
When Bee Foundation Business Buddies

Show your support for bees and pollinators through a business partnership with the When Bee Foundation.



WhenBeeFoundation.org.au



Becoming a When Bee Foundation Business Buddy

1. What is a Business Buddy?

A Business Buddy is a person or business that contributes funds to When Bee Foundation linked to a share of their business or product sales. This might be calculated by the unit or as a percentage of profit or sales or an agreed fixed amount.

A Business Buddy commits to making regular, fixed monthly or quarterly contributions. The monthly contribution amount is nominated by the business to ensure the commitment is affordable and appropriate.

2. Does the Business Buddy program suit all businesses?

There are four categories for the Business Buddies program ranging in commitment levels – Grevillea, Banksia, Wattle and Mountain Ash. This provides businesses big and small with a point of entry to suit their requirements.

The Grevillea is the entry level category for small businesses or start-ups, with the Banksia and Wattle categories providing increased benefits and engagement with the Foundation.

The Mountain Ash Business Buddy is a bespoke category for businesses who wish to partner with a particular event or program run by the When Bee Foundation.

Details on the commitment levels and benefits are on Page 3.

3. Who can be a Business Buddy?

Anyone with an ABN can apply to become a Business Buddy. Interested businesses must enter into an official Business Buddies Agreement that clearly sets out the terms of the relationship between When Bee Foundation and the business.

4. Can I make financial contributions without becoming an official Business Buddy?

Yes. A contract is not required where a business wants to make a donation. However, this does not allow a business to make any claims linking the sale of a service or product with When Bee Foundation. Where businesses want to promote that they support When Bee Foundation through product sales, a Business Buddy Agreement is required.

5. How can consumers be assured that When Bee Foundation receives the financial contributions that are being promoted by the Business Buddy?

All current Business Buddies are listed on the When Bee Foundation's website. The Foundation regularly validates its Business Buddy program to ensure all businesses are meeting their nominated commitments.

This system provides consumers with an assurance that each Business Buddy listed on the When Bee Foundation website is a genuine Business Buddy.

Should a Business Buddy stop meeting its agreed financial and reporting commitments, the business's name is removed from the Business Buddy listing in accordance with the terms of the Agreement.

6. Business Buddy Program Advantages

Advantages for Business Buddies:

- Approval to use the When Bee Foundation Supporter logo.
- Build social and environmental credits for your business and brand through your demonstrated support for bees and other pollinators.
- Sales increased through 'Cause Marketing.'

Advantages for Consumers:

- Confidence that your business and brand are affiliated with a reputable charity compliant with good governance principles and independently audited.
- Verification that your business does pay funds to When Bee Foundation.

Advantages for When Bee Foundation:

- A commitment to regular financial contributions allows the Foundation to plan, schedule and expand its bee conservation, education and awareness activities with greater certainty.

7. Term

The Business Buddies program generally requires a minimum commitment of 12 months, after which the Agreement will continue until the Business Buddy chooses to:

- Vary the terms of the Agreement or
- Terminate the Agreement by providing a 30 days notice in writing.



Ways to partner with When Bee Foundation

The Business Buddies program allows businesses to show their support for bees and other pollinators, and the role they play in our food production system and the broader environment. Simply choose a Business Buddy program that suits your business needs.

| Grevillea Business Buddy | Banksia Business Buddy | Wattle Business Buddy | Mountain Ash Business Buddy |
|---|---|---|---|
| \$500 (upfront) | \$1,560 (\$30 a week, paid monthly, quarterly or annually) | \$5,200 (\$100 a week, paid monthly, quarterly or annually) | \$10,000–\$100,000 (paid monthly, quarterly or annually) |
| <p>BENEFITS — entry level sponsorship for small businesses and start-ups:</p> <ul style="list-style-type: none"> • WBF provides use of WBF Supporter logo on BB company website and socials stating support for the WBF • BB is listed on WBF Business Buddy website page • Fixed start up fee, annual renewal • Quick turnaround on approval, gets you up and running within 72 hours (3 business days) | <p>BENEFITS — same as Grevillea Business Buddy plus the following:</p> <ul style="list-style-type: none"> • Hyperlink from WBF Business Buddy page to Business Buddy website • WBF social post welcoming company as a Business Buddy • Potential for inclusion in Christmas Gift Guide promoting suitable products or services that support WBF | <p>BENEFITS — same as Banksia Business Buddy plus the following:</p> <ul style="list-style-type: none"> • Annual social post series across Facebook, Twitter and Instagram on product and its support for pollinators • Product review in Monthly newsletter • Banner advert on WBF website | <p>BENEFITS — a bespoke sponsorship partnership includes all the benefits of the first three programs.</p> <p>Plus a selection of the following benefits, to be arranged on agreement:</p> <ul style="list-style-type: none"> • Development of tailored partnership for Business Buddy's website/social media • Live activity at a Business Buddy event (eg interactive display with an observation hive) • Collaborate on fundraising event or community awareness activity • Use of WBF logo on in-store promotions or products • Branding rights for a WBF event or program |



Becoming a Mountain Ash Business Buddy

The Mountain Ash Business Buddy is a flexible, bespoke sponsorship model that can be tailored to meet a sponsor's individual needs. Payments can be made as a one-off upfront payment or may be paid over an agreed period of time.

The Mountain Ash Business Buddy has two sponsorship categories:

1. Foundation Business Buddy

The When Bee Foundation manages numerous projects and works to deliver value and impact through funding research, raising awareness and connecting people. Sponsorship of the Foundation allows funds to be directed at the Foundation's discretion across all programs and projects or towards vital research as needed. This allows the Foundation the greatest degree of flexibility and ability to move swiftly when issues emerge. A good example is the 2019/20 Bushfires. Having funds untied to a specific project allowed the Foundation to be nimble and respond quickly to the bushfire crisis through the establishment of the 5Bees program and expansion of the Powerful Pollinators Program.

2. Project or Event Business Buddy

A business may prefer to be associated with a specific project or event that aligns with their brand. These can include the following projects:

Bee Friendly Farming

🔗 whenbeefoundation.org.au/our-work/bee-friendly-farming

Powerful Pollinators

🔗 whenbeefoundation.org.au/our-work/powerful-pollinators

5Bees

🔗 whenbeefoundation.org.au/our-work/5-bees

Discover Bees

🔗 whenbeefoundation.org.au/our-work/discoverbees

Green Carpenter Bee

🔗 whenbeefoundation.org.au/our-work/green-carpenter-bee

Bee Ambassador Program

🔗 whenbeefoundation.org.au/our-work/bee-ambassadors

Bee Active Schools Program

🔗 whenbeefoundation.org.au/our-work/schools-program

World Bee Day – 20 May

🔗 worldbeeday.org.au

Australian Pollinator Week (2nd Week in November)

🔗 australianpollinatorweek.org.au

A business alternative: Become a When Bee Foundation Donor

Some businesses prefer to donate to the When Bee Foundation, rather than enter into the Business Buddies program.

Donations over \$2 are tax deductible and can be made by individuals or businesses. Donations can be made via the When Bee Foundation website as one-off donations or regular repeat giving. Donors can direct their donations in one of four ways:

1. Honey Bee Research Fund

Funding research that supports honey bee health, nutrition, pollination and food security, safe bees, climate ready beekeeping, and building research capacity.

2. Strategic Bee Rebuild and Recovery Fund

Helping Beekeepers recover from the effects of bushfire and drought. Currently this fund is supporting the 5Bees Program.

🔗 whenbeefoundation.org.au/our-work/5-bees

3. Rita Fund for Research into Australia's Native Bees

Currently this Fund is supporting Discover Bees, a campaign to discover and document all of Australia's remaining native bees in a decade.

🔗 whenbeefoundation.org.au/our-work/discoverbees

4. Green Carpenter Bee Conservation Fund

Saving the iconic Green Carpenter Bee from extinction on Kangaroo Island after bushfires.

🔗 whenbeefoundation.org.au/our-work/green-carpenter-bee

5. Linton Briggs Advancing Apiculture Fund

Strengthening innovation and leadership skills of Australia's beekeepers, supporting leadership participation and building organisational effectiveness.

🔗 whenbeefoundation.org.au/our-work/projects/linton-briggs-advancing-apiculture

When Bee Foundation directs these funds to support relevant research and conservation projects. Our Research Priorities are listed on the website.

🔗 whenbeefoundation.org.au/our-work/pollen8-research-priorities

If you are still unsure, please give us a call. Thank you for helping us help the bees. **WhenBeeFoundation.org.au/donate**

Application form

When Bee Foundation Business Buddies

| | | |
|------------------|---------------------|----------|
| Company Name | | |
| ABN | ACN (if applicable) | |
| Street Address | | |
| Suburb | State | Postcode |
| Phone Number | Contact Person | |
| Email – General | | |
| Email – Accounts | | |
| Website | Facebook | |
| Twitter | Instagram | |
| LinkedIn | YouTube | |

Is the business registered for GST?

Yes No

Description of business including general goods and services offered

Reason for choosing When Bee Foundation

Describe each product being proposed to support When Bee Foundation

Commitment Level

| | | | | | |
|-----------------------------|---|------------------------|---------------------------|-----------|----------|
| Grevillea Business Buddy | \$500/yr (upfront) | | | | |
| Banksia Business Buddy | \$1,560/yr (\$30/week) | Pay frequency: | Monthly | Quarterly | Annually |
| Wattle Business Buddy | \$5,200/yr (\$100/week) | Pay frequency: | Monthly | Quarterly | Annually |
| Mountain Ash Business Buddy | \$10,000–\$100,000 (As per contract – to be determined) | | | | |
| Nominated amount: \$ | | Foundation Sponsorship | Project/Event Sponsorship | | |

Business Buddy logo for use by When Bee Foundation

Please attach a copy of your logo for our reference.
A final high resolution digital file will be required once an application is approved.

Preferred landing page/hyperlink

Authorisation

| | |
|----------------------------|------|
| Authorising Contact Person | |
| Position | |
| Signature | Date |

Email your application form to:

Email: hello@whenbeefoundation.org.au
Subject: Business Buddies Partnership / Sponsorship

Or post to:

When Bee Foundation
96 Harbours Road, Yendon, VIC 3352

Office Use Only

| | |
|---|--|
| Submitted to WBF Approvals Panel | |
| Result Received from Approvals Panel <input type="checkbox"/> APPROVED <input type="checkbox"/> NOT-APPROVED <input type="checkbox"/> MORE INFORMATION REQUESTED | |
| Contract issued and emailed to Business Buddy / Sponsor | |
| Contract completed and returned to WBF with direct debit authority | |
| Contract Executed by WBF | |
| Copy of executed contract emailed to Business Buddy / Sponsor | |
| Direct Debit / Credit Card authority set up in bank | |
| Website updated (where applicable) | |