How TSA created a successful grant program
Why grant income?

- There is $80b in funding for NFP’s in Australia each year.
- 1,000% increase in grant revenue in a year.
  - From $8,000p.a to $100,000
- TSA’s recent grant funded projects include;
  - Parachute Pack: New diagnosis resource for families ($30,000)
  - TSC Connect: Family and Medical Conference Funding ($23,000)
  - In Safe Hands: New resource for schools about TSC ($3,000)
  - TSC Outreach: Tele-health nurse ($38,000)
- Over 200 hours, $10,000 in staff time and $4,000 in consultant fees
- There are many resources we could access for help
Where we started

Step 1. We got our organisation grant ready

↓

Step 2. We developed grant ready projects

↓

Step 3. We identified opportunities

↓

Step 4. We delivered the projects
Where we started

Step 1. We got TSA grant ready

- We identified the resources available
- Established TSA’s charitable status
- We created a case for support for our organisation:
  - We defined our organisation and what we do
  - We defined our goals and objectives
  - We created our point of difference
  - We defined our intended outcomes
How we got grant ready

Step 2. We developed grant ready projects

• Specific project funding
• TSA defined and developed projects in need of support
  o Developed 3-5 ‘sexy’ projects
  o Wrote a case for support for each including;
    ▪ Objectives
    ▪ Outcomes
    ▪ Budget
How we got grant ready

Step 3. Identified Opportunities

• We pinpointed the types of grant giving organisations
  - Corporate Trusts and Foundations
  - PAFs (Private An Funds)
  - DAFs (Donor Advised Funds or sub funds)
  - Government
  - Club funding

• Created a grants calendar
  - Identified opportunities that were a good match for our projects
  - Established a list of opportunities and due dates

• Made our approaches
How we got grant ready

Step 4. Delivery

- Honoured our obligations
  - Delivered the project
  - Recognised their contribution as agreed
- Flexibility
- Accountability
Where we went to for help

• Signed up to receive regular grant newsletters and updates:
  o Grant Guru
  o Grants Hub
  o ProBono Australia
  o Philanthropy Australia
  o Our Community
  o Grant Connect for government grant opportunities

• Outsourced to a grant expert
  o Fish Communications
  o Strategic Grants
  o Grant’d
What we’ve learnt

What worked for TSA:
• Making personal connections
• Selling a dream (internally and externally)
• Being flexible - other sources of income
• Research
• Catchy names work
• Combining facts and figures with emotive story telling
• Honouring our obligations
• PROOF READING!
# Example detailed grants calendar

<table>
<thead>
<tr>
<th>Name</th>
<th>Area of Interest</th>
<th>Due</th>
<th>$ to request</th>
<th>Guidelines</th>
<th>Contact</th>
<th>Notes</th>
<th>Date submitted</th>
<th>Project Submitted</th>
<th>Amount</th>
<th>Status Pipeline, Applied, Unsuccessful, Successful</th>
<th>Actual Decision Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants Hub</td>
<td>grants</td>
<td>May</td>
<td>$100</td>
<td><a href="http://community.grants.aspx">http://community.grants.aspx</a></td>
<td>Online</td>
<td>50% off annual membership</td>
<td>17/04/2018</td>
<td>$100</td>
<td></td>
<td>Successful 16.5.2018</td>
<td>16.5.2018</td>
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<tr>
<td>Funding Source</td>
<td>January</td>
<td>February</td>
<td>March</td>
<td>April</td>
<td>May</td>
<td>June</td>
<td>July</td>
<td>August</td>
<td>September</td>
<td>October</td>
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<tr>
<td>ANZ Staff Foundation</td>
<td>January</td>
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<td>July</td>
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<td>Albert and Barbara Tucker</td>
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<td>31-Aug</td>
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<td>Australian Ethical Investment Grants</td>
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<td>Auzzie Farmers Direct</td>
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<td>July</td>
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<td>Balnaves Foundation</td>
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<td>Unsuccessful</td>
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<td>Bendigo Bank</td>
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<td>Successful</td>
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<tr>
<td>Bupa Health Foundation</td>
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<td>Check website</td>
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<td>GC-DR</td>
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<td>Success</td>
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<td>Collier Charitable Fund</td>
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<td>June</td>
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</tr>
</tbody>
</table>
# Example project budget

**Tuberous Sclerosis Australia**

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Budget Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education Consultant: Research, development, review ($60p/h for 170 hours)</td>
<td>$10,200</td>
</tr>
<tr>
<td>Booklet design and layout ($80p/h for 25 hours)</td>
<td>$2,000</td>
</tr>
<tr>
<td>TSA General Manager’s support ($75p/h for 20 hours)</td>
<td>$1,500</td>
</tr>
<tr>
<td>Print 250 booklets</td>
<td>$1,000</td>
</tr>
<tr>
<td>Online development ($50p/h for 5 hours)</td>
<td>$250</td>
</tr>
<tr>
<td>Distribution by post</td>
<td>$500</td>
</tr>
<tr>
<td>Evaluation ($40 p/h for 12.5 hours)</td>
<td>$500</td>
</tr>
<tr>
<td>Ongoing maintenance including updates and future printing (post evaluation) and distribution</td>
<td>$2,000</td>
</tr>
<tr>
<td>Promotion of Project — via Social Media, Dept of Education, TSA publications and a media launch</td>
<td>$2,000</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$19,950</strong></td>
</tr>
</tbody>
</table>

**Revenue**

<table>
<thead>
<tr>
<th>Revenue</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Grant</td>
<td>$10,000</td>
</tr>
<tr>
<td>Tuberous Sclerosis Australia Contribution from fundraising and donations</td>
<td>$4,950</td>
</tr>
<tr>
<td>Pro-bono support</td>
<td>$5,000</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$19,950</strong></td>
</tr>
</tbody>
</table>
Example case for support

• Project Title
• Organisation Overview
• Project Description
  • Overview
  • Why is this project important? (What issue or need are you addressing?)
  • What activities will you undertake as part of this project? (How will this project address this issue or need?)
  • What outcomes do you anticipate?
  • How will you know if this project is successful? (How will you measure outcomes and evaluate your project?)
• Project Budget
Now it’s your turn

Step 1. We got TSA grant ready
↓
Step 2. We developed grant ready projects
↓
Step 3. We identified opportunities
↓
Step 4. Delivery