

# Guidelines

Expression of interest



## 2026 Mayor's Christmas Appeal

### Expression of interest guidelines for Community Organisations

#### Welcome to the 2026 Mayor's Christmas Appeal

This year marks the 40th year of the Mayor's Christmas Appeal, which has seen locals helping locals in Townsville since 1986. Throughout its history, the Appeal has taken a range of approaches, including the provision of toys, food hampers and vouchers to those in need.

In 2026, the Mayor's Christmas Appeal will focus on raising funds through the Mayor's Christmas Charity Gala and a community donation drive. Funds raised through the Appeal will be distributed through local not-for-profit community organisation/s to support individuals and families experiencing financial hardship over the Christmas period.

This approach ensures support is delivered through trusted local organisations with the experience and networks to assist those most in need.

#### Please read these guidelines carefully.

<b>Who the Mayor's Christmas Appeal 2026 is supporting</b>	Townsville residents experiencing financial hardship over the Christmas period.
<b>How the Mayor's Christmas Appeal 2026 is providing support</b>	This year, the Mayor's Christmas Appeal will partner with local community organisation/s to deliver support where it is needed most. The Appeal will provide cash contributions to selected partner organisation/s, enabling them to distribute and apply funds directly to support Townsville residents experiencing financial hardship over the Christmas period.
<b>Expression of Interest Open</b>	Open Monday 25 May, 2026
<b>Expression of Interest close</b>	11:59pm on Wednesday 17 June, 2026
<b>Definition of the Christmas period for the purpose of the Mayor's Christmas appeal</b>	Between 1 December 2026 and 31 January 2027
<b>Define the Applicant</b>	The Applicant is the local Community Organisation.

<p><b>Who can apply</b></p>	<p>Applicants <b>must</b> meet all of the below to be considered for funding:</p> <ul style="list-style-type: none"> <li>• Be properly constituted as a not-for-profit organisation;</li> <li>• Support people experiencing financial hardship;</li> <li>• Located in Townsville and service clients who are residents of the Townsville City Council Local Government Area;</li> <li>• Must be free of debt to Townsville City Council;</li> <li>• Not be a part of a larger organisation with a national or international body; and</li> <li>• Able to distribute/use the Appeal donation to support people experiencing financial hardship over the Christmas period.</li> </ul> <p>Applicants who will not be considered for funding:</p> <ul style="list-style-type: none"> <li>• Government agencies or Departments of local, state, or federal government.</li> <li>• Educational or health services.</li> <li>• Businesses, including sole traders.</li> <li>• National or international organisations.</li> </ul>
<p><b>How to register your expression of interest</b></p>	<p>Expressions of interest must be completed online through SmartyGrants.</p> <p>SmartyGrants is an external software program that allows applicants to create an account.</p> <p>Your account will then be your portal for tracking current applications.</p> <p>When working on your expression of interest you will have the ability to “Save your Progress” and return at another time to complete it.</p> <p>You will receive notifications from SmartyGrants directly (e.g., notifying you of an application in progress, the submission of an application, etc.).</p> <p>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.</p>
<p><b>Supporting documentation needed to complete the expression of interest</b></p>	<p>All Applicants must attach a copy of the below as part of their application:</p> <ul style="list-style-type: none"> <li>• Proof of Not-for-profit status (Constitution or Certificate of Incorporation).</li> </ul>
<p><b>Assessment</b></p>	<p>All eligible applications will be assessed before successful organisations are announced. Meeting the eligibility criteria does not guarantee funding through the Mayor’s Christmas Appeal.</p> <p>Following assessment, organisations that meet the eligibility requirements will be shortlisted and presented to the Mayor for final consideration and approval. Successful community organisation(s) will then be formally notified.</p>

<b>If your application is successful</b>	You will be notified in July 2026 or as soon as practicably possible.
<b>Reporting requirements for successful applicants</b>	<p>All successful Applicants will be required to complete an outcomes report in SmartyGrants by 26 February 2027, which will include the following:</p> <ul style="list-style-type: none"> <li>• Number of people assisted.</li> <li>• How the use of funds supported people experiencing financial hardship over the Christmas period.</li> <li>• Total funds spent.</li> <li>• Total funds unspent.</li> <li>• Indication of number of items and types of goods directly donated by the community.</li> </ul> <p>To support transparency and shared learning, successful organisations are expected to submit an outcomes report that meets Council's reporting standards. Where reporting requirements are not met, Council may need to review eligibility for future funding opportunities.</p> <p>Council may also use information from outcomes reports to promote, evaluate and report on the Mayor's Christmas Appeal, helping to share impact and recognise the contributions of partner organisations and the broader community.</p>
<b>For further information</b>	<p>Applicants are encouraged to contact Townsville City Council team to discuss any aspect of the Appeal or their application.</p> <p>Phone: 13 48 10  Email:  <a href="mailto:mayorschristmasappeal@townsville.qld.gov.au">mayorschristmasappeal@townsville.qld.gov.au</a></p>