery of community-led activations that align with one or more of these three outcomes:

- Increase the number of people who successfully quit smoking.
- Eliminate inequities in smoking rates and smoking-related illnesses.
- Create a Smokefree generation by increasing the number of children and young people who remain Smokefree.

WHO CAN APPLY?



WHAT CAN BE FUNDED :

This is intended to help cover the costs (up to \$5,000.00) that are directly associated with the delivery of your activity. They could include (not limited to):

- Venue or equipment hire
- Support for volunteers
- Equipment
- Costs associated with promoting your activation
- Medals, prizes, giveaways, and spot prizes

WHAT WILL NOT BE FUNDED?

- Costs not directly required for the activity (e.g., salaries or wages for existing staff, administrative costs or management expenses).
- Capital costs (e.g., facility development and maintenance, resources which are used to generate income in the future).