

MG CHARITABLE TRUST FREQUENTLY ASKED QUESTIONS



What does the MG Charitable Trust support?

The MG Charitable Trust supports projects and initiatives that have a positive impact on the horticulture industry in New Zealand. The Trustees are particularly interested in applications that support education, provide opportunities for people connected to the horticulture industry or about to enter the industry, or help enhance the profile of horticulture.

Is my project a good fit?

Your project is more likely to be a good fit if it has a clear and direct link to the horticulture industry, can show a wider industry benefit, and has clear outcomes. Stronger applications explain:

- Who will benefit from the project
- How the project is linked to horticulture
- What the funding will be used for
- What difference the project will make
- How the applicant will know the project has been successful

What is less likely to be supported?

The Trustees are less likely to support applications where the link to horticulture is unclear, the benefit is limited to one individual or business, or the funding request is not supported by a realistic budget. The Trustees are focused on supporting people who are working in the horticulture industry, or who are preparing to enter the industry, and less weight will be given to junior school programmes.

The Trust is not intended to fund projects for personal gain or to provide individual businesses with a commercial advantage over others.

How do we apply?

All applications for MG Charitable Trust (MG Trust) funding must be submitted using our application form, which can be found on our website. The form is the key document, however, applicants may provide supporting documentation over and above what is covered in the application form if it is relevant.

How much can we apply for?

The allocation of funding varies and each round is assessed against the quality of the applications received and the funds available to distribute but the total pool is typically between \$40K and \$60K which is distributed to multiple projects. Trustees may also decide to offer a smaller amount of funding than was requested in the application.

Funding requests should be realistic, proportionate to the project, and supported by a clear budget. The Trustees may decide to offer a smaller amount than requested.

The Trustees tend to favour applications where MG Trust funding is not the only source of support.

Can applications be made by non-charitable organisations?

Yes, they can. Organisations that are not charities can apply, provided the project or initiative benefits the horticulture industry and aligns with the Trust's objectives.

When will we hear back if we are successful?

The Trustees meet annually to assess contestable applications for funding. If funding is awarded to your organisation, you will be notified within two weeks of the meeting. Also, successful applicants are expected to provide a report on how funding has been spent approximately six months following the donation and again

on completion of the project or initiative.

Can we request feedback if we are unsuccessful?

Unfortunately, due to the large number of applications expected each funding round we are unable to provide individual feedback.

How many times can we apply for funding?

Successful applicants receive a one-off donation but there is no limit to the number of times you can apply for funding. The Trustees will consider funding projects and initiatives over multiple years, however, applicants are expected to submit a new application before each round.