

COMMUNITY ACTIVATION GRANT GUIDELINES

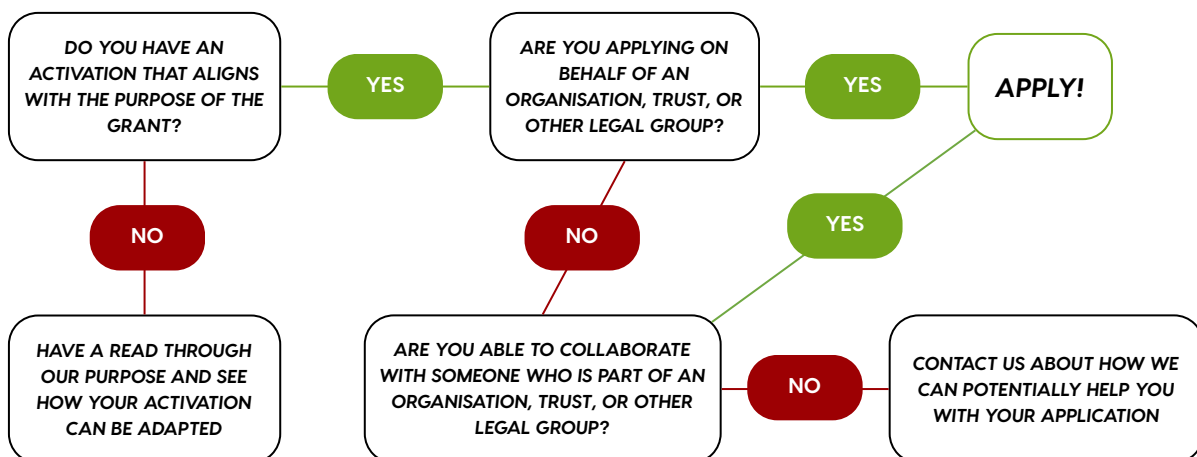


The Community Activation Grant, launched in 2022, was introduced to empower local community groups to spearhead their own initiatives centred around being smokefree. Since its launch, communities that previously lacked access to funding have been able to successfully build and implement campaigns increasing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

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 illness
- Create a Smokefree generation by supporting tamariki and rangatahi to stay Smokefree

WHO CAN APPLY?



WHAT CAN BE FUNDED?

You can apply for up to \$5,000 to help pay for the costs of running your activity.

Examples include:

- Venue or equipment hire.
- Support for volunteers (like kai, travel, or koha).
- Promotion and advertising (flyers, posters, social media).
- Medals, prizes, giveaways, or spot prizes.

WHAT CANT BE FUNDED?

The grant can't be used for:

- Staff wages, salaries, or admin/management costs.
- Big or long-term costs (like building work, renovations, or buying resources that are mainly for making money in the future).