

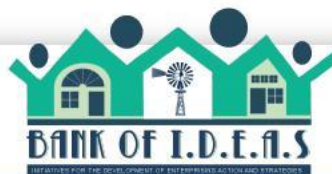
To view this event we advise you to use the following browsers.

DESKTOP: we support **Chrome, Firefox, Safari** and **Edge**. Here are the minimum version requirements for each browser: **Chrome 55+, Firefox 53+, Safari 12.1+, Edge 42**

MOBILE: we have native browser support for latest versions of both **iOS** and **Android OS**

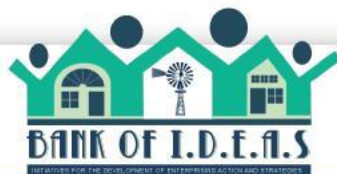
NOTE: this Demio Webinar will have taken control of your mic and speakers for the session. Using any other app like Skype, Teams, etc may cause you to lose sound or video.

To test your connection visit this link. <https://event.demio.com/system>



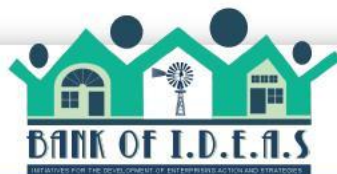
Welcome

- We acknowledge Traditional Owners Australia wide for their continuous connection to the land. We pay our respects to Elders past, present and emerging.
- Thanks to Bushells for supporting this community endeavor, most of us probably have a cuppa right in front of us now, so thank you Bushells.
- This presentation is being recorded and all handouts and this recording will be available from the Rural Aid and Bank of Ideas websites after the event.
- To the right of the main screen you'll see a chat panel, if you have any questions please write them in there. You are all muted, so the chat window is the only way you can communicate with us.



Join our Community Builders Facebook Group

<https://www.facebook.com/groups/we.are.community.builders/>



What makes a great town?

1. Proactive and shared leadership
2. Positive mindset
3. Healthy community building practices
4. Strong economic development behaviours



Positive Mindset

- Appreciates that meaningful and lasting transformation always originates from within the community, not from the 'top down or outside in'
- Accepts change and welcomes new and alternative thinking
- Values idea and opportunity obsession



Quote

"If we are wise, we will help the people everywhere to get the good and abundant life...to become masters of their own destiny."

Rev Dr Moses M Coady



MASTERS

OF THEIR OWN

DESTINY

The Story of the Antigonish
Movement of Adult Education
through Economic Cooperation

By **M. M. COADY**

The Director of Extension of St. Francis
Xavier University in Nova Scotia here tells
the heartening story of a successful effort
to educate the people by assisting them
to become masters of their own destiny
through cooperation in the economic field.

HARPER & BROTHERS · EST. 1817

Quote

“We are motivated by what we don’t have, to use what we do have, to get what we want.”

Rev Dr Moses M Coady



BULLS



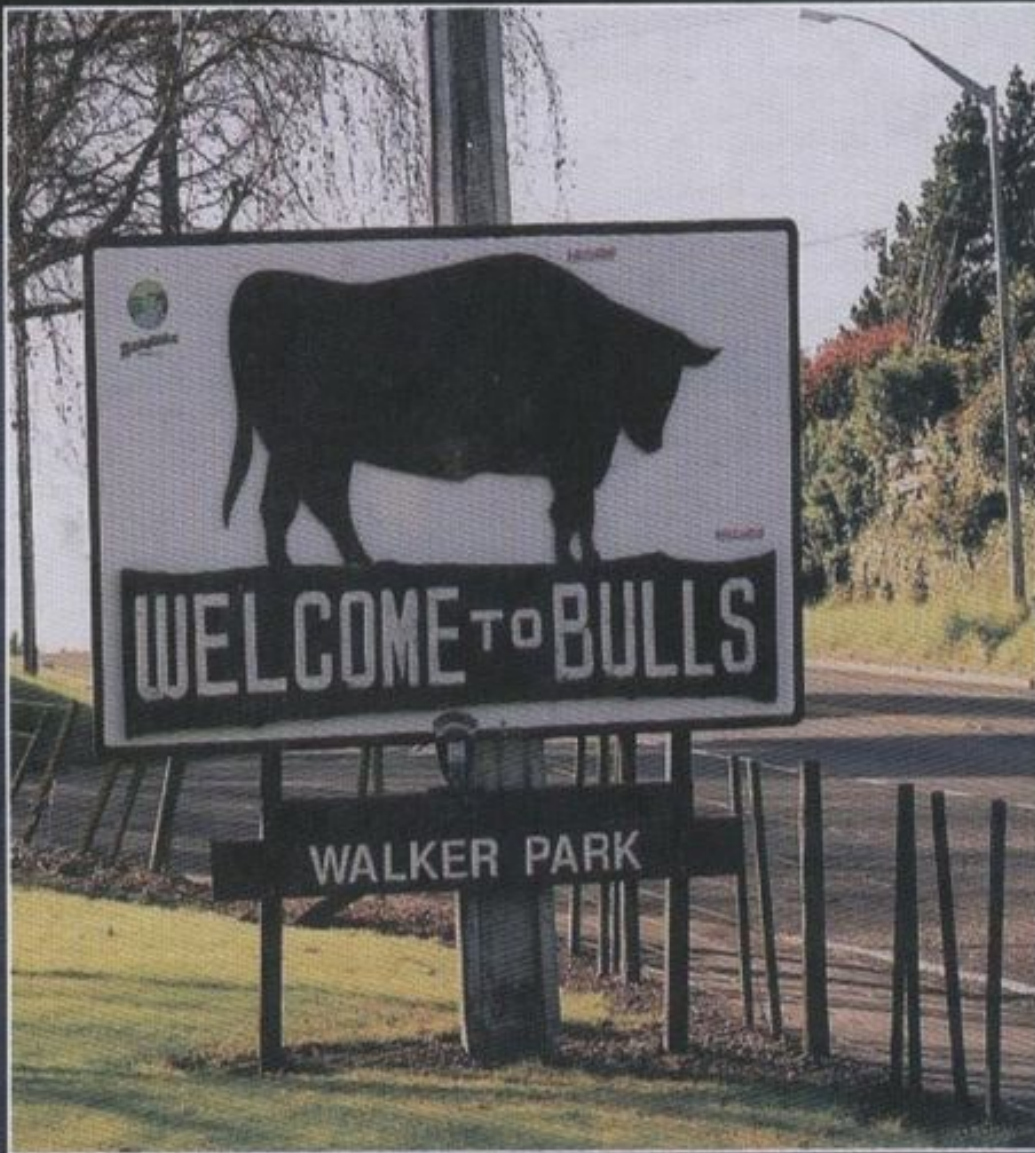
Herd Of Bulls?



A Town Like No Udder

RANGITIKEI





Unforget-a-bull



BULLS

A logo featuring two cartoon bulls' heads facing each other, positioned below the word "BULLS".



Police-Const-a-Bull



BULLS

BANK-A-BULL



ash



20 10:04AM





PARISH
OF RANGITIKEI
**SAINT ANDREWS
ANGLICAN CHURCH**

SERVICES:- 9-30am. SUNDAYS
CONTACT:-
JUDITH TAMBLYN 322-1278
REVDS. -
L.W. WAYNE BUNNY 327-8494
W.D. BILL ANDERSON 327-4429

BULLS

FORGIVE-A-BULL

TOWN HALL



SOCI-A-BULL



20 11:12AM



Greetings
from



top town where

People are RESPECT-A-BULL, HOSPIT-A-BULL and AMI-A-BULL



The town is LOCATE-A-BULL, REACH-A-BULL
and ACCESS-A-BULL

You will be safe here as we have a CONST-A-BULL
who is RELI-A-BULL and INDEFATIG-A-BULL



You will not be hungry because food variety is
AVAIL-A-BULL and DIGEST-A-BULL

This town is **IRRESIST-A-BULL**

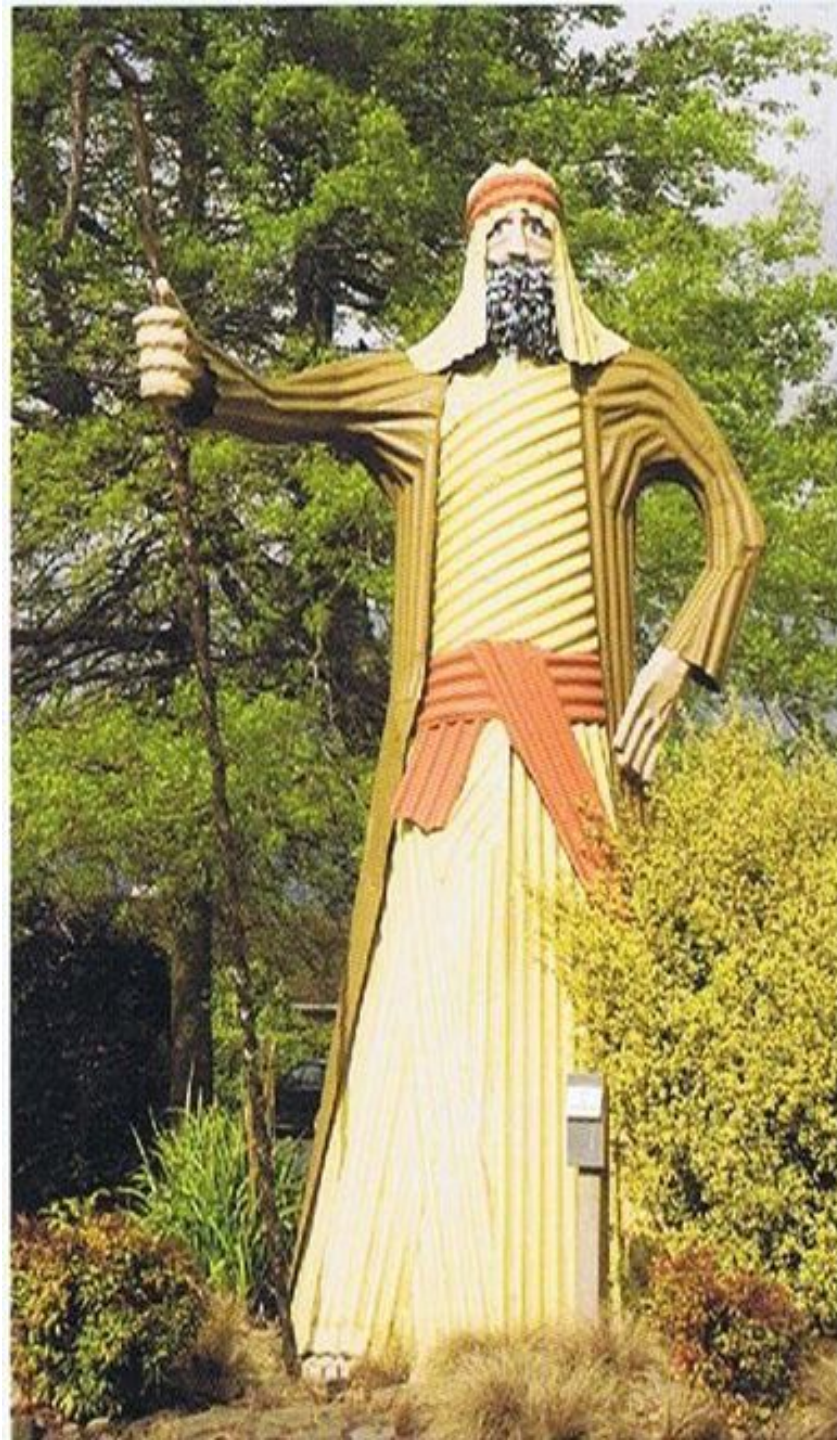
TIRAU

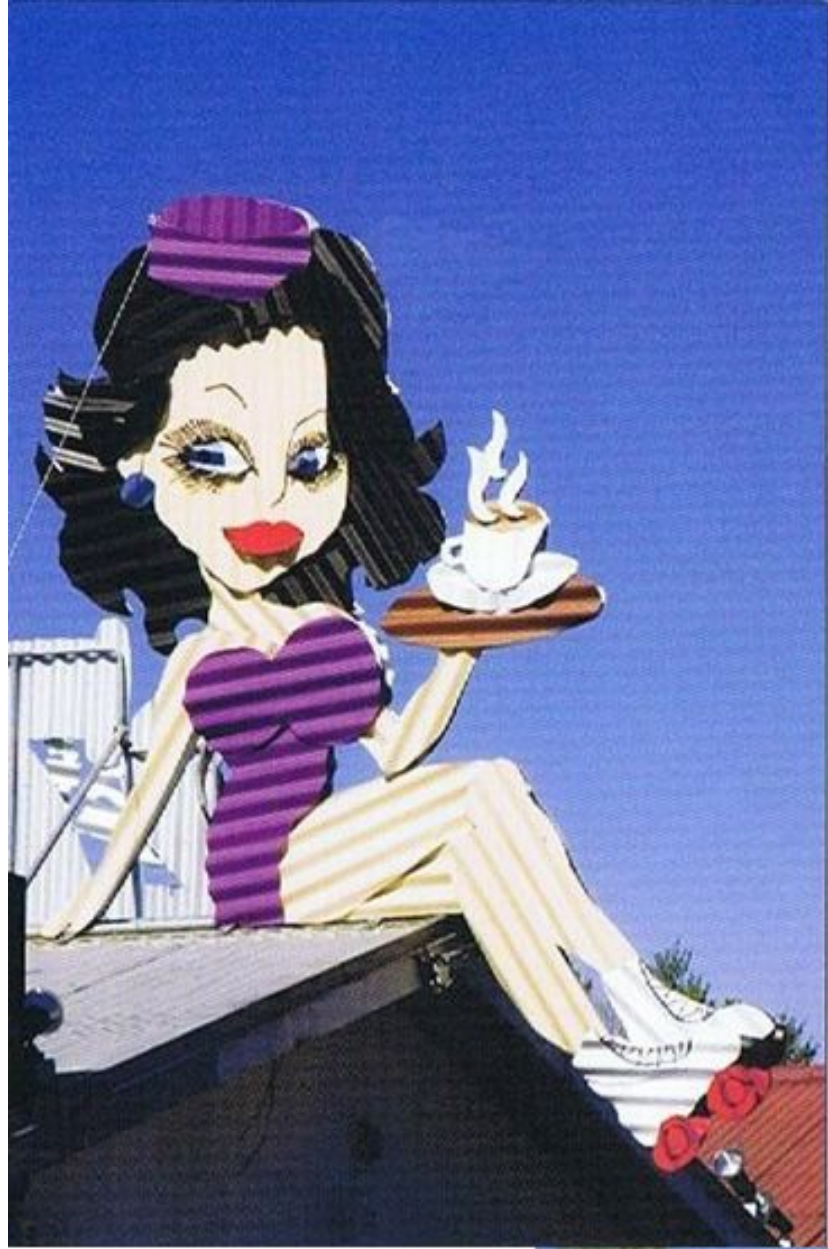
CORRUGATED CAPITAL



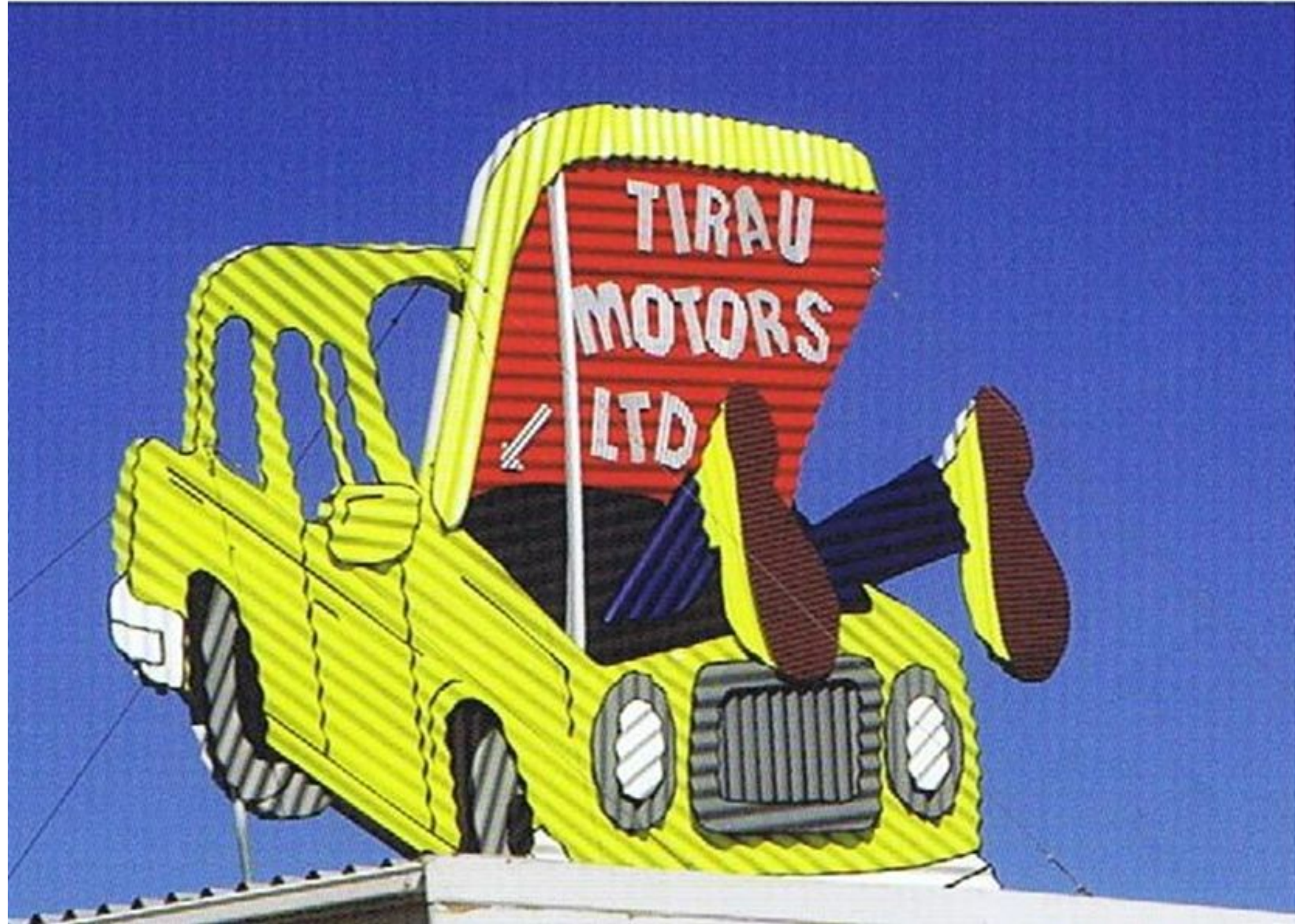












TIRAU
MOTORS
LTD



Fine Swine Cafe



Tirau
NZ



FRRR

The Community Builders, Rural Aid

Carlene Egan

FRRR Grants Programs Manager

(VIC|TAS|SA)

June, 2020



Who is FRRR?

- Registered charity; established in 2000 to stimulate and support rural and regional renewal in Australia in partnership with philanthropy, government and business.
- FRRR believes that where you live shouldn't limit your opportunities.
- Our vision: Vibrant, sustainable and adaptive rural, regional and remote communities
- Operates nationally with a focus on small regional, rural & remote communities
- Governed by an experienced Board of Directors, as well as five Patrons (incl. Governor-General of the Commonwealth Of Australia).
- Run by a small team, headquartered in Bendigo.



More than Money

We help philanthropy reach rural and regional communities:

1. Provide grants to not-for-profit community organisations and act as a clearing house / referral service
2. Help non-DGR NFPs to fundraise, by receiving funds on their behalf for an agreed purpose; and
3. Help to build local capacity to find local solutions to local problems.



Our year at a glance



FRRR Programs

Three streams of grants

People, Place & Prosperity

Smaller grants that support a broad range of issues in rural, regional and remote communities

- Strengthening Rural Communities
 - *Small and Vital* - <\$10K
 - *Larger Leverage* - <\$25K
- Gardiner Working in Dairy Communities
- Aussie Cotton Farmers Grow Communities
- Back to School
- Caring for Ageing Rural Australians

Targeted Impact

Small to medium grants for projects that focus on major issues causing disadvantage and inequity

- Tackling Tough Times Together
- Victorian Bushfire Appeal Fund programs
- Enhancing Country Health Outcomes
- ANZ Seeds of Renewal
- ABC Heywire Youth Innovation
- In a Good Place
- News Corp Bushfire Fund
- Westpac Foundation Rural Community Grants
- Visy Tumut Region Recovery Fund

Leading Change

Larger grants & programs that respond to system-level challenges or opportunities; trial new approaches

- Disaster Resilient: Future Ready
- Investing in Rural Community Futures
 - VFFF program
 - Snow Foundation program

What can't be funded by FRRR

- Prizes, gifts, awards or trophies
- Things that have already happened
- Projects that take place outside Australia
- Political parties, lobby or religious groups
- Sport and recreational activities that don't benefit the entire community
- Federal or State Government core business - this doesn't exclude Government owned land but there are conditions
- Local government core business – this doesn't exclude Council-owned facilities/land but there are conditions



Strengthening Rural Communities

- A flexible grant program, designed to support the issues and opportunities communities prioritise.
- Can fund virtually anything, including the kitchen sink – if charitable and for broad community benefit.
- **Two streams:**
 - Small and Vital - up to \$10,000, open year round, announced quarterly;
 - Larger Leverage -up to \$25k, awarded biannually (only once in 2019).
 - Multiple donors co-fund this program.
 - Under review – likely to reopen late July



Tackling Tough Times Together

Grants

- Supports 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.
- Grants up to \$20k, \$60k, \$150k
- Always open



Aussie cotton farmers grow community

- Funded by the Bayer Fund and aims to support cotton growing communities across New South Wales and Queensland.
- Cotton farmers nominate a deserving NFP community-based group undertaking projects and activities that offer clear public benefit.
- Recipients could include organisations like early childhood services, halls, community events, meals on wheels, neighbourhood houses, agricultural societies or other local charitable organisations.
- Open in early July, \$5,000 grants



FRRR ABC Heywire Youth Innovation Grants

- Each year, winners of the ABC Heywire competition gather at the Heywire Summit in Canberra, share their stories, discuss the issues that matter to them
- Develop ideas for projects to address some of those issues, and then rural communities are invited to apply for grants to make ideas a reality.
- 2020 ideas - promote sustainability, diversity, up-skilling and educating young people about farming practices.
- Grants of up to \$10,000 are provided, conditional on young people being involved in project implementation



FRRR NFP Fundraising Accounts

- Formal partnership between FRRR and an NFP that leverages FRRR's special tax status to:
 - Help attract tax deductible donations for issues or projects
 - Flexible in what \$'s can be raised/used for
 - Project purpose must be charitable and aligned to FRRR's objects
 - Can help to build organisational capacity, e.g. purchase premises; support planning, evaluation, communications or fundraising capacity; upgrading IT equipment; professional development of staff / volunteer skills & capability and so on.

Process



FRRR

Tips for securing grant funding



Four key stages

1. Preparation & planning
 - a. Integrity of the idea / project
 - b. Don't go chasing shiny things
 - c. This bit should take the most time
2. Identifying opportunities
 - a. Who might fund this (often left to chance)
 - b. Understanding the focus & values of your group
 - c. Aligning those with a potential funding partner
3. Writing the application
 - a. The easy bit!
4. Reporting
 - a. The bit everyone forgets / hates / does badly



Stage One - Preparation and Planning

1. What?
2. Why?
3. Who?
4. How?
5. When?
6. Where?
7. How much?



What do you want to do?

1. What's your idea?
2. Are you solving an Issue?
3. Capitalising on an opportunity?
4. Be specific.

***HOT TIP:** Make sure
others in your community
share your enthusiasm &
commitment*



Why is it needed?

What problems does it address.

1. Why is it important to your community?
2. How will the community benefit?
3. Why should a grant-maker support you?
4. What will happen if your project doesn't proceed?

Who will be involved in the project?

- Partners / Supporters
- Participant / Volunteers
- Beneficiaries

*Hot Tip: Be specific.
"The whole community will
participate" won't cut it!*



How will the project be delivered?

1. What are the key project stages?
 - a. Tasks / Resources / Responsibility
2. When will the project happen?
 - a. What are the critical dates?
3. Where will the project happen?
 - a. Is the venue / site fit for purpose? Permits? OH&S?
4. How will you know if the project has been successful?
 - a. How will you share the story of your project?

Hot Tip: Evaluation and documentation need to be planned at the beginning!



How much will it cost?

- Expenditure
 - Consider all costs including the less obvious: marketing, admin, etc
 - Get quotes for larger items/costs
 - Don't just make costs up
- Income
 - Co-contribution from your own group & other partners, supporters
 - In-kind contribution

*Hot Tip: Be realistic
– don't inflate or
underestimate!*



Stage 2: Identifying Opportunities

- Identify potential funders
 - Government (local, State & Federal)
 - Business (sponsorship)
 - Philanthropy
 - Crowd funding
 - Other
- Consider
 - Scale of project
 - Capacity to raise funds
 - Grants may seem the easiest but they are hard work and bring responsibilities



Research Opportunities

- Look at similar projects delivered elsewhere
- Philanthropy Australia
- www.ourcommunity.com.au
- State Grant programs
- Strategic Grants
- Grant Ready
- Google
- FRRR



Match Making

- Check out the funder's website
 - What are their interests?
 - What are they trying to achieve?
 - What have they funded in the past?
 - What are their values?
- Read the guidelines thoroughly
 - Who is eligible to apply?
 - What can/can't be funded?
- Align your organisation/project with the funder
 - Do you have a match?
 - Do you have any questions?



Plan your application

- Read and follow guidelines – note assessment dates
- Follow all application instructions – including word limits
- Know your organisation, your vision and who you are supporting
- Use the talent of those around you
- Allow plenty of time
- Use clear language and be specific
- Provide quotes, financials and letters of support
- Clear budget that adds up!
- Tell a compelling story about why is important to your community.



Stage 3: Grant Writing

- Use clear, simple language
- Avoid technical language and define words where necessary
- Spell out acronyms
- Assume the reader knows nothing about your organisation, project or community
- Use evidence to support claims
- Use facts, not opinions
- Be specific when answering questions
- Make it clear what you are going to 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

Good practice

- Read and follow guidelines – note closing date and word count!
- Know your organisation
- Make sure people are on board
- Ask for help
- Allow plenty of time
- Use clear language and be specific
- Provide quotes, financials and letters of support
- Quadruple check the budget!



This is not going to help your cause

- Asking for more \$ than you need
- Dwelling on the problems - *instead provide a solution*
- Subjective or emotive language - *just deal with the facts*
- Not answering the question properly
- Not attaching information that has been requested
- Incomplete and unsigned applications



Stage 4: Reporting (last but not least!)

- Reflect and learn
- Share your story, the inspiration, excitement and achievement or failures
- Opportunity to promote your work and build your group's profile
- Use the form provided by the grant-maker
- Go back to your application – this is what the grant-maker will refer to when reading your report
- Explain what happened
- Provide photos or videos to help tell the story of your project

FRRR

Grants in Action



Youth Opportunities Assoc. Personal Leadership Program \$4,588

- Many Year 10 students at Cummins Area School, SA, were experiencing a lack of direction and motivation, family breakdown and a decline in self-esteem and confidence.
- A Small Grants for Rural Communities grant allowed 21 students to participate in a Personal Leadership program.
- The early intervention/prevention model program was designed to positively influence their lives.
- Self-assessment surveys showed a 28% incr. in self-esteem and confidence; >85% of participants reported a clear direction and motivation; nearly 94% reported strong relationships with family and friends.



Desert Uplands - Bring back the groove

\$9,150

- The Desert Uplands Build-Up and Development Strategy Committee, QLD, saw the need to get people off the land for a night off.
- ‘Bring Back the Groove’ was an opportunity to socialise and reconnect with neighbours.
- Landholders also heard from mental health and wellbeing experts, participated in practical exercises and discussed production strategies that could be used on farm.

“In the beginning, we thought people weren’t booking because they didn’t want to leave the land. It turned out, people just haven’t been off the land for so long that they did not know if they’d belong.”

– Committee member.



image from www.desertuplands.org.au

Coonabarabrans Feast of Words Festival

- Feast of Words has been fostering a love of literature and giving students the opportunity to engage with professional writers in a fun, educational and interactive week since 2011, 'significantly improving' the level of engagement in writing at the school.
- With an FRRR Small Grant of \$4,500, an eclectic group of writers was invited to the 2018 event, including well-known Australian writer, journalist and critic Anna Maria Dell'oso.
- The Feast of Words Festival proved a valuable opportunity to engage students in an aspect of English that many find daunting and difficult, and resulted in greater engagement in English classes.



The Leeton Community Op Shop NSW

- Established by the community after the local op shop closed.
- More than just a shop - proactively addressing homelessness, addiction, social disadvantage, un- and under-employment, social isolation and people with special needs.
- Also provides employment opportunities / upskilling.
- Received a \$5,000 Aussie Cotton Farmers
- Grow Communities grant to develop a community style kitchen to feed those struggling to afford nutritious food or with limited cooking skills.
- Installed a stainless steel service bench in the Tea House, and helped with the fit-out of the community kitchen.



Youth reflect impact of drugs and alcohol

- Jilkminggan is a remote, closed community in the NT, serviced by the Roper Gulf Regional Council, dealing with the challenges of drug and alcohol abuse.
- They received a \$8,074 Heywire
- Youth Innovation Grant to work with specialist drama teachers to script, perform and record a film exploring the effects of drugs and alcohol abuse.
- 'Mirror Mirror' premiered at a series of drug and alcohol-free events and attracted wide community participation and acclaim.



Beef Up Karumba - Gulf Graziers Beef Up Showcase \$14,712 grant

- Beef Up Karumba, QLD, brought together industry and supply chain experts to provide an update to the grazing community on cutting-edge beef production research, management practices with an emphasis on workplace health and safety.
- Using a Tackling Tough Times Together grant of \$14,712, Gulf Graziers was able to put on this event to help build resilience in the area's beef businesses.
- An opportunity to socialise at a Gala Ball at the end of the two days.
- Participants felt engaged and enjoyed the opportunity to unwind and socialise.



Four things to do today

1. Subscribe to FRRR's monthly newsletter:
http://www.frrr.org.au/cb_pages/newsletter_subscription.php
2. Put a reminder in your calendar to check the FRRR grants calendar regularly:
http://www.frrr.org.au/grant_calendar.php
3. Look at FRRR's tips for great applications – including video resources:
http://www.frrr.org.au/cb_pages/tips_for_great_applications.php
4. Check out FRRR's Community Group Resources page – tips on taking photos, getting media coverage, managing volunteers, measuring success, governance etc
http://www.frrr.org.au/cb_pages/tips_tricks_and_useful_links.php



Thank you for your time.
Any Questions?

Foundation for Rural & Regional Renewal
66 Garsed St, Bendigo Vic
03 5340 2399

www.frrr.org.au
info@frrr.org.au
www.facebook.com/followFRRR
[@FRRR_Oz](https://www.facebook.com/FRRR_Oz)



Next Webinar

- Our next webinar will be held on Tuesday 16 June at 10am AEST.
- Our guest next week will be NSW Resilience Commissioner Shane Fitzsimmons.
- Topic: Resilience, Leadership, Rebuilding, Recovery.

