

Securing Funding Workshop



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Qld/NSW

Today's topics



- Who is FRRR?
- What do we do?
- Funding, what is available?
- Grants in Action
- Tips for good grant writing
- Helpful tools and resources
- Questions

We believe local communities are best placed to know what they need...



Who is FRRR?



- Established in 2000 to stimulate and support rural and regional renewal in Australia in partnership with philanthropy, government and business.
- FRRR believes that where you live shouldn't limit your opportunities
- Our mission: To champion the economic and social strength of Australia's regional, rural and remote communities through partnerships with the private sector, philanthropy and government.
- Governed by an experienced Board of Directors, as well as four Patrons (incl. Governor-General of the Commonwealth Of Australia).
- Run by a small, passionate team, headquartered in Bendigo.

Our performance in FY 2018/19

Our year at a glance

Assessed
1,478
applications

Raised
\$11.7M
from
623
donors

Median grant
\$7,000

Largest grant
\$995,000

Smallest grant
\$500

Funds requested:
\$26M
to support projects
valued at more than
\$70M

Average grant
\$17,105

64
fundraising
accounts raised
>\$2.5M

Most grants –
36% - went to
support building
community resilience
– **187** grants for
\$4,178,396

Awarded
677
grants – including
69
via Fundraising
Accounts

44%
success rate

Funds awarded:
\$11.6M with
\$2.8M
distributed via
Fundraising
Accounts

16%
of grants to remote
or very remote areas

45%
of all grants
awarded supported
emergency or
disaster response

Most funding
awarded in NSW,
but most grants
awarded to Victoria

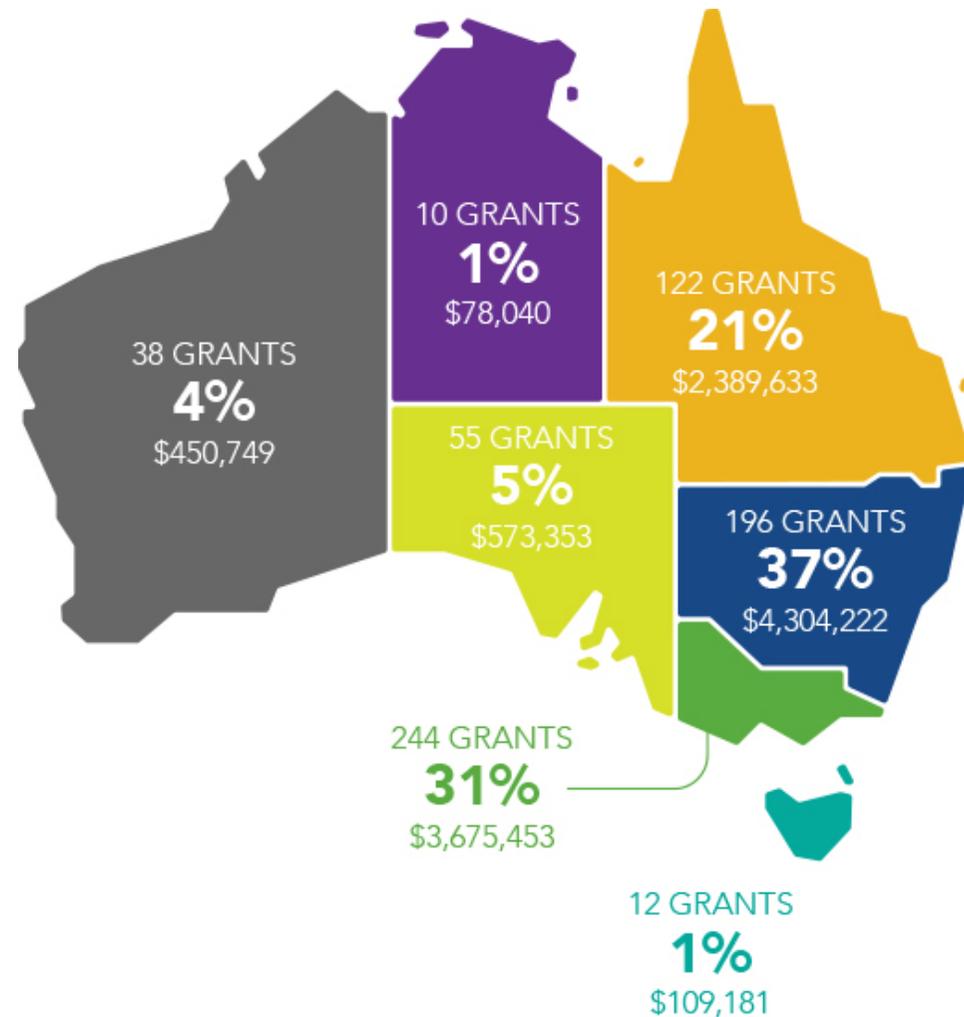
Grants made to
295
unique postcodes

Visited more
than
80
communities

Answered
5,557
1800 calls
375 hours
speaking to
communities

FRRR has a long history in QLD

- In 2018/19, grants ranged from \$1,000 to \$150,000.
- Queensland received 21% of all FRRR grants awarded.



FRRR's theory of change



FRRR helps rural, regional and remote communities meet the needs and aspirations of their people, place and prosperity.



WE FOCUS ON ENHANCING:

- ✓ Community Resilience
- ✓ Organisational Resilience & Capacity
- ✓ Community Health & Social Wellbeing
- ✓ Environmental Sustainability
- ✓ Cultural Vibrancy
- ✓ Education & Training
- ✓ Economic Strength

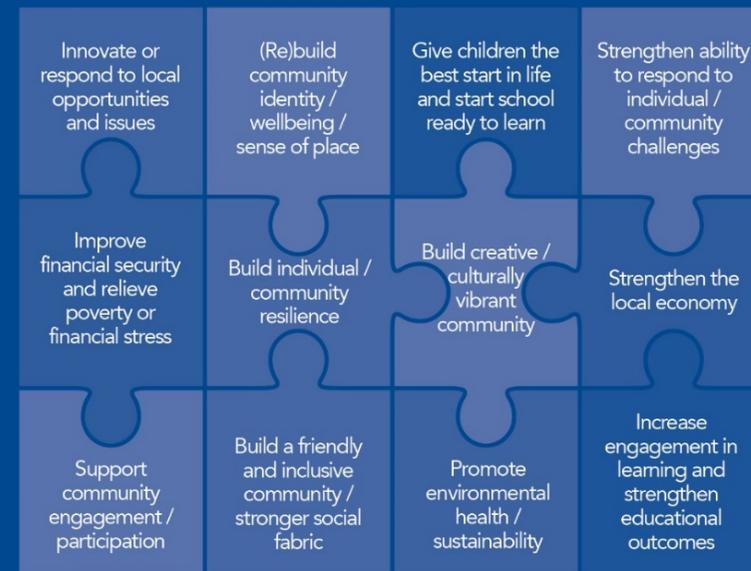
OUR ROLE IS TO:



WE DO THIS BY:



TO HELP COMMUNITIES:



More than money

We help philanthropy reach rural and regional communities:

1. **Provide grants** to not-for-profit community organisations and act as a clearing house / referral service
2. Help **non-DGR NFPs to fundraise**, by receiving funds on their behalf for an agreed purpose; and
3. Help to **build local capacity** to find local solutions to local problems.

Seven areas we support

1. Building Community Resilience

Facilitate community connectedness, develop community leadership capacity, improve local community infrastructure and meeting places, support and develop volunteer community groups, and community preparedness to natural disasters.

2. Developing Organisational Resilience and Capacity

Strengthen local not-for-profit organisations' operational infrastructure, upgrading equipment to improve service delivery, skill development of committees of management, and support for planning and sustainability.

3. Enhancing Environmental Sustainability

Increase awareness of local environmental issues, provide opportunities for local residents to care for the local environment, and projects that work to restore, protect and promote the local natural environment.

4. Fostering Cultural Vibrancy

Celebrate, preserve and promote local culture and identity, creative projects that foster the arts, and support for local artists and the arts community.

Seven areas we support



5. Lifelong Education & Training

Provide local residents with access to opportunities that enrich their learning and skills development, from cradle to grave.

6. Economic Strength

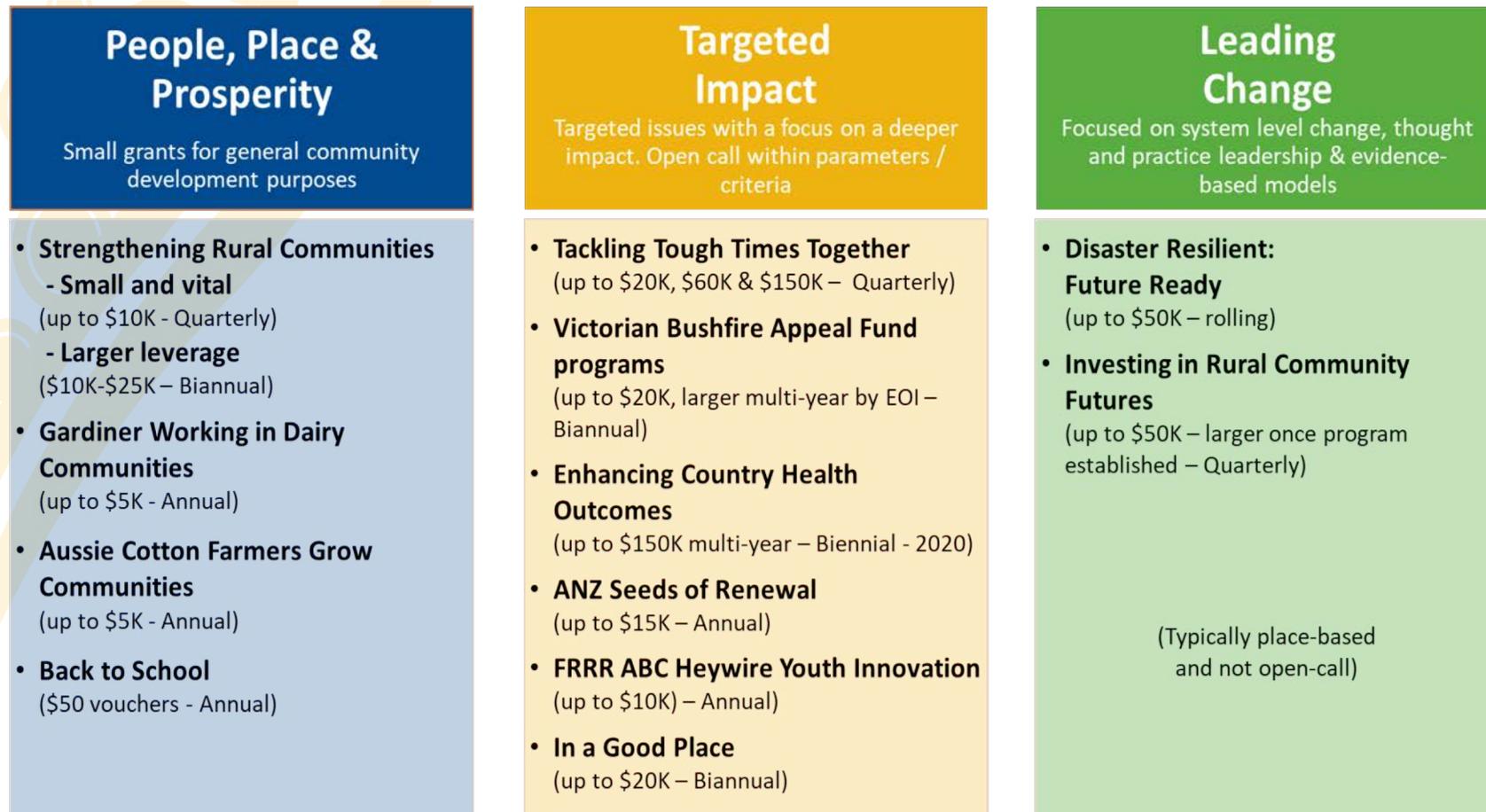
Create local employment and training with an employment outcome, stimulate new spending in a community or region, events that attract visitors and can demonstrate a resulting economic benefit, and projects that attract new residents to a community and improve economic prosperity.

7. Improving Community Health & Social Wellbeing

Address physical health, improved nutrition and access to fresh food and sustainable local food systems, projects that enhance mental health, and those which assist disadvantaged members in communities to improve their health and wellbeing.

FRRR grant program structure

- Three streams of grants – People, Place, Prosperity; Targeted Impact; and Leading Change.



Relevant grant programs

- **Strengthening Rural Communities (SRC)**
 - A flexible grant program, designed to support rural communities with funds for needs they prioritise
 - Two streams:
 - Small and Vital - up to \$10K, normally open year-round, announced quarterly
 - Larger Leverage - up to \$25k, awarded biannually (only once in 2019)
 - Can fund everything, including the kitchen sink – so long as it's for broad community benefit.
 - **Applications close 24 March, then paused until mid-July**



Relevant grant programs

■ Tackling Tough Times Together

- TTTT provides grants to support community-based activities that both help to relieve current stressors and symptoms of drought, and most importantly, build capacity and resilience for the future.
- Funds could support activities that engage your local community in being proactive, exploring options and creating something that will stand the test of tough times.

■ Aussie Cotton Farmers Grow Communities

- Supports local communities in 14 Cotton Grower Association areas to undertake projects and activities that offer clear public benefit.



FRRR NFP Fundraising Accounts

- Formal partnership between FRRR and an NFP to:
 - Help attract tax deductible donations for issues or projects
 - Flexible in what \$'s can be raised/used for but must be charitable
 - Help Community Foundations make grants to local groups
- Can help to build organisational capacity – e.g. purchase premises; support planning, evaluation, communications or fundraising capacity; upgrading IT equipment; professional development of staff / volunteer skills & capability etc.
- Process:



Grants in action



Gallery expansion

- Lockhart & District Historical Society

- The Lockhart & District Historical Society operates the Greens Gunyah Museum, the Doris Golder Gallery and the local Visitor Information Centre in the NSW Riverina.
- Utilising an FRRR fundraising account and a \$15,000 grant from the Culture, Arts, Tourism and Community Heritage (CATCH) grants program allowed the Historical Society to purchase an adjoining property and expand their offerings to include hosting events.
- The public is now visiting and able to enjoy exhibitions that have been developed so far.



Art and Dementia Outreach

- National Gallery of Australia - \$5,450

- The Art and Dementia Outreach Program is an initiative run by the National Gallery of Australia.
- The initiatives aim is to provide self-sustaining, effective and community enhancing treatment for dementia in art centres.
- A grant allowed three regional galleries in Western Australia participated in the hands-on workshop.
- The workshop raised awareness of the realities of living with dementia and how to treat people from within the community.



Shining a light on shadow places

- The Cad Factory - \$4,500

- The Cad Factory creates opportunities for people in the Narrandera region to engage with artmaking processes and outcomes.
- Using a grant from the Small Grants for Rural Communities program ran their in-schools creative program as part of the larger *Shadow Places* art project.
- The Cad Factory also worked closely with farming families, Wiradjuri people and community groups to create art relevant to the themes and the lived experience of the people of the region, giving relevance to people and place.



Students rumble at The Unconformity Unconformity Biennial Art Festival - \$3,500

- Queenstown is a small mining town in remote western Tasmania facing acute socio-economic challenges.
- The Rumble event at the Unconformity Biennial Art Festival, features a group of bespoke industrial vehicles, designed and modified by local residents, driven through the centre of town to attract tourists.
- A grant from the Small Grants for Rural Communities program enabled local youth to participate in the Festival.
- Students learnt skills such as writing, engaging with creative directors, editing digital artwork, photography and publishing a zine.



Pottering on in Benalla

- Broken River Potters Group (BRPG) - \$2,423

- BRPG is the only community-based ceramics group in north-east of Victoria.
- The group depends on income derived from kiln firings to subsidise ongoing costs, ensuring that participation is affordable for all.
- With funds from a Small Grants for Rural Communities grant, they purchased the required kiln furniture and spare elements to ensure the smooth and efficient operation of their new kiln.
- The project help protect the sustainability of the group.



Cowell Silo art project

- Franklin Harbour Comm. Dev. Group - \$14,237

- With the lowest rainfall recorded in their history, the Franklin Harbour Community Development Group recognised the need to diversify their economy in the district.
- With a \$14,237 Tackling Tough Times Together grant they commissioned an Australian artist to create a Silo mural and covered the costs of the equipment needed.
- The number of visitors drawn to the town was more than anticipated with an increase of 4.43 percent visitor spend compared to the same period in the previous year.



Colourful response to the drought

- Longreach State High School - \$15,000

- Longreach Shire in Central West Queensland has been in drought since January 2014.
- Recognising the importance of bringing people together, Longreach State High School used a Tackling Tough Times Together grant to engage a well-known mural artist and youth worker.
- The project brought together a wide range of people from diverse backgrounds to cocreate the artworks, which celebrate the local culture and environment and are attracting new tourism.



Tips for securing grant funding



FRRR

Foundation for Rural
& Regional Renewal

Advice from those who know ...

- New series of practical tips for successful community projects
- Produced in partnership with Australia Post
- 13 videos – about 1 min long
- <https://www.frrr.org.au/SuccessTips>



Grant writing – the basics:



Use clear, simple language



Assume the reader knows nothing about your organisation, project or community



Avoid technical language and define words where necessary



Spell out acronyms



Use evidence to support claims



Use facts, not opinions



Be specific when answering questions



Be clear on what you will use the requested funds for

Grant Writing Essentials

- Answer all questions
- Assume the reader knows nothing about your organisation, community or project
- Ask someone who knows nothing about the project to read your application
- ▪ Triple check your budget
- Attach all requested documents
- Provide support materials wherever possible

HOT TIP: Grant makers assess what they have to hand – they do not always have time to chase up material you have failed to provide

Grants Gateway - online application system

- To apply, go to frrr.org.au and review the grants calendar:
 - Find the relevant program page.
 - Click on the Apply Now logo on the grant program page.



- Set up your group's account using a generic email address – e.g. info@; admin@;
- Note key questions being asked and documents you will need to upload, then draft application offline.
- Review the support materials / guides / FAQs.
- Once you're happy with your answers, log in using the unique link sent to your email address, and fill out your application.
- Press send!

Help us track needs in rural communities

- When you apply, asked to categorise your project's primary focus area.
- 7 'needs' to choose from, so we can track what issues communities have.
- We call them Activities or Purposes.

*Building
Community
Resilience*

*Contributing
to a
culturally
vibrant
community*

*Supporting
lifelong
learning,
education
and/or training*

*Acting on
Environmental
Challenges /
Opportunities*

*Promoting
individual &
community
health & social
wellbeing*

*Developing
organisational
resilience and
capacity*

*Building
economic
strength and
sustainability*

“Activity Tree”

- No right or wrong answer ...
- Choose the activity (leaf) that best represents what problem you ’ll be doing with the funding.
- **Note**, we are not asking about the outcome you hope to achieve – just your aim for the funding and the problem you’re trying to solve.



Three key steps to good grant writing

1. THINK – carefully. Why are you applying?

2. PLAN – address six key questions:

- ✓ What
- ✓ Why
- ✓ Who
- ✓ How
- ✓ When
- ✓ How Much

3. WRITE – demonstrate strong community support and give a compelling case.

Helpful animated videos under
Resources on www.frrr.org.au:

- Plan your project
- Write an application
- Prepare a budget
- Implementation



Tools and resources



Other grant-writing tools and resources



FRRR grant applications:

http://www.frrr.org.au/cb_pages/applying.php

Tips from Probono Australia:

<http://www.probonoaustralia.com.au/news/2012/11/top-10-tips-grant-writing#>

Our Community – website for non-profits:

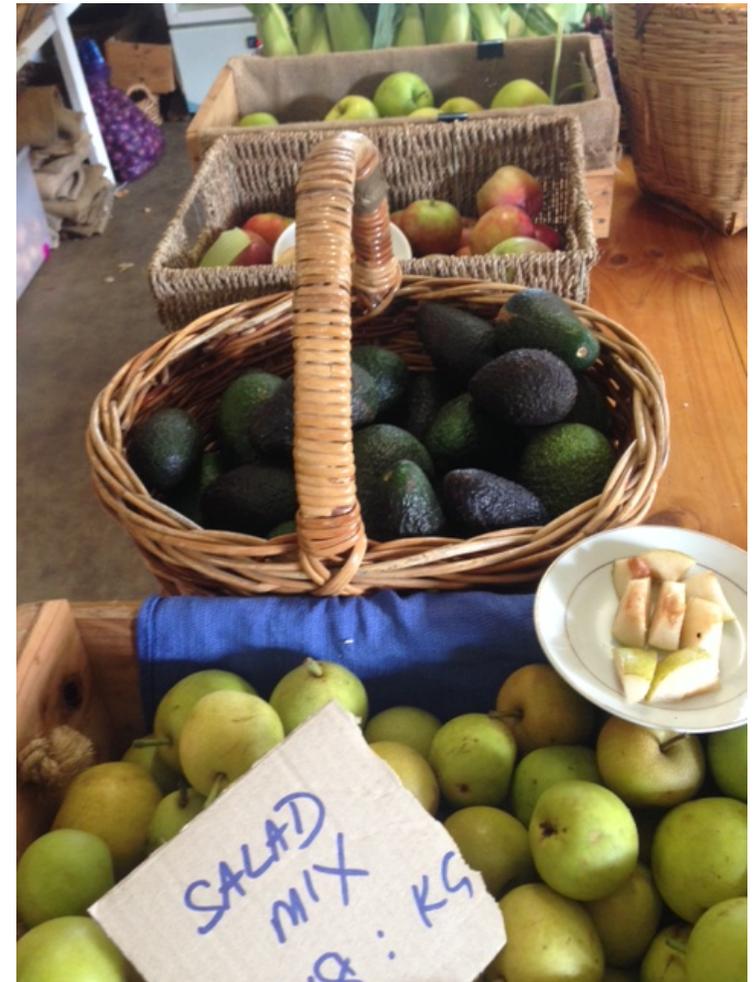
<https://www.ourcommunity.com.au/community/>

Grant writing handbook:

http://cfaxsantas.com/wp-content/uploads/Grant_Writing_Handbook.pdf

Research opportunities

- Look at similar projects that have been delivered elsewhere
- Philanthropy Australia
- ourcommunity.com.au
- Grants Victoria (government)
- Strategic Grants
- Grant Ready
- Google



A photograph of a rural landscape at sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. In the foreground, there is a field of tall, dry grass. In the middle ground, there are several large, dark trees and a single hay bale. The sky is filled with soft, wispy clouds, and the overall atmosphere is peaceful and serene.

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Thank you

**Please keep in
touch**