



FRRR

Foundation for Rural
& Regional Renewal

Securing Funding Workshop

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Qld/NSW



Local communities know what they need...



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But sometimes they need a helping hand



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Today's topics

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



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FRRR exists to channel philanthropy to rural, regional and remote Australia

- **Our mission:**
to champion the economic and social strength of Australia's regional, rural and remote communities.
- **Our vision:**
vibrant, sustainable and adaptive communities across rural, regional and remote Australia.

What is different about FRRR?

- Both a fundraiser (DGR1) and a grant-maker.
- Specific listing in the Tax Act.
- Can **provide funds to any non-profit group** for any type of project as long as it is 'charitable', has broad public benefit, and supports rural and regional renewal.
- Unique in that status covers all charitable categories and **Economic Development.**



We work in three ways ...

- 1. Provide grants to not-for-profit community organisations;** collectively funded, strategic/step-change, managed programs; act as a clearing house / referral:
\$75m to 8,000+ projects valued at >\$260m since 2000.
Typically small grants
- 2. Help non-DGR NFPs to fundraise** by receiving funds on their behalf for an agreed purpose:
c. 60 NFP fundraising accounts, Community Foundation accounts.
- 3. Help to build local capacity** to find local solutions to local problems: workshops, phone based support, tools, resources.



A wide-reaching impact

The year in review

>\$7.2M
via 776 donations

590
unique donors
74 donated more than once

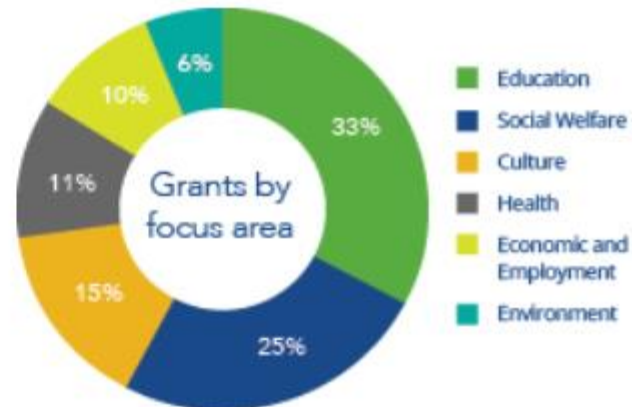
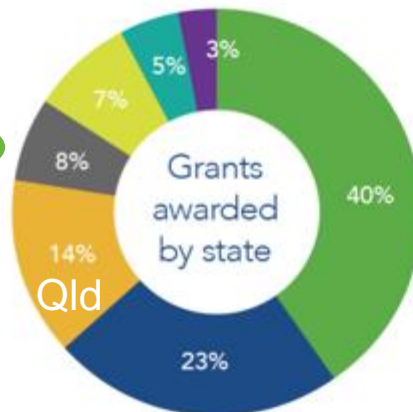
46%
of donations supported
FRRR's collaboratively
funded programs

Largest donation
Smallest donation **\$1.53**

\$824,766

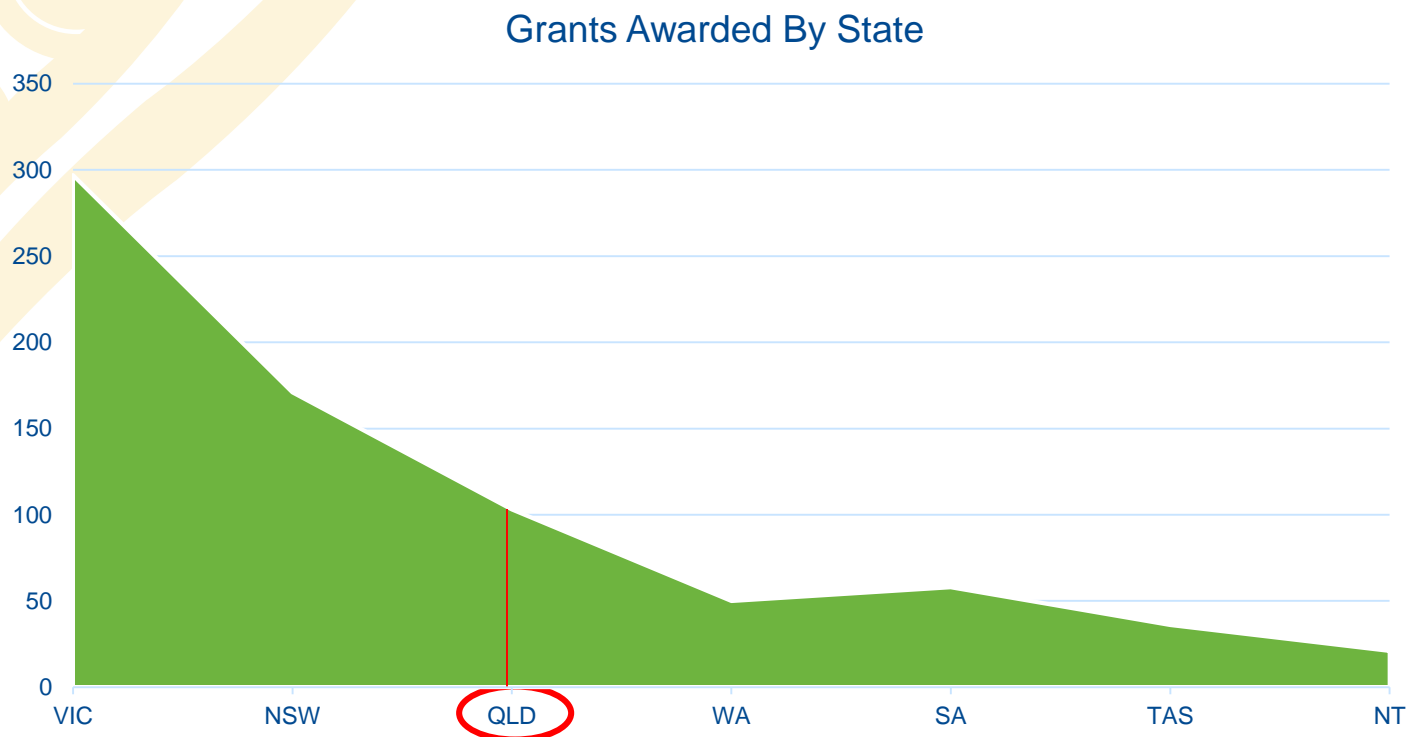
Median donation
\$190
Average donation
\$9,437

- VIC - 297
- NSW - 171
- QLD - 103
- SA - 58
- WA - 50
- TAS - 36
- NT - 21



FRRR has a long history in QLD

- In 2016/17, grants ranged from \$1,000 to \$50,000.
- Queensland received 14% of all FRRR grants awarded.
- 327 applications were submitted, 96 awarded grants.



Relevant national grant programs

- **Small Grants for Rural Communities (SGRC)**
 - contributes to social & community welfare, economic, environmental, health, education or cultural development.
- **ANZ Seeds of Renewal**
 - focus on economic development and education
 - so can support Museums, Galleries, but needs that lens
- **Dominos Give for Good**
 - focus on youth development, entrepreneurship, and disaster recovery/preparedness;



QLD programs

- **Tackling Tough Times Together**
 - helps communities access the resources they need to support one another through the drought.
- **Aussie Cotton Farmers Grow Communities**
 - supports local communities in 14 Cotton Grower Association areas to undertake projects and activities that offer clear public benefit.
- **Repair-Restore-Renew**
 - infrastructure and medium term community needs, following a natural disaster.



Not-for-Profit Fundraising Account

- Help communities raise funds for specified projects aligned to our objectives – for example:
 - **Lockhart & District Historical Society** - Greens Gunyah Museum "Double the Space, Double the History" Project
 - **Baw Baw Shire Council** - West Gippsland Regional Arts Centre Upgrade
 - **Seville Township Group** - Seville War Memorial
 - **Farina Restoration Group** - Railway Precinct Project
- Helps you access to philanthropic funders as well as other donors who may be enticed by a tax-deductible receipt for their gift of \$2 or more.

Is a fundraising account something that could benefit your organisation/community?

Grants in action



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Talbot Arts and Historical Museum

Talbot Museum, VIC, received a grant to:

- restore a depiction of The Opening of the First Commonwealth Parliament;
 - replace a severely damaged image with a new digitised image; and
 - repair the frame and mount to restore a significant early C20th artefact.
- These objects are significant for Talbot because a local man was a member of that first Parliament, and active in the Australian Natives' Association Campaign for Federation of the States.
 - The Talbot Museum organised a Mayoral opening of the exhibition, and participated in the National Trust Heritage Festival.



Art@theheart

- Lobethal Community Association used empty spaces within the Adelaide Hills Onkaparinga Woollen Mill complex for a **Pop up Art gallery**.
- The empty Adelaide Hills Onkaparinga Woollen Mill have a strong regional historic connection.
- **Four pop up exhibitions and pop up arts market** were held in three locations within the Mill complex, showcasing local and national artists.
- Funding purchased items needed for the exhibitions.

Outcomes:

- Over **2000 people** visited the four exhibitions
- Generated **19 media** stories
- Involved **72 artists**
- **53 volunteers** bought exhibitions to life



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Outback Fringe Festival

- The Outback Fringe Festival in Quilpie showcases local and state-wide talent with free workshops and performances.
- The festival is an opportunity for local artists and community groups to display and sell their artworks and crafts.
- Local craft groups put on workshops and demonstrations.

Outcomes:

- Local artist, Lyn Barnes, had 65 people at her exhibition and sold several prints.
- Several artists and businesses reported it was their busiest day of trade.



Art for all at Moree Plains Gallery

- The Moree community suffers from a high level of youth unemployment, socio-economic disadvantage.
- Yet... there is a strong and vibrant arts community in the town.
- The Moree Plains Gallery runs a series of art workshops for disadvantaged members of the community.
- As the community's interest has grown, the Gallery was struggling to afford the necessary art supplies.

Outcome:

- The grant has enabled the workshops to continue to be offered at a low cost
- More than to more than 250 people per week.
- The funding was used purchased much needed equipment.



Dinosaur discoveries at Eromanga

- Outback Gondwana Foundation Ltd received a grant to purchase the 'tools of trade' required to set up a workshop at the Eromanga Natural History Museum.
- This project provided training and ongoing volunteering opportunities.
- Local community members learnt how to prepare dinosaur bones, megafauna and other smaller fossil flora and fauna from the internationally significant Australian fossil fields in South West Queensland.

Many individuals, struggling with their own personal hardships, took time to be involved in this unique and fascinating project at these digs.



Dorrigo Moo-ral

- The Arts Council of the Dorrigo Visual Arts Group Sub-Committee (NSW) received funding to restore a public street mural.
- 60 members of the Visual Arts Group were involved - some in their 80s!

Outcomes:

- The Men's Shed benefited financially
- Local businesses benefit from the revived tourist attraction
- Arts group gained new members

Key learning:

- A dedicated project coordinator was instrumental to the completion and success.



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Introducing FRRR's new online application system:

Grants Gateway



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Grants Gateway is user friendly

- 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
 - Use a generic email address – e.g. info@; admin@



The screenshot shows the FRRR logo in the top left corner and a "Contact Us" link in the top right. The main heading reads "Welcome to the Foundation for Rural & Regional Renewal Online Grant Applications Portal". Below this, there are three sections: "Getting Started" (explaining account creation), "Existing account holders" (explaining login), and a "Forgot Password?" section. At the bottom, there are two input fields: "E-mail" with a "New Account Setup" link below it, and "Password" with a "Forgot Password?" link below it. A "Login" button is centered at the bottom.

Helping us track needs in rural communities

- When you apply for a grant, you will be asked to categorise **your project's primary focus area**.
- There are **seven 'needs'** to choose from.
- We call them Activities or Purposes.
- Please take time to think this through; this information **helps us to track what issues communities are facing** and we feed this back to Government and the philanthropic sector.
- Review resources to help you choose which one

*Building
Community
Resilience*

*Acting on
Environmental
Challenges /
Opportunities*

*Developing
organisational
resilience and
capacity*

*Contributing to
a culturally
vibrant
community*

*Supporting
lifelong learning,
education and/or
training*

*Building
economic
strength and
sustainability*

*Promoting
individual &
community
health & social
wellbeing*

Tools and resources



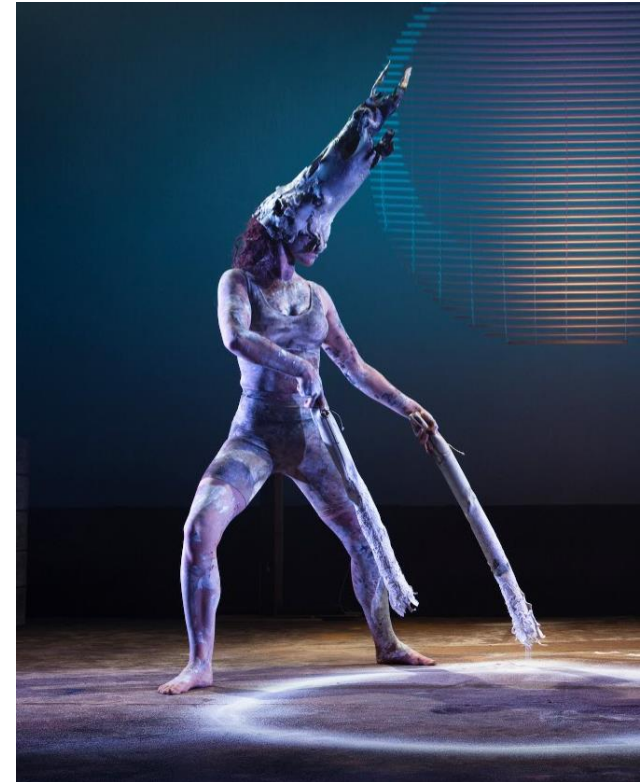
Three key steps to good grant writing

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

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:

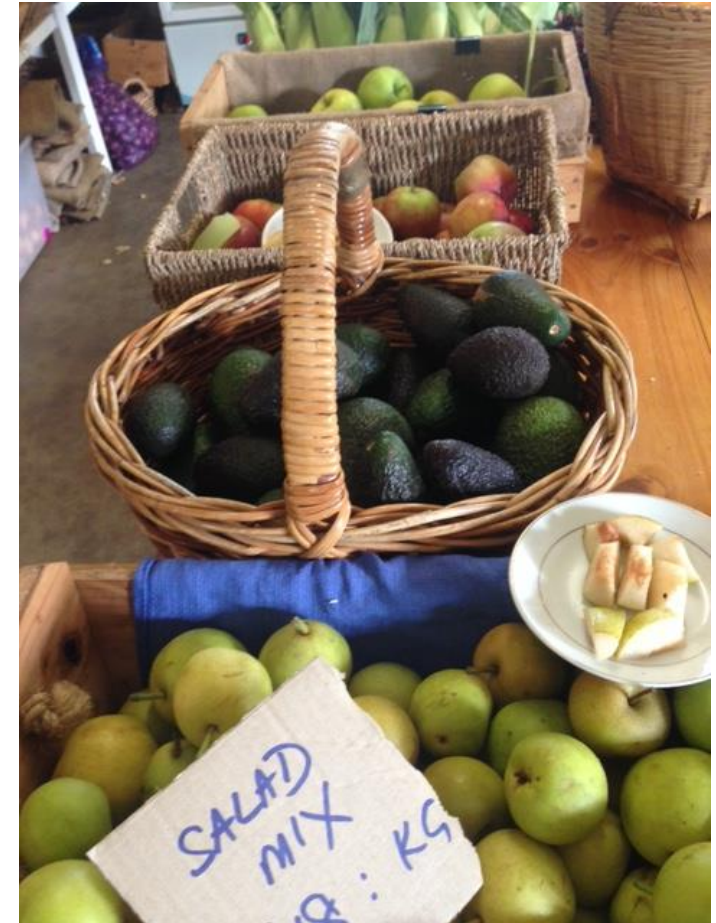
<https://www.ourcommunity.com.au/community/>

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



Final tips



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, project or community
- Use clear, simple language
- Use evidence to support claims
- Be clear on what the requested funds are for
- Triple check your budget (make sure it balances!)
- Attach all requested documents
- Provide support materials



HOT TIP:

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

Four things to do when you leave today

1. Subscribe to FRRR's monthly newsletter
http://www.frrr.org.au/cb_pages/newsletter_subscription.php
2. Make a monthly note in your diary to check the FRRR grants calendar for program opening and closing dates
http://www.frrr.org.au/grant_calendar.php
3. Take time to look at FRRR's tips for great applications
http://www.frrr.org.au/cb_pages/tips_for_great_applications.php
4. Check out FRRR's webpage dedicated to Community Groups resources. From taking good photos, getting media coverage, managing volunteers to measuring success and governance.
http://www.frrr.org.au/cb_pages/tips_tricks_and_useful_links.php

Thank you for your time

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