

GRANTS, FUNDRAISING AND SPONSORSHIP



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Grants



- All levels of government give out grants, as do many philanthropic foundations and some corporations.
- The keys to success in getting a grant are subtly different for each type of grantmaker.
- You have to know the difference so you know how to pitch your proposal!



Government Grants



- Government provides the overwhelming majority of grants funding in Australia.
- Generally, government grantmakers are impartial, unbiased, and outcomes-oriented.
- Government grantmakers are also relatively inflexible and can seem obsessed with detail.



Philanthropic Grants



- Australian foundations give out millions of dollars in the service of the ideals of their founders.
- At their best they can be innovative, flexible, forward-looking, and understanding.



Corporate Grants



- May not have a formal application scheme
- You need to be proactive.
- In any case, remember that companies aren't giving you money because they like you.



General tips for all grant types



- Do some planning!!
- Appoint one person on the committee for applications (not necessarily the treasurer).
- Prepare the basics of each application and keep on file.
- Look outside the box!
- Check out <http://www.noosa.qld.gov.au/community-grants>



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Sponsorship



- Have clear and realistic goals.
- What can your organisation do for the business NOT what the business can do for you!
- Manage the Sponsor Relationship



Fundraising



- Again, have a plan and appoint someone to implement.
- Over 90% of fundraising comes from individuals.
- Check out:
 - www.australianfundraising.com.au
 - www.fundraisingideas.com.au
 - www.fundraisingvouchers.com.au
- Try commissions on insurances or bookings.
- Decrease expenses.

Benefits of fundraising \$1000



About 900 Sausages

Look for partners and grant sources
in unusual places!



How can Noosa Council help?



- Introducing.....

Kim Cummins, Grants Officer

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