



Diversify your fundraising with the 7 pillars

Lisa Jennings - Executive Director, Learning and Education
Institute of Community Directors Australia

Stef Ball – Manager, The Funding Centre



Today's Webinar

- **Why do we need to diversify our funding sources?**
- **What are the 7 Pillars of Funding?**
- **What can we do right now?**
- **How can Our Community help?**





Why do we need to diversify our funding sources?





The Seven Fundraising Pillars

- 
- 1.Grants: government, corporate, philanthropic
 - 2.Members, alumni and friends and other supporters
 - 3.Donations, bequests
 - 4.Special events
 - 5.Community–business partnerships
 - 6.Crowdfunding
 - 7.Earned income





Before you do anything else, you need a funding strategy!



Activity	Fundraising Pillar/s	Revenue	% of Total
Takings from enterprises	Earned Income	2,008,235.82	51.2%
Grants income	Grants	1,111,786.23	28.4%
Fees from schools for programs	Earned Income/Partnerships	447,442.38	11.4%
Other fees, sales and services	Earned Income/Partnerships	236,211.33	6.0%
Sundry income	Special Events/Earned Income/Partnerships	43,552.74	1.1%
Fundraising	Special Events/Earned Income	26,617.50	0.7%
Interest received	Earned Income	12,583.81	0.3%
Site hire fees	Earned Income	10,408.13	0.3%
Membership fees	Memberships	10,228.47	0.3%
Donations	Donations	7,310.24	0.2%
Subsidies	Earned Income	7,000.00	0.2%
Total Income		3,921,376.65	



Defining and refining your mission

Answer the following 3 questions about your organisation.

Who are we?

What do we do?

Why do we do it?

Keep these points in mind as you develop your Funding Strategy. They will give you clarity and can be compelling phrases to use in your appeals.



Grants

The Funding Centre:
Australia's best grants
database and the one-stop-
shop for fundraising help.

Grants Search
3,322 live grants



EasyGrants Newsletter

From Australia's only comprehensive grants and fundraising hub
www.fundingcentre.com.au



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Where not-for-profits go for money



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Look inside
for Grants!

Greetings Stef, the first edition of EasyGrants newsletter for 2020 is attached, with up-to-date grants tailored for you.

In this edition, we've got a focus on bushfire relief. We highlight financial and other kinds of help that's available, and how to support bushfire victims. Also, we reveal how you can claim a scholarship from the Institute of Community Directors Australia (ICDA) to study its acclaimed governance diploma. Finally, in fundraising, you'll be pleased to see some of the results from December's Giving Tuesday campaign, the antidote to the pre-Christmas spending splurge, which triggered a spike in donations.

[Bushfire relief grants](#)

We've compiled more than 60 grant programs relevant to those affected by the recent bushfires across Australia. We've brought them out from behind our membership pay-wall, so please feel free to share across your networks. The page is frequently updated. However, please contact service@ourcommunity.com.au if you notice a grant that is not listed.

[View bushfire relief grants here.](#)

What's news

[How you can help: bushfire relief efforts](#)

Our Community has compiled an online list of bushfire-related causes where you can donate. The web page lists causes on GiveNow and from other platforms.

The page also includes useful information to help you avoid scammers, comply with fundraising laws, and plan your campaign.

[View the list here.](#)



[How to respond in a crisis](#)



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RAISING RESOURCE



Funding Centre ALERT

An OurCommunity.com.au service

Hi Patrick,

The following grants have recently been updated.

- [Aussie Farmers Foundation Grants - Aussie Farmers Foundation](#)
Closing Date: 28 Feb 2016
What's changed: New round opened

Aussie Farmers Foundation aims to support initiative which will make a difference to the health and wellbeing of Australian rural and regional communities.

These grants match what you've told us you're interested in hearing about. You can change these settings and how often you receive these alerts online at:

<http://www.fundingcentre.com.au/account/alerts>

Good luck,

The Our Community Grants Team

p.s. Want to win a Fitbit Charge?

Our annual Grants in Australia Survey - the largest study of grantseekers' habits and opinions in Australia - is open again and **respondents have the chance to win one of three Fitbit Charges (valued at \$169.95 each)**. The survey will remain open until 4pm (AEDT) on December 16. What are you waiting for? Take part here:
www.ourcommunity.com.au/grantssurvey2015

We've connected two of our systems, the Funding Centre and SmartyGrants, enabling users of SmartyGrants to bring their grant applications across from SmartyGrants.



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Where not-for-profits go for money



SmartyGrants
Software & data science for revolutionary grantmakers

https://www.fundingcentre.com.au/

Grants

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Search

Basics | Grants | Donations | Crowdfunding | Memberships | Events | Sales | Sponsorship | [Quick Overview](#)

The Funding Centre is Australia's best grants & fundraising hub.

A Funding Centre subscription provides everything you need to become a champion fundraiser.

Dozens of books to help you with all facets of fundraising

Get Grants, Run an Event, Fundraising for schools etc...

STEP-BY-STEP GUIDES!



\$36

From **\$125/year**

- > **Grants:** database access, customised newsletter and alerts
- > **Fundraising help and tools**
- > **Our Community membership**

JOIN NOW

Help Centre

VIDEO: 10 tips for getting a grant
Watch a video of Our Community grants guru Patrick Moriarty's top 10 tips for getting a grant > [Watch](#)

HELP SHEET: Negotiating a grant contract
Obtaining a grant is the start of a whole process of accountability. The accountability process is based on a contract that spells out everything that needs to be done to ensure the success of the project or program for which your organisation has obtained a grant. > [Read more](#)

OVERVIEW: Grantseeking basics
The basics of grantseeking; types of grants; how to start; where to look > [Read more](#)

[View All](#)

What's new

Grants for bushfire relief
We've compiled a list of grants may be relevant to those affected by the current bushfires occurring across Australia. [Access bushfire relief grants here.](#)

Try the Funding Centre for free
Not sure if the Funding Centre is the right tool for you? Take it for a road test with a free 14-day trial. Request yours, [here](#).

Ready to build your skill?
Looking for affordable and practical online training you can complete at your own pace? The Institute of Community Directors Australia have released Compact Courses in both grantseeking and fundraising. Check it out, [here](#).

Tweets by @FCnewsfeed

 **Funding Centre**
@FCnewsfeed

We've released an excerpt from The Complete Community Fundraising Handbook to help you get started on your fundraising action plan. buff.ly/36kpr5K #fundraising



Jan 22, 2020



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COVID-19 stats

- **Over a 100 new programs established in response**
- **Majority of funding is from local and state/territory government**
- **Majority of grant are for up to \$10,000, rest are smaller (combine!)**
- **Application timelines are shorter**
- **Application process is simpler**
- **Check funding opportunities again – some funders have adapted fast**



www.fundingcentre.com.au/covid19-financial-assistance

COVID-19 stats

- Funders want to “build resilience and cohesion, connectedness and boost mental health” – use these buzzwords
- Funding programs have been put on hold
- The lines are busy
- Funders receiving tens of thousands of applications
- Everyone is in the same boat, funders and grantseekers alike.



www.fundingcentre.com.au/covid19-financial-assistance

COVID-19 stats

Philanthropy and corporate?

- **FRRR making allowances for applicants and proceeding as normal (as possible).**
- **Sidney Myer Fund grants proceeding as normal**
- **Ian Potter Foundation grant by invitation only for 2020**
- **Banks not doing a lot in way of grants, but ABA website has helpful info**
- **Need DGR status**

COVID-19 stats

Examples of collaboration

- **Pooled funds - 1000 x 1000 Crisis Cash for Artists Fund, Snow Foundation Rapid Response Round**
- **Donor pools raising funds to distribute - 'Keep the Lights On', National Crisis Response Fund**
- **Hopefully see more on this soon**



Memberships

- **Do we want to make money, or do we want to grow numbers?**
- **What is our “value proposition”? Why would someone want to be a member of your organisation?**



Music Victoria Free Membership Drive

Music Victoria acknowledges the hardship faced by the music community during the Covid-19 crisis and is offering support to the sector by making their annual membership free for one year whether you're an individual, a band, or a business*

This offer is open from Monday 4th of May – Tuesday 30th of June 2020.

Please choose the appropriate membership type below.

*This offer doesn't apply for Platinum members, Councils, Educational Institutions or Patrons

Any members who paid and signed up between March 13 – May 3 2020 can email Music Victoria directly to have an additional free 12 months added to their membership.

As a non-for-profit, Music Victoria relies on the financial support from its members to support and advocate on behalf of the sector, however it's important at this crucial time that no one is left behind and everyone can access Music Victoria's services. It is strongly encouraged that people donate what they can when signing up if they are in a financial position to do so.

MEMBERSHIP TYPES

MEMBERSHIP BENEFITS

RENEW YOUR MEMBERSHIP

WHO ARE OUR MEMBERS?

MEMBER TESTIMONIALS

MAKE A DONATION

TRAVEL BEYOND BOOKING
PORTAL

Membership **

<input type="radio"/> Wilderness Defender from just \$5 a week	<input checked="" type="radio"/> Premium Wilderness Defender from just \$7.5 a week	<input type="radio"/> Sponsor a Giant for \$12.50 a week	<input type="radio"/> WildCountry Patron for \$25 a week
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Premium Wilderness Defender



By becoming a member of The Wilderness Society, you can join the growing voice calling for the protection of our wild and natural places.

If you can afford to give \$30 a month – that's just 99c per day – become a Premium Wilderness Defender now.

[Learn more about Premium Wilderness Defender membership and benefits...](#)

From \$30 per month (contributions of \$2 or more are tax deductible with the exception of \$20 per year to cover membership)

\$ / mo

Personal Information

Thank you for your support. Please provide the requested information so that we can process your membership or donation.

- Adult
- Senior
- Junior
- Social
- Family
- Concession
- Life
- Business
- Pet
- Gold
- Silver
- Bronze

Each of your membership categories should offer something different. You need to offer value for money in each category





Donations

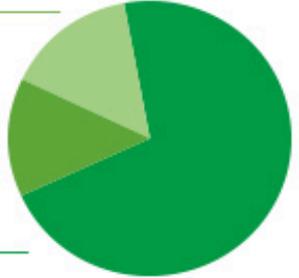
- **The key to appeal success is your lists (up to date with correct spelling, address and postcodes!)**
- **Give people a reason to give**
- **Tie the request to evidence and proof**





WHERE THE MONEY GOES

- 14% Administration
- 15% Fundraising & promotion
- 71% Program & advocacy work



RECENT DONATIONS

- \$50 has been donated to the Syrian Crisis Appeal
- \$500 has been donated to Oxfam
- Natalie Wieland has donated \$50 to the Typhoon Haiyan Appeal
- Wendy Kinniburgh has donated \$104 to the International Crisis Fund
- Wendy Kinniburgh has donated \$30 to monthly donation to our program work

SUPPORT OUR WORK



Give Now

- Our Community's donation and crowd-raising platform
- Organisations can create their own donations page on the GiveNow platform
- COVID-19 Generosity Registry – which is part of Giving Tuesday Now



GiveNow



COVID-19 impact on your operations

This is a 6-minute survey (up to 9 questions) for Not for Profit organisations and schools that are impacted by the restrictions imposed on communities due to COVID-19. Please let us know how you are operating amid the restrictions and what you need so we can better support you at this time and in the future.

We are here to support you and your communities through this challenging time and we will use the data from this survey to seek out and distribute to you the essential product donations your organisation and communities need.

[Start Survey](#)



Events - Limited to online at present!

Marketing and the Web

The internet and its associated applications provide all community organisations with a great way to market themselves, their work and their events.

The great thing about the web is that, for the most part, its applications are free and easy to use. Many elements of the web can also market your group all day every day, wherever you might be.

In the **Marketing and the Web** section, we provide you with practical Help Sheets that explain the aspects of using the web to market your group, as well as providing tips on how you can do so effectively.

- [Why you must get online](#)
- [The benefits of a website and how to attract people to it](#)
- [How to get to the top of search engine results](#)
- [Secrets to an attractive, readable website](#)
- [A checklist of website essentials](#)
- [Marketing your online donation facility](#)
- [Marketing your group and events through email newsletters](#)
- [Producing an email newsletter](#)
- [Using email to market your group and events](#)
- [Web 2.0 applications that can help market your group](#)
- [Marketing and social networking sites](#)
- [Setting up a blog to market your group](#)
- [Free websites for your community group](#)

Crowdfunding

- **Great way to get funding for a specific project.**
- **Differs from traditional fundraising - importance of setting a target**
- **Individuals and groups of physically-isolated friends, you can create and broaden support for your chosen cause by establishing a Crowdraiser**
- **65 COVID-19 crowdfunding campaigns on GiveNow**



help.givenow.com.au/hc/en-us/articles/360001423175

Crowdfunding

- **Make a fun video (on your phone?)**
- **‘Friday work drinks’**
- **Choose your platform**
- **Pledges and gifts**
- **Keeping your new partners close – stay in touch!**

Save Our Sector

Helping the not-for-profit sector to survive, reinvent and sustain.

#SaveOurSector

SOS

These are unprecedented and difficult times..

We're giving the not-for-profit sector access to a library of capacity building resources to help you stay afloat until we get to the other side of COVID-19.

It's time to survive, reinvent and sustain.

If you're just starting to address the future of your organisation following the changes as a result of COVID-19, read through our introductory documents. These will provide you with some context on the state of the sector, and help give you an overview of the challenges ahead. We will be updating this page over the coming months with resources as they are made available.

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Top links

- > [COVID-19 NFP news blog](#)
- > [Survey reveals threat to NFPs](#)
- > [Trusted sources for COVID-19 help](#)
- > [Funding Centre: Find financial help](#)
- > [Join the Generosity Register](#)
- > [Comment: Rural boost is needed](#)
- > [Our plan to Save Our Sector](#)
- > [GiveNow: Cool COVID-19 causes](#)
- > [Ask Agony Uncle for advice](#)
- > [Subscribe for the latest updates](#)



Questions?

