



FRRR

Foundation for Rural
& Regional Renewal

Securing Funding Workshop

Annie Wright
FRRR Ambassador
Qld/NSW



Rural communities matter



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Local communities are best placed to know what they need



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?
- Tips for good grant writing
- Helpful tools and resources
- Grants in Action

FRRR's vision is vibrant and adaptive rural, regional and remote communities.



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Who is FRRR?

- Our mission is to champion the **economic and social strength** of Australia's regional, rural and remote communities through **partnerships** with the private sector, philanthropy and government.
- Particular focus on **small rural communities** fewer than 10,000
- Distributed more than **\$66 million** in grants and provided substantial capacity building support to more than **8,000 groups**.
- Together with our fellow donors, we've helped implement **\$260 million worth of projects**, at a minimum. *(Multiplier effect.)*
- In 2015/16 we distributed **\$6.4m to 583** community projects.
- Due to limited funds, we **awarded 40%** of grant applications.

What we do

FRRR has been connecting rural Australia with philanthropy since 2000

- We do this in several ways:
 1. **Provide grants** to not-for-profit community organisations and act as a clearing house / referral service
 2. **Help communities fundraise**, by ‘lending’ our DGR status to community organisations and hold funds on their behalf, via Donation Accounts
 3. **Help to build local capacity** to find local solutions to local problems
- We do this by **partnering with business, philanthropy and governments.**



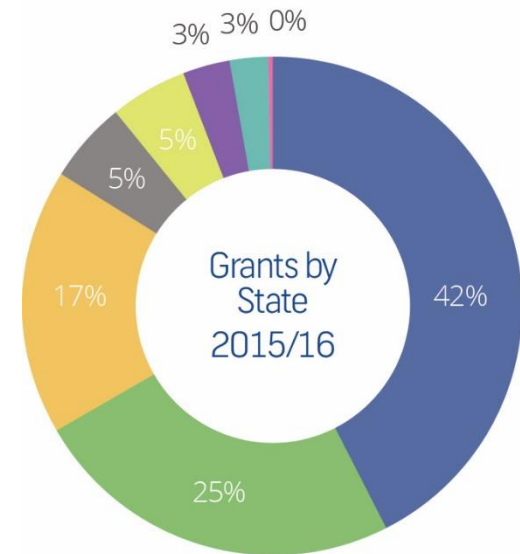
“FRRR is like a philanthropic toothbrush: designed to get to those hard-to-reach places.”

Generosity Magazine, Mar 2014

FRRR is a unique conduit of philanthropic funding to not-for profits in rural, regional or remote Australia.

FRRR has a strong presence in QLD and NSW

- In 2015/16, grants ranged from \$50 to \$175,000.
- The average grant was \$8,300, although the median was closer to \$5,000 as we distributed a small number of higher value grants.



Funding - what's available

Broad range of grant programs, each with their own guidelines, to support:

- Aged care
 - Arts, culture and community heritage
 - Education
 - Natural disaster recovery
 - Tourism
 - Infrastructure
 - Economic development
- ... and just about everything else, from community hall repairs to community gardens.

Funding tailored to community demands

- **Small Grants for Rural Communities (SGRC)**
 - Contributes to social & community welfare, economic, environmental, health, education or cultural development.
- **Culture, Arts, Tourism and Community Heritage (CATCH)**
 - Supports the rich and diverse history and culture of rural and regional Australia, and sustain arts and tourism activities.
- **Caring for Ageing in Rural Australia (CARA)**
 - Focus on wellbeing of older Australians through community based proactive and positive ageing programs, as well as practical support such as equipment for centres and community based residential facilities.



Funding tailored to community demands

- **Education:**
 - REAPing Rewards Program
 - ANZ Seeds of Renewal program
 - Back to School Program
- **Natural Disaster Recovery:**
 - Repair-Restore-Renew program
- **Place-based programs:**
 - Tackling Tough Times Together - QLD and NSW
 - Aussie Cotton Farmers Grow Communities - QLD and NSW



New program - Domino's Give for Good

Annual small grants program, offering up to \$5,000 for projects that tackle:

1. Education and youth initiatives (17yrs+):

opportunities to develop skills, access quality vocational and traditional education, and receive support for issues that may affect their participation and inclusion in community life.

2. Leadership and entrepreneurship:

harness, develop and leverage creative communities to respond to local opportunities e.g. employment, tourism, enterprise.

3. Skills, knowledge, and networks needed to prepare and recover from natural disasters:

support for community-led recovery when they are ready, or help communities work together around risks and being prepared.



Donation Accounts

There are three types of donation accounts:

- Project Donation Account to raise funds for a specific project.
- Regional Donation Account - suitable for Community Foundations or community organisations without a tax deductible public ancillary fund, to raise funds for particular region.
- Small Grants Program Donation Account - to raise funds for small grants program.
- At 30 June 2016, FRRR hosted **31 active donation accounts**. Collectively, they had raised more than **\$1.5m**.

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

Grants in action



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Repair-Restore-Renew: Cardwell Museum Rescue Project

Devastated by Cyclone Yasi.

Repair-Restore-Renew 2011 funded two Museum and Gallery officers to develop cyclone preparedness plan.

Trained volunteers in best practice museum exhibition development.

Developed new displays in conjunction with the volunteers - allowing them to learn about exhibition theming, label writing, object display and mounting, preventative conservation and education linkage.

Outcomes

- Trained and confident volunteers to create exhibitions that engage visitors.
- Better governance and management practices of volunteers and the organisation for now and into perpetuity.



Small Grants for Rural Communities: Art@theheart

Art@the heart: a Pop up Art gallery to use empty spaces within the Adelaide Hills Onkaparinga Woollen Mill complex.

Supported by an SGRC grant a \$3000.

Outcomes:

- Over 2000 people visited the four exhibitions
- Generated 19 media stories
- Involved 72 artists
- 53 volunteers for organising, set-up and museum guide committees

Feedback:

'I had no idea Onkaparinga Woollen Mills were so vital in Lobethal's history. So many ways in which this life and history are represented in arts and craft in this exhibition. Excellent!'



Caring for Aging Rural Australians: Blackbutt & Benarkin Aged Care Association

Aim is to help ageing members remain in the community, and remain engaged.

The response

- Blackbutt & Benarkin Aged Care Association created the Connecting Heart to Hart project.
- Aimed to build a sense of community and belonging by constructing a community open space and garden for outdoor recreation.

The outcome

- A beautiful garden with a vegetable patch for residents to look after was built.
- Community art workshops were held to create vibrant and community inspired art for the garden.
- The residents at the Blackbutt and Benarkin Aged Care Facility have a new place that they can feel at home in whilst still connected to the community.



Small Grants for Rural Communities: 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.



Repair-Restore-Renew: Mission Arts self help

Following the cyclones, many businesses around Mission Beach faced financial troubles, and mental health support services were pulling out of the region.

The response

- Mission Arts created the Come Together program - a mental health creative recovery arts program.
- It aimed to address fragility and isolation by providing a forum to connect and share stories through regular, creative arts activities.

The outcome

- Over six hundred participants.
- The program applied for a second round of funding in a bid for sustainability.
- Projects like this one that encourage self-help and resilience pave the road to a stronger future for small rural communities.



Repair-Restore-Renew: Five towns in five days

- In December 2014, a Repair-Restore-Renew grant of \$6,900 helped Community Radio Wondai, in southern inland Queensland, host outside broadcasts in five towns in five days. Including breakfast!
- These communities were all devastated by the 2013 floods.
- The project's aim was to see how they were recovering, what services were still available to those affected, as well as generally cheer them up.
- While recovery is still happening, the towns are all much better prepared in the event of another flood.
- This short film shares their story far better than we could ...



Small Grants for Rural Communities: Empowering north Queensland women

The burdens of drought and financial challenges meant women in FNQ were missing the opportunity to connect and network.

The Northern Gulf Resource Management Group (NGRMG) decided to celebrate the strengths of Rural Women, and create a way to share knowledge and resources to pursue opportunities in sustainable rural industries.

A distraction from rural stressors

With the help of a **\$3,122 SGRC** grant, 170 women enjoyed a day of networking, listening to key note speakers, leadership building and wine tasting.



Creating building the blocks for a stronger future

The women left feeling confident and empowered, with new connections to support them.

Caring for Ageing Rural Australian: Daycare for Blokes

- Social isolation, health and well-being issues are big challenges for older men in the Maranoa.
- Red Cross sponsored the formation of the Roma Men's Network - 150 men now meet monthly in rooms provided by Red Cross, who also provide a bus.
- An grant enabled them to purchase a TV, DVD player and comfortable chairs.
- The men now get together to watch a movie, football or the tennis.
- Thanks to their canny negotiating, they also bought a BBQ, esky, folding tables and chairs for meals on their bus trips.



Aussie Cotton Farmers Grow Communities: Supporting the bush nursing service

- The Anglicare Cecil Plains Bush Nursing Services relies on community fundraising in the face of declining government funding
- A \$5,000 grant helped achieve four key outcomes.
 1. Two nurses enrolled with the Australian Primary Health Care Nurses Association to study relevant courses.
 2. Part-funded an ECG and spirometer to enable better diagnosis and disease management.
 3. Purchased 2016 Queensland Aged and Disability Advocacy diary for clients.
 4. Conducted a Health Information Evening that attracted 25% of local population, featuring psychologist, cancer support worker, Heart Foundation Qld representative, nurse practitioner, doctor and nursing sister and administration officer from the local clinic.



Tools and resources



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Three key steps to good grant writing

1. **THINK** - carefully. Why are you applying?
2. **PLAN** - the project and 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

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

Foundation for Rural & Regional Renewal
PO Box 41 Bendigo Vic 3552
1800 170 020

www.frrr.org.au

info@frrr.org.au

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