

Mayor's Christmas Appeal 2025

Expression of Interest Guidelines
for Community Organisations



Welcome to the Mayor's Christmas Appeal 2025

The Mayor's Christmas Appeal has been helping locals in Townsville for more than 38 years. Over the years the appeal has taken various approaches, supplying toys, food hampers and vouchers to those in need. This year, the Mayor's Christmas Appeal, through local not-for-profit community organisation/s, will distribute and use funds raised to support people experiencing financial hardship over the Christmas period, with an extended option to also promote direct goods donations from community to not-for-profit community organisation/s.

Please read these guidelines carefully.

Who the Mayor's Christmas Appeal 2025 is supporting	Townsville residents experiencing financial hardship over the Christmas period.
How the Mayor's Christmas Appeal 2025 is providing support	Dependent on level of donations received, it is the intent of the Appeal to provide a cash donation to successful Applicant/s to in turn, distribute and use those donated funds to support Townsville people who are experiencing financial hardship over the Christmas period, with the extended option for the successful applicant/s to be promoted to receive direct goods donations from the community.
Expressions of interest open	Currently open.
Expressions of interest close	11.59pm on Friday 7 November 2025.
Definition of the Christmas period for the purpose of the Mayor's Christmas Appeal	Between 1 December 2025 and 31 January 2026.
Define the Applicant	The Applicant is the local Community Organisation.
Who can apply	Applicants must meet all of the below to be considered for funding: • Be properly constituted as a not-for-profit organisation; • Support people experiencing financial hardship; • Located in Townsville and service clients who are residents of the Townsville City Council Local Government Area; • Must be free of debt to Townsville City Council; • Not be a part of a larger organisation with a national or international body; and • Able to distribute/use the Appeal donation to support people experiencing financial hardship over the Christmas period.

	Applicants who will not be considered for funding: • Government agencies or Departments of local, state, or federal government • Educational or health services • Businesses, including sole traders • National or international organisations
How to register your expression of interest	Expressions of interest must be completed online through SmartyGrants. SmartyGrants is an external software program that allows applicants to create an account. Your account will then be your portal for tracking current applications. When working on your expression of interest you will have the ability to “Save your Progress” and return at another time to complete it. You will receive notifications from SmartyGrants directly (e.g., notifying you of an application in progress, the submission of an application, etc.). SmartyGrants allows multiple staff members to be logged in to the same account at the same time. However, only one person can work on an application at any one time as the program will not save changes from multiple users and this may result in lost information.
Supporting documentation needed to complete the expression of interest	All Applicants must attach a copy of the below as part of their application: • Proof of Not-for-profit status (Constitution or Certificate of Incorporation).
Assessment	Meeting the eligibility criteria does not guarantee your organisation will receive funds from the Appeal. From the Expression of Interests applications received, a list of Community Organisations that meet the eligibility criteria will be presented to the Mayor for final selection and approval. The selected Community Organisation/s will then be notified.
If your application is successful	You will be notified in November 2025 or as soon as practicably possible. An outcomes report will be due by 27 February 2026.

Reporting requirements for successful applicants	All successful Applicants will be required to complete an outcomes report in SmartyGrants by 27 February 2026, which will include the following: • Number of people assisted. • How the use of funds supported people experiencing financial hardship over the Christmas period. • Total funds spent. • Total funds unspent. • Indication of number of items and types of goods directly donated by the community. Failure to submit an outcomes report that meets Council's standards may lead to your organisation being ineligible to apply for future funding from Council amongst other remedies available at law. Council reserves the right to print or publish outcomes reports information for the purpose of promoting and/or reporting on the Appeal.
For further information	Applicants are encouraged to contact the Inclusive Communities Team to discuss any aspect of the Appeal or their application. Phone: 13 48 10 Email: inclusivecommunities@townsville.qld.gov.au