



2019 Community Grants

Application Guidelines

Applications are open from

1 - 31 May 2019

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Welcome to the Australian Ethical community grants application for 2019. In this guide you'll find:

- 1 Guidelines
- 2 Criteria
- 3 How to apply

Please note: this year only organisations that have operating revenue less than \$1.5 million dollars per annum will be eligible to apply.

If you have any questions please contact us at:

E: foundation@australianethical.com.au

T: (02) 8276 6234

Apply

1 - 31 May

Shortlist

1 July

Vote

8 - 29 July

Winners

September

1 Guidelines

Supporting people, the planet and animals

As a business, we're driven by a bigger purpose than just making a profit; we believe it's important to play a leadership role in making the world a better place. That's why each year we give away 10% of our yearly pre-tax profits* to charitable organisations and social impact initiatives through the Australian Ethical Foundation.

Our Community Grants go to grassroots organisations who contribute to humanitarian, environmental and animal welfare efforts in Australia and abroad. From advocating for asylum seekers in Australia to protecting endangered rainforests and their animals in Borneo, we are passionate about helping organisations create the most impact they can. Our grants of \$10,000 and \$20,000 enable organisations to make a bigger impact within the communities they work.

**Before deducting bonus and grant expense*

Who can apply?

We offer grants to not-for-profit organisations, social enterprises and registered charities based in Australia. Organisations working for a charitable purpose for the benefit of people, the planet and/or animals in Australia, or internationally, are encouraged to apply. **Only organisations with operating revenue less than \$1.5 million dollars will be eligible to apply in 2019.**

New, emerging or small not-for-profit groups are eligible to apply as long as they have:

- an Australian Business Number (ABN),
- documentation that supports their not-for-profit status and;
- an Australian bank account.

How much are the grants?

Australian Ethical grants are for \$10,000 and \$20,000 (but we also provide funding amounts for projects within this range, for example \$15,000). Our preference is for the grant money to be spent within one year of receipt. In the application form please select the amount closest to what you require. For example if you require \$15,000, please request \$20,000.

What we will fund

We ensure funding represents a fair spread across rural and metropolitan Australia as well as abroad. We'll fund small capital items and specific project costs with clear outcomes. We'll also fund staff wages for a specific role supported through the grant.

We won't fund:

- core expenses (e.g. rent, insurance, admin and general business operations),
- retrospective funding (support for activities that have already taken place),
- fundraising appeals (including general capital appeals), or
- funding direct to individuals.

Grants are a competitive process and applications that meet the assessment criteria are not guaranteed funding. Successful applicants may receive a percentage of the total sought rather than the full amount.

Timeline

1 May – 31 May	Community grant applications are open
1 July	All applicants will be emailed advising whether their application has been successful moving to the next round.
8 – 29 July	Voting is open to the public. The result of the public vote is not determinative; however, we do take the results into account when the final decisions are made.
September	Successful applications will be notified. At that time we'll ask for your bank details in order to facilitate an EFT bank transfer of funds awarded.
September	Funds transferred.

Any changes to these dates will be updated on the Community Grants homepage on our website.

Successful applications

Our marketing team will get in touch in the weeks and months following grant funding to ask for information and images to help tell your story on our website and social media.

A year from granting funds, we'll request an End of Funding Report asking about the project outcomes achieved. Any changes to these dates will be updated on the Community Grants homepage on our website.

2 Criteria

We encourage applications from Australian-based organisations that focus on work in Australia or overseas in one or more of the following areas: people, the planet and animals.

People: Improving lives

We encourage applications from organisations that focus on people who are experiencing extreme levels of distress, disadvantage, vulnerability, or poverty within their community or family. Initiatives led by people experiencing vulnerability themselves are especially welcome.

Each project must demonstrate how it meets one or more of the following outcomes:

- People recover, cope and thrive in the face of severe personal, family, and social adversity
- People progress into education, employment, enterprise, and training opportunities to develop core life skills and increase their chances of having a stable source of income and secure future
- People have greater access to healthcare and essential services
- People have greater protection from violence, exploitation and abuse
- People of different ethnic backgrounds, faiths and other societal groups (Eg. Aboriginal and Torres Islander Peoples, LGBTI communities) feel more welcomed and valued as a member of our multicultural society
- Public policy changes and advocacy initiatives to better protect and support vulnerable groups.

Planet: Protecting the environment

We encourage applications from organisations that aim to protect and enhance the natural environment by undertaking initiatives related to the following charitable purposes.

Each project must demonstrate how it meets one or more of the following outcomes:

- Increased innovation in development of solutions, access, and education of communities around clean energy, energy efficiency, water efficiency, or conservation of natural resources
- Minimisation of waste and more efficient and widespread recycling
- Increased protection of biodiversity, including flora and fauna
- Increased appreciation of cultural heritage and/or application of environmental management practices
- Reduced environmental damage including protecting, preserving, rehabilitating, and educating the community about the natural environment
- Public policy changes and advocacy initiatives to better protect and support the environment.

Animals: Protecting and supporting animals

We encourage applications from organisations that aim to improve animal welfare, rescue injured animals, and protect threatened and endangered species and their habitat.

Each project must demonstrate how it meets one or more of the following outcomes:

- Improved animal well-being and initiatives that reduce and/or remove animal suffering

- Improved animal management practices and educational programs
- Development of alternative solutions and income for local communities within threatened and endangered species' habitat
- Greater sustainability of populations of threatened and endangered species
- Initiatives that promote greater usage of plant based solutions in replacement of animal products
- Public policy changes and advocacy initiatives to better protect and support animals.

Assessment process

When assessing all applications, we apply a comprehensive impact framework to measure the potential/existing impact of each project. We have designed the application form to draw out answers relating to our impact assessment framework.

Please note the assessment framework provides an overarching methodology to our assessment and may not be applicable across every application. The information outlined below is to provide you with a better understanding of our assessment process to assist with your application.

Specifically, our core areas of assessment (where applicable) are:

1. How clearly a Theory of Change has been articulated.

This includes things such as a demonstrated understanding and application: of the ecosystem the charity is operating within, of whether the causal issue is being addressed, of how the intervention generates impact and positive change, of how the product/service has been co-designed with other stakeholders and beneficiaries, of what partnerships have been developed with key players and if there is a clear mission and vision to the work being undertaken.

2. How clearly the outcomes of the work are measured and articulated.

This includes things such as a demonstrated understanding and application of: structured and considered methodology (measurement framework) to measure impact, a holistic process of collating impact data, an ability to communicate the impact being generated and an adaptive and iterative process to working to ensure new learnings and growth.

3. The expertise and professionalism of the team and organisation conducting the work.

This includes things such as a relevantly skilled management team/founder/governance board, an adaptive culture of learning, sharing information and innovating, a shared set of beliefs and value sets to provide guidance and formal organisational structures that ensure the longevity of the organisation and work they're doing.

4. The effective impact of the intervention and work being conducted.

This includes things such as how vitally important the issue is in relation to other impact work, the ability of the intervention/work to be widespread or scaled for greater positive impact, the amount of direct positive benefits generated from the intervention/work, an efficient and intuitive use of funding and whether progress on the specific issue will generate a flow on of further positive impacts into the future.

3 How to apply

It's very important that you don't assume we know about your organisation or your project, even if you have received a grant in the past. For each question, we have provided some tips as a guide on what to include in your answers. Please keep responses succinct and only include relevant information.

Step 1: Complete the checklist

Please ensure you have the following information handy before beginning your online application.

This year you will be able to save your application so that you can return to complete it at a later date. However, we recommend you are still prepared to complete it as efficiently and accurately as possible.

ABOUT YOUR ORGANISATION

- 1 Your organisation's name, postal address and ABN.
- 2 The best contact person from your organisation in relation to the application, their job title, work email, work address and work phone number.
- 3 Your organisation's mission statement.
- 4 The organisation's charitable purpose (please select the main purpose even if you have more than one)
 - a. Advancing social or public welfare (People)
 - b. Protecting or advancing the natural environment (Planet)
 - c. Preventing or relieving the suffering of animals (Animals)

DEMONSTRATE YOUR CHARITABLE OR NOT-FOR-PROFIT STATUS

- 5 Proof your organisation is registered with the Australian Charities and Not-for-profit Commission. This is not a compulsory requirement for an application.

AND/OR

- 6 Your constitution/memorandum and articles of association or other similar documents which confirm your organisation's not-for-profit status.

DETAILS OF YOUR PROJECT

- 7 Briefly outline your project. (150 words max)
(What will you do? Who will benefit? Where is it located?)
- 8 What evidence highlights the need for this project – why is it important? (150 words max)
(Outline the evidence/research/circumstances that validate why this project is important. Tell us about the specific issues this project is directly targeting and why this project is needed.)
- 9 What consultation has informed the development of this project? (150 words max)
(Tell us about how you have/will collaborate with other relevant stakeholders in your sector and how your project fits in to the ecosystem of other services operating. Is it uniquely important or closely related to existing services? Was the project co-designed with beneficiaries themselves? What partnerships have you engaged with to maximise the impact of your work?)
- 10 Why your organisation is best placed to undertake this project and help solve the respective issue? (150 words max)

(Tell us about your experience, your staff skills and the systems you will use that will make this project a success).

- 11** What outcomes will you measure to determine the success of the project? (150 words max)
(Outline all tangible outcomes you expect for the beneficiaries. E.g. divert ___ kilograms of waste from landfill, increase school attended for students to ___ days per year. Ideally, these would be the same/similar outcomes you use as an organisation to measure the impact you are having.)
- 12** How will you measure these outcomes? (150 words max)
(What methods and systems will you have in place to collect the data, learn from it and communicate it? E.g. Staff involved, specific techniques/methods used, technologies/systems utilised etc.)

PRESENTING YOUR PROJECT

- 13** An image that best represents your project.
(If you are successful in making it to the shortlist, we'll use this image on our website. Remember, we ask our members and the public to vote on their favourite projects, so make it something people can connect with! (By uploading an image you acknowledge you have the rights to use this image and give Australian Ethical a licence to use it for marketing purposes.)
- 14** A punchy description of your project's aim. (75 words max).
(If you are successful in making it to the shortlist, we'll use this on our website for voting. Please [see the examples](#) from last year.)

FUNDING AND BUDGET

- 15** What is the grant amount you would like to request?
\$10,000 or \$20,000
- 16** Outline briefly your project expenditure.
Breakdown individual line items such as salaries, equipment, travel/transport, administration, etc. (up to 31 December 2020).
- 17** Outline briefly any funding already confirmed for this project.
Confirmed funding can be from both internal and external sources (up to 31 December 2020).
- 18** Outline briefly any unconfirmed funding you might expect for this project.
Unconfirmed funding can be from both internal and external sources (up to 31 December 2020).
- 19** Outline briefly any in-kind contributions you are expecting.
Include an estimated value for non-cash contributions such as services, equipment, time, and materials (up to 31 December 2020).

ORGANISATIONAL DETAILS

- 20** Is your organisation registered as a tax-deductible gift recipient?
This is NOT a compulsory requirement for an application.
- 21** Does your organisation have operating revenue less than \$1.5 million per annum?
Only organisations with revenue less than \$1.5 million per annum are eligible to apply for funding.

22 What is your organisation's annual revenue?

- a. \$0 – \$500,000
- b. \$500,000 – \$1 million
- c. \$1 million – \$1.5 million

23 Please upload a copy of your most recent annual report and financial accounts.

(If you don't have either of these collated any other documents that will provide us with more information about your organisation).

DECLARATION

You need to confirm you've read the [Terms of Funding & Privacy Collection Notice \(Community Grants\)](#) in addition to confirming a few other requirements.

Step 2: Complete the online form

Complete the form [here](#) between 1 May – 31 May 2019.

Ensure the organisation name on the application is your organisation's ABN registered name (as per the Australian Business Register [website](#)). If a grant is awarded, payment will be made to the entity's ABN-registered name.

Pay particular attention to how your project delivers tangible outcomes within our categories of people, the planet and animals.

You'll receive a confirmation email that your application has been submitted and a copy of the application for your files.

You will be notified by email on 1 July whether your application was successful in making it to the shortlist. Due to the anticipated large number of applicants, unfortunately we are unable to give specific feedback.

Step 3: If you make it to the shortlist

Out of an average of 500 applications per year, we create a shortlist of 20 – 40 projects. If you're shortlisted, we'll send you an email that includes information and materials to help you promote the fact that you've made it to the shortlist.

Your project summary and image will be displayed on our website for voting. Voting will be open to the public so the more you can spread the word for your community to vote for you.

Questions?

Please refer to the [Community Grants FAQs](#) section of the website or contact us at

E: foundation@australianethical.com.au

P: T: (02) 8276 6234

We look forward to reviewing your application.