

CEF BRANDING



WHAT IS BRAND AND WHY IS IT IMPORTANT?

At CEF we are proud of the work we do. Part of being able to do this work, is people knowing who we are, who you are, and that you are part of the CEF network.

As a national organisation, consistent branding is key to our continued success and growth, allowing us to support more rural and regional students achieve their education goals.

Strong, consistent branding across the network ensures we are recognisable as an organisation, builds trust, establishes CEF as leaders in what we do and even communicates our personality.

Consistent branding leads to brand recognition. This means that over time simply by seeing our name or logo, people know who we are and the positive work we do. This reinforces the qualities and values of our organisation, upholding the wonderful reputation we all work towards, and enabling us to continue to grow and help more regional youth.

THE NATIONAL CEF BRAND



At CEF we are proud of the work we do. Part of being able to do this work, is people knowing who we are, who you are and that you are part of the CEF network. Under no circumstances should the CEF logo provided be changed in any way.

Did you know the arrow in our logo represents the often not so straightforward road taken to achieve goals and dreams?

COLOURS

CEF Blue

CMYK: C100 M38 Y0 K51

RGB: R7 G73 B160

HEX: 004E7D

Logo and primary organisation colour.

In colour theory, it is associated with trust, loyalty and dependability.



CEF Yellow

CMYK: C0 M11 Y82 K02

RGB: R250 G222 B46

HEX: FADE2E

Logo and primary organisation colour.

In colour theory it is related to optimism and warmth.



CEF Green

CMYK: C85 M0 Y17 K28

RGB: R28 G184 153

HEX: 1CB899

Secondary colour. It is used primarily used for highlighting information and for student and alumni centred content.

In colour theory, green is associated with hope, nature and growth.



THE CEF NATIONAL BRAND

FONTS

Roboto bold (headings)

Roboto (main text)

Roboto is the main font we use for everything. It is clean, modern and professional, is easy to read either in print or on screens.

Kalam Bold

Kalam Light

Kalam is the font we use to highlight information, but is primarily reserved for student-centric content. It has a youthful, laidback feel, but is simple enough to be easily read in print or on devices.

Calibri variations

When Roboto is not available, Calibri variations can be used instead, for example in word documents or plain text format emails.

EXAMPLES OF COLOUR AND FONT USE

FOLLOW US!
@countryeducationfoundation

CEf Alumni Awards
Throwback!
Supported By Audi Foundation

NEED FUNDS?
Are you aged between 16 - 25 and ready to study, train or work next year?
Apply online NOW!

\$1,012,850
Local grants awarded

\$687,966
National partner funding

\$299,318
Education partner funding

653
Grants and scholarships

\$2,000,134
Total value of support 2022

This information is based on what we learn at national office and is provided to support and enable you to leverage our national presence. We also know these guides make designing collateral much easier.

OUR BRANDING IS STRONGER TOGETHER

Most local foundations have their own logo based on the CEF national logo. New local foundations that join the network are required to use the provided logo and to follow Country Education Foundation (CEF) naming standards.

The name of the local foundation is chosen by members at the time of establishment, and is based on their geographic location. Some foundations choose to support students in their own town, others support a wider region such as the LGA.

Examples of branded CEF local foundation names:

Country Education Foundation of Grenfell

Country Education Foundation of Central Australia

A shortened version of local foundation names may use the national acronym, followed by the identifying region of the local foundation for example, *CEF Nyngan*.

LOCAL FOUNDATION PRIMARY LOGO

Please use your logo on all promotional material, including press releases, flyers, posters, newsletters and other correspondence.

We acknowledge that there are some foundations who are part of the CEF network who were established prior to the national organisation. As such, they have their own brand which they have established and grown successfully in their local communities. They have elected to keep this brand, a decision we respect. We hope these foundations will elect to co-brand with the national logo.

Where possible, we encourage you to acknowledge your partnership with CEF Australia by incorporating the use of the CEF national logo.

Our suggested wording when co-branding is '***Proud member of The Country Education Foundation of Australia.***'

If you do not have a copy of your logo, require any assistance with use of your logo or have questions around branding, don't hesitate to contact CEF National office **1300 652 144** or email info@cef.org.au.

CO-BRANDING SUGGESTIONS



IMAGERY IDEAS

Images should be clear and use natural light. Photography should always reflect real people of all ages and all walks of life. The images are not staged, but show actual moments that capture personalities and should have emotional impact.



CATEGORIES FOR PHOTOS THAT FIT THE 'CEF BRAND'

- Students at work
- Students at their place of study
- Students and volunteers at home in a regional or rural setting
- Groups of students and volunteers (presentations, university camps, events)
- Regional locations related to the work and locations of CEF foundations



LOCAL FOUNDATION MANAGEMENT





Volunteering for me has always been about a desire to make a difference. Working with CEF through the Great Lakes committee provides an amazing opportunity to affect the lives of the young people we support.

Mary Browne, Great Lakes Education Fund

WHAT IS THE COMMITTEE PORTAL?

We have created an online resource to help volunteers conduct their local activities with ease. All volunteers can access this once they create a profile on the CEF website.

WHAT IS THE COMMITTEE MANAGEMENT HUB?

'The Hub' is where volunteers who hold nominated executive roles have access to all donations received by CEF on your behalf, as well as a list of grants and applications. This is also where the grant report is to be completed and it can be accessed through the portal.

HOW DOES A NEW VOLUNTEER REGISTER A PROFILE?

New committee members can create a profile via our website. Using this login button they will land at <https://cef.org.au/login/> where they can login on the left or create a profile on the right. Once logged in there is a committee portal option under 'about us' and 'foundations'.

This will put the volunteers in our system and sign them up to the Midweek Muster weekly newsletter.

WHAT IS THE MIDWEEK MUSTER?

'The Muster' is a weekly email sent, not surprisingly, each Wednesday. We understand inboxes are full of emails and most are time poor. But, we do ask that you run your eye over the email to be sure you aren't missing any opportunities for extra funding, university experiences, student stories, due dates or any other important information. We try to keep it brief, light and informative.

WHAT IS THE GRANT REPORT?

The grant report is to be completed annually once your grants are allocated for the year. Through 'The Hub,' you will record students who have been successful in receiving support, their education institution, course and the funds allocated locally along with any other partner funding awarded.

WHY IS THE GRANT REPORT IMPORTANT TO COMPLETE?

The grant report is the confirmation of who is eligible for further funding. This includes co-funding (both university and VET), national partnership funding and CEF Extra scholarships. This information is also the basis of our Student Impact Report. Whilst all reports are due at the end of March, best practice is to complete the grant report as soon as you have awarded your grants locally. We can always edit the completed reports, but the sooner the reports are submitted the sooner we can put your students in for more funding. We have a handy video to walk you through the grant report process on the committee portal.

WHAT IS THE ACCOUNT REPORT?

The templates for the account reports are sent out in July and due in August. It is the Profit and Loss (P & L) and Balance Sheet for the treasurer to complete. This information is used as the basis of CEF reporting and needs to be completed promptly to ensure we meet national reporting and compliance requirements. We are always available to assist.

WHAT IS DGR?

CEF National Office has Deductible Gift Recipient Status 1. As members of the CEF network, local foundations have access to this status and can promote that donations over \$2 are tax deductible. In order for donations to be tax deductible and eligible for a tax receipt, they MUST be received through the CEF national office bank account.

**For a contribution to be considered a donation, there is no transaction included.
Raffles, auctions and ticketed events are not tax deductible.**

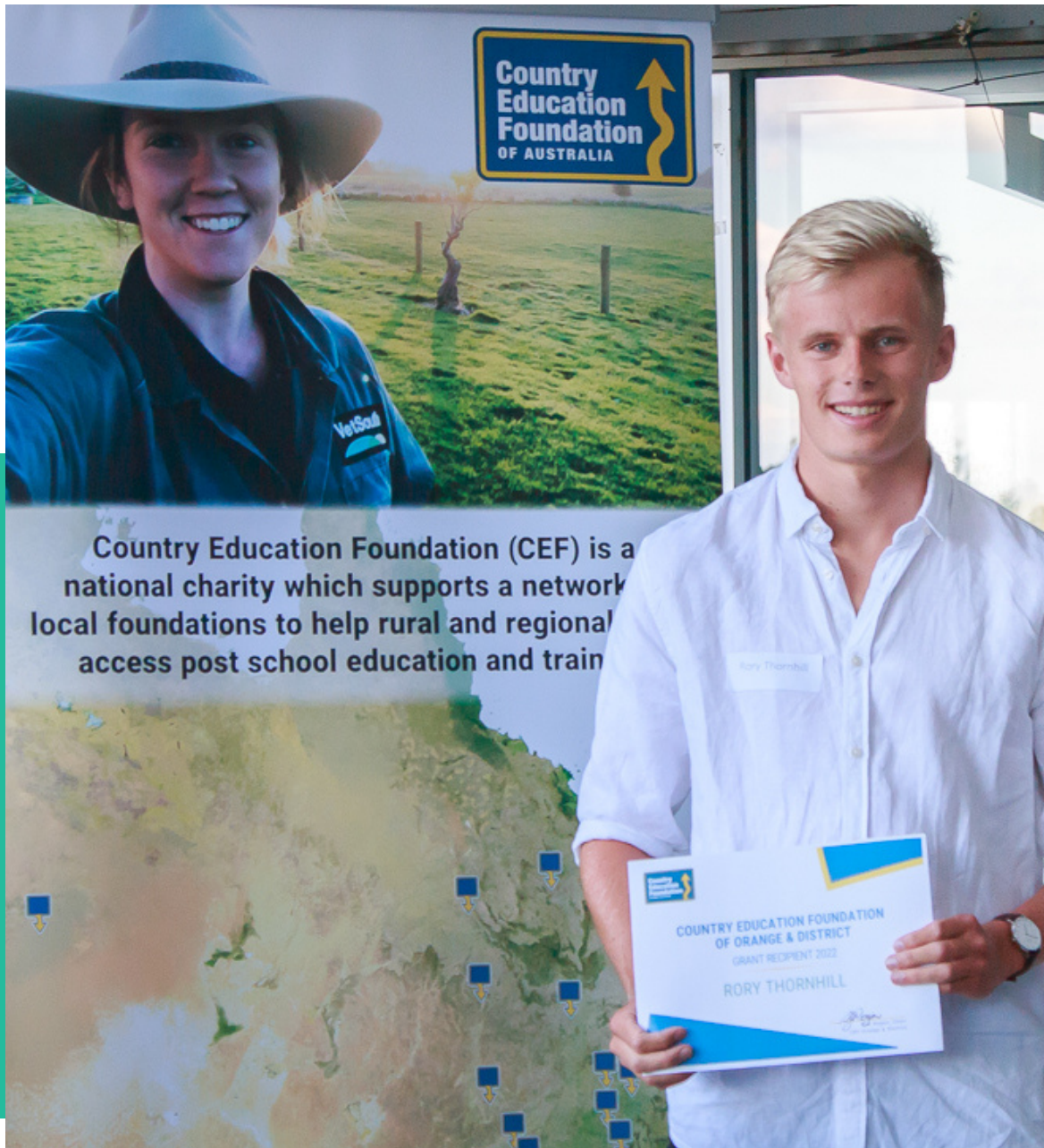
HOW CAN I GET A TAX RECEIPT FOR MY DONOR?

To raise a tax receipt the funds must be received through the CEF national office donations account. Local foundations cannot supply tax receipts. Donations options are:

- 1. Donors use the 'donations' function on the website and a receipt is automatically generated and sent.**
- 2. Donors direct deposit into our account and receive a tax receipt when transaction is processed.**
- 3. Donations received by a local foundation need to deposit funds into the national donations account and provide details for a tax receipt.**



STUDENT MANAGEMENT





This support has not only been life changing for myself, but for my family. These funds have allowed me to reach my potential.

Isabella Smith, CEF Griffith recipient

WHO CAN APPLY FOR A GRANT?

In the first instance students must meet CEF's four key criteria which are:

- **Demonstrate need;**
- **Aged between 16-25 years;**
- **Attended school in or currently living in a CEF region; and**
- **Show commitment to achieving their goal.**

A local foundation may add a local layer of criteria within reason. For example, an over subscribed foundation may prioritise students in their first year of study.

DO WE BASE SHORTLISTING ONLY ON FINANCIAL NEED?

The strength of the community model is your local knowledge and the opportunity to speak with individual students. Whilst financial need is a strong driver, there may also be other obstacles that aren't obvious from the application.

For example, a student may have attended boarding school but on scholarship, a family might have reasonable income but there are many young siblings or the family will not support the students endeavours, the student aspiration requires substantial relocation (think Grenfell to Perth).

Equally important is the determination of the student to balance the demonstrated need.

WHAT IF I KNOW OR AM RELATED TO A STUDENT?

We ask that any conflict is raised with the committee and recorded with us. If there is family member, we ask that the volunteer with the relationship step back from the selection process. If you know the student and feel you may find it difficult to be impartial sit out of the interview process.

WHAT TYPE OF EDUCATION CAN WE SUPPORT?

We support any student looking to achieve their career aspirations. This can be university, vocational training, traineeships or apprenticeships and even short courses or employment related costs.

WHAT ABOUT SCHOOL-BASED TRAINING?

As pathways evolve, we move to meet the changing education landscape. A student who is undertaking school-based training with a recognised training organisation (RTO) would be considered eligible to apply for support to assist with expenses such as tools or uniforms.

HOW DO WE ALLOCATE FUNDS?

After the committee has selected and awarded the grant, students can only access funds by presenting receipts for their educational expenses or an invoice to pay on behalf of the students if they don't have the funds to pay in the first place.

CAN WE JUST HAND OVER THE FUNDS UP FRONT?

No. CEF grants and scholarships are provided on a non-cash basis, with reimbursement provided to the student on provision of a receipt or paid directly to a supplier. One of our points of difference for donors is the funds are only used for education expenses. It is also a great way to keep in contact and check in with your students.

HOW AM I NOTIFIED ABOUT STUDENT APPLICATIONS?

Students make their application through the website indicating which foundation they would like to apply to. Once the application is completed, an email is sent to the nominated foundation contact and national office. On occasion emails may go to junk, so keep an eye out there. You can cross check the applications with the details in the Hub. Let us know if there are any missing and we can send them to you directly.

WHAT IS DEFINED AS AN EDUCATIONAL EXPENSE?

Any costs the student incurs to pursue study should be considered an educational expense. This can include items required to study, textbooks, computers, internet access, accommodation, travel for study, travel to get home, tools, uniforms etc... We do not reimburse fees where there are loans or government support available. We have a guide available on the Committee Portal detailing what we will and won't reimburse, and highlighting where discretion of the committee can be applied.

WHAT ARE STUDENT REPORTS?

We ask all students to complete a student report in the middle of the year and at the end of the year. An email is sent from the CEF Student Manager at National Office with a link and request to complete. When the student completes the report an email notification is sent to national office and the nominated local committee contact. This is great way to keep in contact with students and check in. The report isn't compulsory for students who only receive local funding, but we appreciate the more students who complete reports, the better we can understand how we can help and what their needs are. However, any student who has received any national funding has a commitment to complete these reports under the terms of the scholarship and will be followed up. We will ask for your help to do this as required.

WHAT IS NATIONAL FUNDING?

This comes in many forms and is intended to supplement your local funds.

- CEF Extra is our national scholarships program. Partners can direct their funds to students based on specific conditions, for example study area or geography
- University Co-funding
- Vocational funding
- National partner funding

The Process

Hints and Tips

1 Complete your local foundation and committee details online



Include open and close dates and key contacts for notifications

2 Grant application functionality of the website opens July 1st



You may receive applications but do not have to accept those received outside these dates!

3 When your applications open keep an eye on your email



These will go to your gmail and to nominated committee members - Check junk emails!

4 Your applications close – no applications can be made

5 Review and shortlist applications

6 Arrange interview schedule

7 Meet as a committee to allocate funds to the successful students



A standard rating system template can be provided to help with this process

8 Review and recommend students for CEF Extra opportunities

9 Communicate with unsuccessful students



Wish them luck and if they might be eligible, remind them they can apply again next year!

10 Communicate with successful students



Include the process of claiming funds and information on student reporting

11 Complete and submit your grant report



Try to do this as soon as you have finalised your grants, don't wait until the due date

12 Congratulations on making a difference to your community!

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@countryeducationfoundation

CEF Local Foundations Handbook

