

Community Bank Mission Beach opens 2022-23 sponsorship round

Applications open 9.30am Monday 11 April to 5pm Monday 2 May 2022

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Community Bank Mission Beach is pleased to announce it will open applications for the 2022-23 financial year sponsorship round today - Monday 11 April 2022. Applications must be received by 5pm, Monday 2 May 2022.

Since Community Bank Mission Beach was established in 2008, the organisation has pledged \$251,000 to support community initiatives.

Branch Manager of Community Bank Mission Beach, Kerry Mamo, explained how the sponsorships demonstrate a deep connection with the Mission Beach community.

“Each organisation is assessed by their capacity to support the health and wellbeing of Mission Beach’s community, enhancing liveability through events and entertainment, or economic development to support the local economy,” Ms Mamo said.

“It is a great reminder of the good that banking locally can do when profits are returned to benefit local people and our communities.”

Bendigo Bank’s Community Bank model is based on a 'profit-with-purpose' philosophy, which means profits are returned directly to the local community that has generated them. Importantly, the community decides where those profits are reinvested. The fact that branches are locally owned and operated with funding returned to that particular community is a distinct point of difference to other banking institutions.

Sponsorship applications can be collected in-branch or by emailing marketing@mbcel.com.au.

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For further information, please contact:

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bendigobank.com.au/mission-beach

About Community Bank Mission Beach: Community Bank Mission Beach was established in 2008 by community members who crowd funded to establish a local banking branch. The parent company is called Mission Beach Community Enterprises Limited which is owned by shareholders, most (if not all) who have strong links to Mission Beach. This company operates the local branch under a franchise agreement with Bendigo Bank.

About the Bendigo Bank’s Community Bank model: Since 1998, the Bendigo Community Bank network has now grown to include more than 300 branches Australia-wide. Our Community Banks are wholly owned by their local communities, employing almost 1,600 people and overseen by more than 1,950 directors. Our purpose is to feed into the prosperity of our customers and communities - not off them. To date, more than \$272 million has been returned to strengthen and underpin the local communities which they support.



Photo caption: Community Bank Mission Beach branch staff Nicole Hogan, Stefanie Raiti, Kerry Mamo and Emily Kelly.