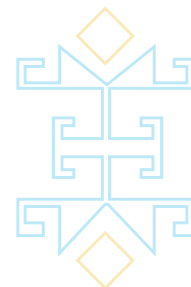




Grants and Funding Toolkit

By the Australian Multicultural
Foundation





Objectives



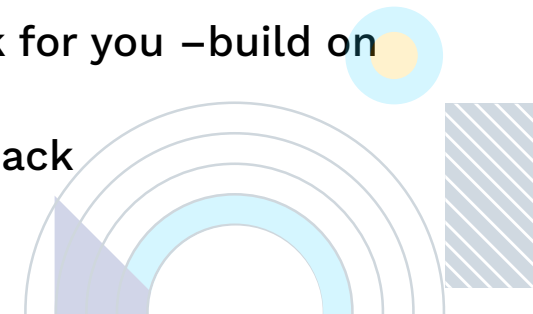
1. How to pitch projects to potential donors
2. How to prepare applications for corporate, government and philanthropic funding for social cohesion and community resilience projects
3. How can community projects help corporate, government and philanthropic sectors meet their civic and community responsibilities?



Assumptions



1. Attitudes and expectations can be a key influence in the relationship.
2. Promote the mutual outcomes and benefits of a partnership.
3. Success can take a number of forms.
4. Securing funding money is only as good as the people who spend it.
5. Be ready to hear 'no' and make it work for you –build on feedback.
6. The more you give, the more you get back

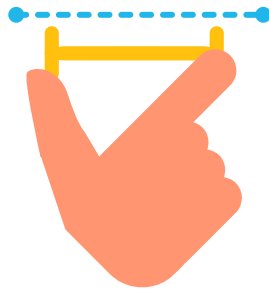




General Approach to Preparation



Use a simple and informative style, explain technical language



Be concise



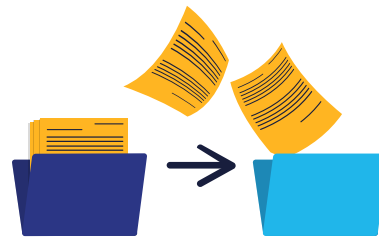
First impressions count – is your proposal impactful and memorable?



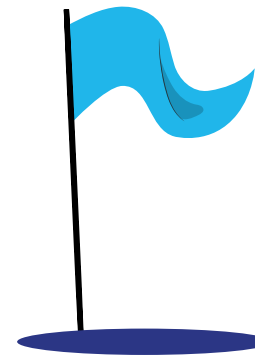
Address all components of the funding requirements and include all requested information



Promote the beneficiaries of the work



Make your information transportable



Clearly state what the funding is for



Emphasise the positive aspects, sell the project as a 'social investment'



But first... Pitching your project

In some cases, you will have the opportunity to ‘pitch’ your project to a potential donor.

A pitch will generally be no longer than 5 minutes, and it needs to cover the key information that will both catch your listener’s interest and make them see that the project is viable and something they should be interested in supporting.

So how do we do this?



How to make the pitch – 5 minutes



1. SOCIAL PROBLEM:

You must start with defining and quantifying the social problem as donors are most interested to know what they would be impacting.

Size of the problem? Who suffers? What is the cost to society?



2. THE SOLUTION:

You must get down to describing the innovation/ service that will help solve the problem.





3. WHAT YOU DO:

People get so involved in their enterprise that they forget to give the most basic details that help the funder understand the business better. *You must visualise your innovation for funders.* Diagrams or pictures help.



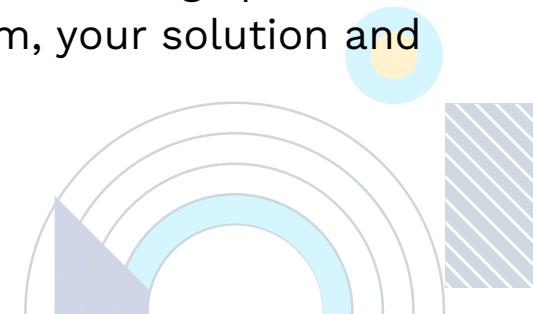
4 WHY YOU?

You are competing against many other enterprises. You must explain why you are better, what edge you have, how you are addressing the problem better. *This is where you also explain about sustainability.*



5. WHAT ARE YOU LOOKING FOR?

You must get to the financial ask only towards the end. You must be clear on how much money you are looking for and on what terms. But only after having spent enough time explaining the problem, your solution and how you address it well.





Preparing an application

 <p>Introductory letter</p>	 <p>Summary</p>	 <p>Background and Rationale</p>	 <p>Organisation</p>
 <p>The proposal</p>	 <p>Implementation plan</p>	 <p>Budget</p>	 <p>Attachments (optional)</p>



Preparing an application

Introductory letter

- ▶ *Introduce the project and tell the funder why this project is important.*
- ▶ *Reference any recent correspondence or meetings relevant to the project*
- ▶ *Include contact details so that the funder can contact the organisation with any questions they may have.*





Preparing an application

Summary

Key information on one page that should include:

- ▶ *Proposal summary*
- ▶ *Need/justification for project*
- ▶ *Information about your organisation.*
- ▶ *Who the project will benefit*
- ▶ *Key tasks, milestones and dates*





Preparing an application

Background and Rationale

An overview of the context and circumstances that justify this project:

- ▶ *What needs and opportunities have been identified?*
- ▶ *What problem is being addressed?*
- ▶ *Are there any existing statistics/data?*
- ▶ *What changes or impacts will occur as a result of the project?*





Preparing an application

Organisation

Introduce and summarise the organisation:

- ▶ *Aims and objectives.*
- ▶ *Communities served.*
- ▶ *Key projects and achievements.*
- ▶ *History of collaborations with industry partners (if applicable).*
- ▶ *Qualifications and expertise of any relevant personnel involved.*





Preparing an application

The Proposal

What is the project?

- ▶ *Outline the objectives, activities and need for the project.*
- ▶ *Explain how funds will be used.*
- ▶ *Who will benefit from the project and why is it important?*
- ▶ *Is there scope for sustainability or transferability?*
- ▶ *How will the project be overseen and completed?*



Tailoring language - CVE

- ▶ Terms such as ‘violent extremism’ or ‘radicalisation’ or ‘CVE’ may not always be appropriate to use in corporate or philanthropic applications due to misconceptions around what CVE actually achieves
- ▶ Instead, incorporating terms such as social cohesion, opportunities for civic/economic participation, education, building understanding between communities, preventing anti-social behaviours, etc. can be an effective way of keeping the application CVE-oriented without explicitly mentioning violent extremism
- ▶ Effective funding applications are really about emphasizing the assets and capabilities of your organisation and personnel



Preparing an application

Implementation Plan

The timeline and task schedule should include:

- ▶ *Key dates*
- ▶ *Roles and responsibilities*
- ▶ *Outputs and activities*





Measuring Outcomes

- ▶ Funding bodies increasingly look to support projects that show how they will measure the impact of their programs, meaning there is accountability for how funds are utilised
- ▶ Provide details of post-project evaluation as part of the application, explain how impacts will be measured and how results of the project will be shared with funders
- ▶ Research institutes like RAND and RAN have published toolkits to guide community organisations conducting self-evaluations (<http://impact.itti.com.pl> and <http://rand.org/pubs/tools/TL243>)
- ▶ Self evaluations should not replace external evaluations, but rather supplement them



Preparing an application

Budget

- ▶ *How will funds be spent?*
- ▶ *Identify all anticipated items of expenditure.*
- ▶ *Reiterate amount requested from funder and detail any other amounts raised for the project.*
- ▶ *Allocate budget into different stages of the project.*
- ▶ *If applicable, assign dates for key payments.*





Preparing an application

Attachments (optional)

You may also be asked to provide:

- ▶ *You may also be asked to provide:*
- ▶ *Latest financial or annual reports*
- ▶ *Reference letters or letters of support*
- ▶ *Relevant legal documents (e.g. tax exemption status, incorporation certification)*





How to find funding

Introduce the project and tell the funder why this project is important
 Reference any recent correspondence or meetings relevant to the project
 Include contact details for funder to contact the organisation with any questions

Philanthropy

- ▶ Trusts
- ▶ Foundations
- ▶ Private ancillary funds

Does the program help achieve its social objectives?

Government

- ▶ Federal Government
- ▶ State Government
- ▶ Local Government

How does your program align with current policy and strategic frameworks?

Can the program help fulfil a gap in community need?

Corporate

- ▶ Multinational corporations
- ▶ Local businesses

How can your program help create goodwill and trust in communities?

Does the program align with its community interests?



| How to find funding

| Philanthropic Grants





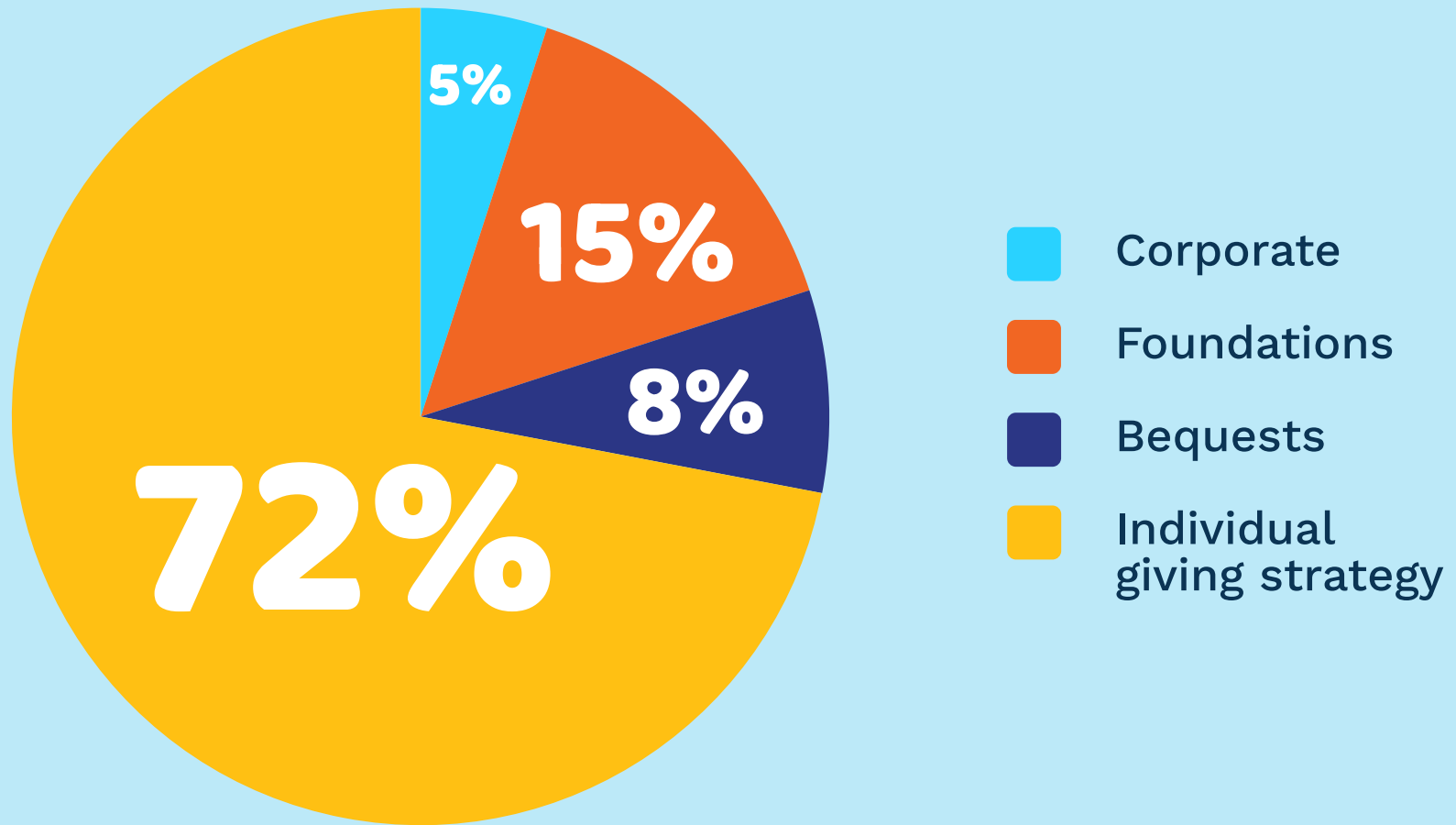
Southeast Asia Challenges

Across SE Asia, government has been more limiting in access to international and national funds by CSO's, particularly from advocacy, right based activities and "empowering" the marginalised.

Regulation changes in donor countries of origin also creates hurdles particularly related to anti-terrorism securitisation measures.

International private foundations - such as the Ford Foundation, the Rockefeller Foundation, etc - established country offices across the region. Now, however, the only Ford Foundation office in SE Asia still open is in Indonesia. There is less direct funding to local organisations especially CSO's, since there are no staff to identify small and less know groups.

Philanthropy today



Sources of Giving, 2014

Philanthropic Foundations

Individual or Family Foundations

- ▶ Bill and Melinda Gates Foundations
- ▶ Lien Foundation Singapore

Corporate Foundations

- ▶ DBS Singapore
- ▶ Ford Foundation

Community Foundations

- ▶ Phuket Community Foundation

Independent Foundations

- ▶ Virlanie Foundation Philippines

| Approaching & Identifying Foundations

Who are they?

What amounts do they fund?

Where and who do they give to?

Are they a younger generation foundation or new foundation?

What are their priorities?

Why would they be interested in you?

Who is on their Board/CEO?

Develop a profile/give them an informal phone call



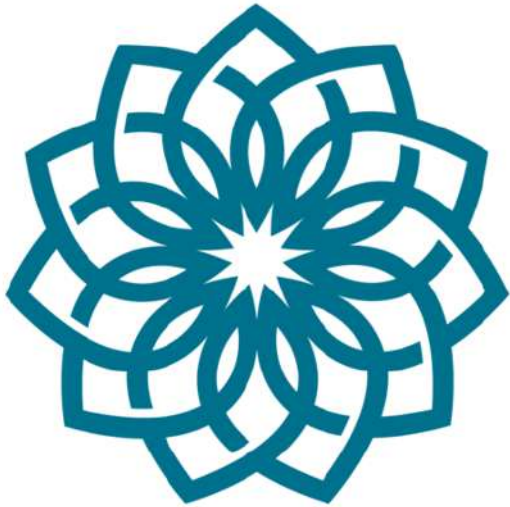
Nexus Global



- ▶ A global philanthropic community founded to advance social entrepreneurship in over 70 different countries.
- ▶ Connects young people with philanthropists and investors to develop political, societal, financial, environmental and justice solutions.
- ▶ Focuses on education, dialogue and collaborative problem solving.
- ▶ Has acted as a catalyst for establishing projects like Good Super, Forge Nano, Fabric Aid, etc.

<http://nexusglobal.org>

Asia Philanthropy Circle



- ▶ Established 2015 and comprises of 32 philanthropists in South and North-East Asia.
- ▶ Funds initiatives to facilitate “inclusive, peaceful, prosperous and sustainable communities”, which includes CVE programs.
- ▶ *Project example:* currently working in Indonesia and the Philippines on programs to prevent youth radicalisation through dialogue and meaningful mentorship.

<http://asiaphilanthropycircle.org>

The Asia Foundation



- ▶ An international development organisation established in 1954.
- ▶ Grants are available year-round and applications are accepted on an ongoing basis.
- ▶ Looks at the ways in which development approaches can be applied to CVE
- ▶ **Project example:** currently working with State Islamic University Network to mainstream values of tolerance, pluralism, human rights and gender in Islamic higher education institutions in Indonesia.

<http://asiafoundation.org>

DBS Foundation



- ▶ DBS is a corporate foundation in Asia solely dedicated to championing social entrepreneurship.
- ▶ DBS Foundation was announced in 2014 with a SGD million fund.
- ▶ DBS Foundation works with Social Enterprises and Social Entrepreneurs in Singapore, India, Indonesia, China, Taiwan and Hong Kong with programmes ranging from venture challenges, learning forums, grant support, financing and skilled volunteer mentoring.
- ▶ The grant programme enables social enterprises to develop a prototype of their idea, improve existing processes or add critical capabilities to achieve sustainability, or scale up their existing business that leads to greater social impact.
- ▶ Nurturing promising social enterprises through grant funding, capacity building and mentorship.
- ▶ Building awareness and advocacy for social enterprises through initiatives such as the Social Venture Challenge Asia, bootcamps, workshops and learning forums.



| How to find funding

| Government Grants



Conflict, Stability and Security Fund



- ▶ Administered by the UK National Security Council and the Foreign & Commonwealth Office.
- ▶ Funds programs that reduce the risk of conflict and instability in countries where the UK has key interests.
- ▶ £1.2 billion allocated for 2017 – 2018.
- ▶ Scope to support multi-year programs to achieve sustainable change.

<https://bit.ly/2JMZO2h>



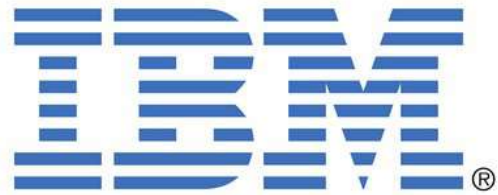
| How to find funding

| Corporate Grants





| Examples



- ▶ Education
- ▶ Technology



- ▶ Education
- ▶ Online safety



- ▶ Community development
- ▶ Affordable housing

Facebook and Instagram



- ▶ Facebook and Instagram have been investing in initiatives to support young people and campaigns to promote social cohesion as part of their corporate responsibility framework
- ▶ Recently announced a \$10 million Facebook Community Leadership Program
- ▶ Project example: The AMF worked with Instagram on a social cohesion project that built bridges between young people of different cultures through photography. The portraits taken through the initiative were displayed at Federation Square and promoted on Instagram, reaching 140 million people.

<http://communities.fb.com>

Additional funding sites:

Devex

A social enterprise platform for the development community. Features a Funding section where you can search for open grants and filter them by focus area and region.

<http://devex.com/funding>

Council on Foundations

A non-profit leadership association of grantmaking foundations and corporations. Resources include individual guides to applying for funding and managing funds

<http://www.cof.org>



And others...

- <https://www.peakproposals.com/asia-funding-sources>
- <https://asiango.org/funds/search>
- <https://foundationcenter.org/products/foundation-directory>
- <https://www.newmandala.org/weilding-purse-strings/>
- <http://sdgfunders.org/reports/philanthropic-foundations-in-asia-insights-from-singapore-myanmar-and-china/>
- <https://www.dbs.com/iwov-resources/images/dbs-foundation/reports/events/DBSFSESummitReport2017-lowres.pdf>







| Sources:

Giarts

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