



FRRR

Foundation for Rural
& Regional Renewal

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



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Local communities know what they need...



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But sometimes they need a helping hand

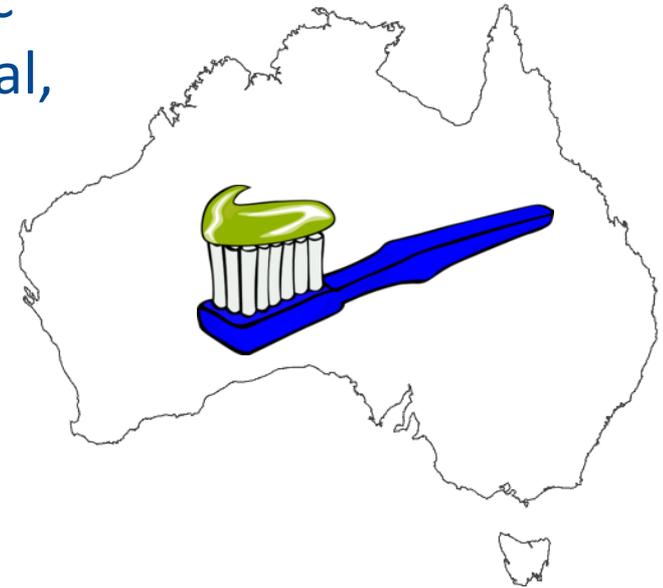


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Renewal



About FRRR... a “philanthropic toothbrush” taking philanthropy to the hard to reach places.

- Established in 2000 to stimulate and support rural and regional renewal in Australia.
- **Our mission:** To champion the economic and social strength of Australia’s regional, rural and remote communities.
- Focus on small rural communities – fewer than 15,000 people.
- Work in partnership with philanthropic, government and private sectors.



What FRRR does

We help philanthropy reach rural and regional communities:

1. **Provide grants** to not-for-profit community organisations.
2. Help **non-DGR NFPs to fundraise**, by receiving funds on their behalf for an agreed purpose.
3. Help to **build local capacity** to find local solutions to local problems.



Our performance in FY 2017/18

\$7.5M
RAISED

via **686** donations
\$2.0M of that via **62** Fundraising
Accounts

Largest grant
\$391,690

>15,000
minutes on the phone
supporting communities

Visited more than
70
communities

\$7.2M
AWARDED

via **673** grants
Includes **83** grants to Fundraising
Accounts

Smallest
donation **\$3**

23%
of all grants supported disaster
recovery or preparedness

Largest donation
\$1.5M

Median grant
\$5,000

28%
of grants supported lifelong
learning, education or training

701
unsuccessful applications, requesting
\$6,083,035 in funds

11,522 children
supported with Back to School
vouchers

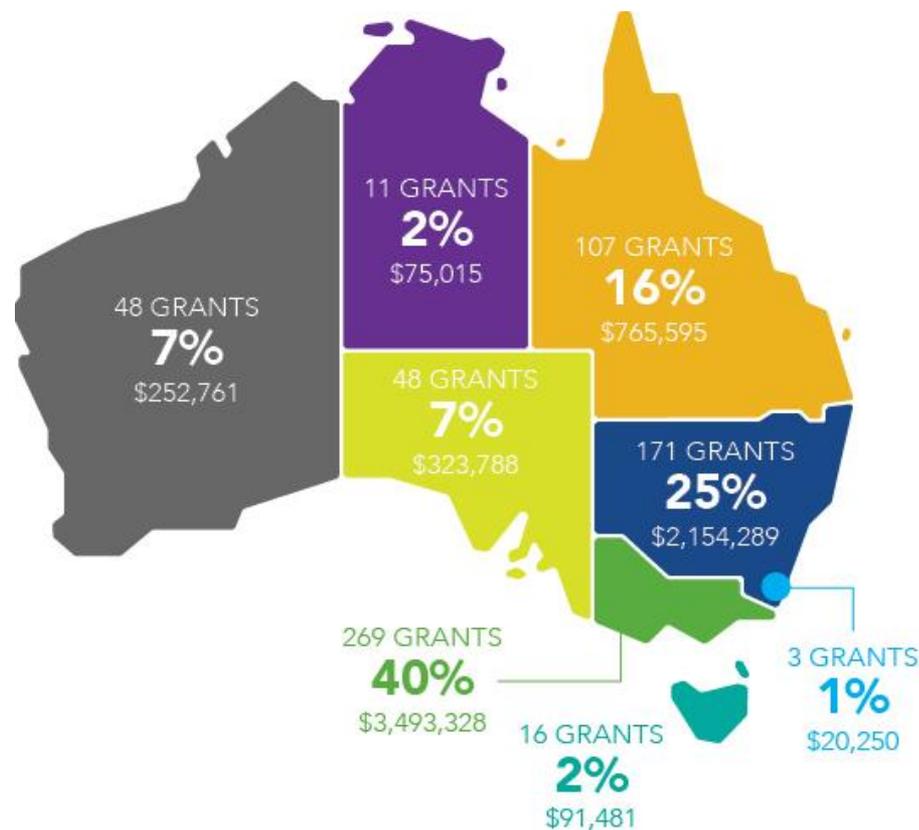
Smallest grant
\$308

FRRR has a long history in QLD



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- In 2017/18, grants ranged from \$1,000 to \$50,000.
- Queensland received 16% 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

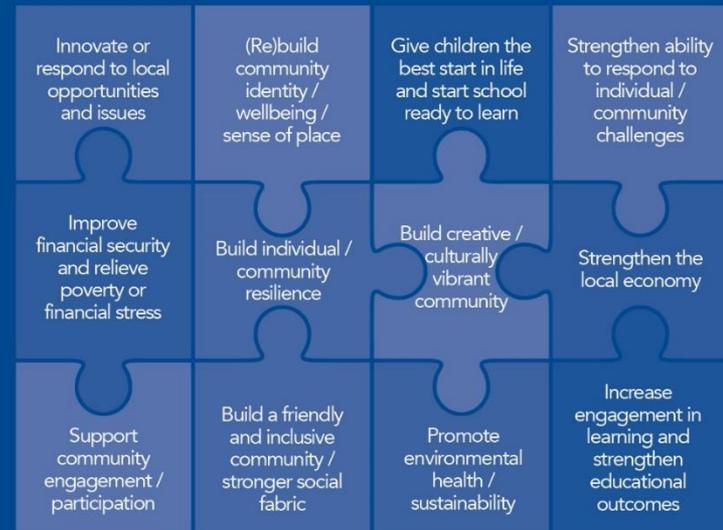
OUR ROLE IS TO:



WE DO THIS BY:



TO HELP COMMUNITIES:



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 Programs – New Structure

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

People, Place & Prosperity

Small grants for general community development purposes

- **Strengthening Rural Communities**
 - **Small and vital**
(up to \$10K - Quarterly)
 - **Larger leverage**
(\$10K-\$25K – Biannual)
- **Gardiner Working in Dairy Communities**
(up to \$5K - Annual)
- **Aussie Cotton Farmers Grow Communities**
(up to \$5K - Annual)
- **Back to School**
(\$50 vouchers - Annual)

Targeted Impact

Targeted issues with a focus on a deeper impact. Open call within parameters / criteria

- **Tackling Tough Times Together**
(up to \$20K, \$60K & \$150K – Quarterly)
- **Victorian Bushfire Appeal Fund programs**
(up to \$20K, larger multi-year by EOI – Biannual)
- **Enhancing Country Health Outcomes**
(up to \$150K multi-year – Biennial - 2020)
- **ANZ Seeds of Renewal**
(up to \$15K – Annual)
- **FRRR ABC Heywire Youth Innovation**
(up to \$10K) – Annual)
- **In a Good Place**
(up to \$20K – Biannual)

Leading Change

Focused on system level change, thought and practice leadership & evidence-based models

- **Disaster Resilient: Future Ready**
(up to \$50K – rolling)
- **Investing in Rural Community Futures**
(up to \$50K – larger once program established – Quarterly)

(Typically place-based and not open-call)

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, 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.

- **ANZ Seeds of Renewal**
 - Focus on economic development and education – so can support Museums, Galleries, but needs that lens.



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.



Not-for-Profit Fundraising Account

- Help communities raise funds for specified projects aligned to our objectives – for example:
 - **Atherton Rotary Club** – Military Museum igloo
 - **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
- 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

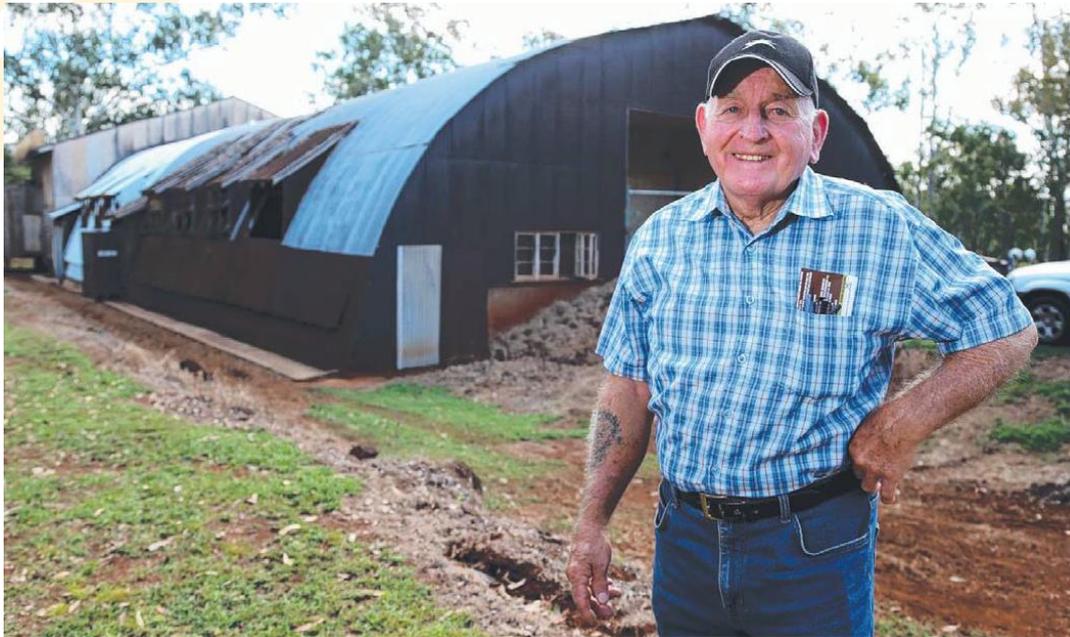


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Atherton Rotary Club - Military Igloo

- Fundraising account helped Atherton Rotary Club raise funds to give a historic military igloo a facelift
- It was an essential space during the war for social activities for patients at Rocky Creek Hospital



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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Ernabella Arts Centre



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- Ernabella Arts Centre is the oldest continuously running Indigenous arts centre in Australia.
- Known for its ceramics, the centre supports more than 100 artists.
- Due to a faulty kiln, they could not operate at capacity.
- With a \$4,640 Small Grants for Rural Communities grant they were able to purchase a second kiln.
- The centre is now even more successful than they had imagined.

“We had predicted and hoped for an increase of 45-50 percent within the first year, and an additional 50 percent by the second year, but amazingly this was achieved within the first year.” - Hannah Koth



Applying for a grant:

Tips for a successful application



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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>



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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: FRRR's 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.



APPLY NOW

- 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*

*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*

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



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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