

Team Sierra Leone

The Fig Tree Children



Education
specialists



Sustainable
growth

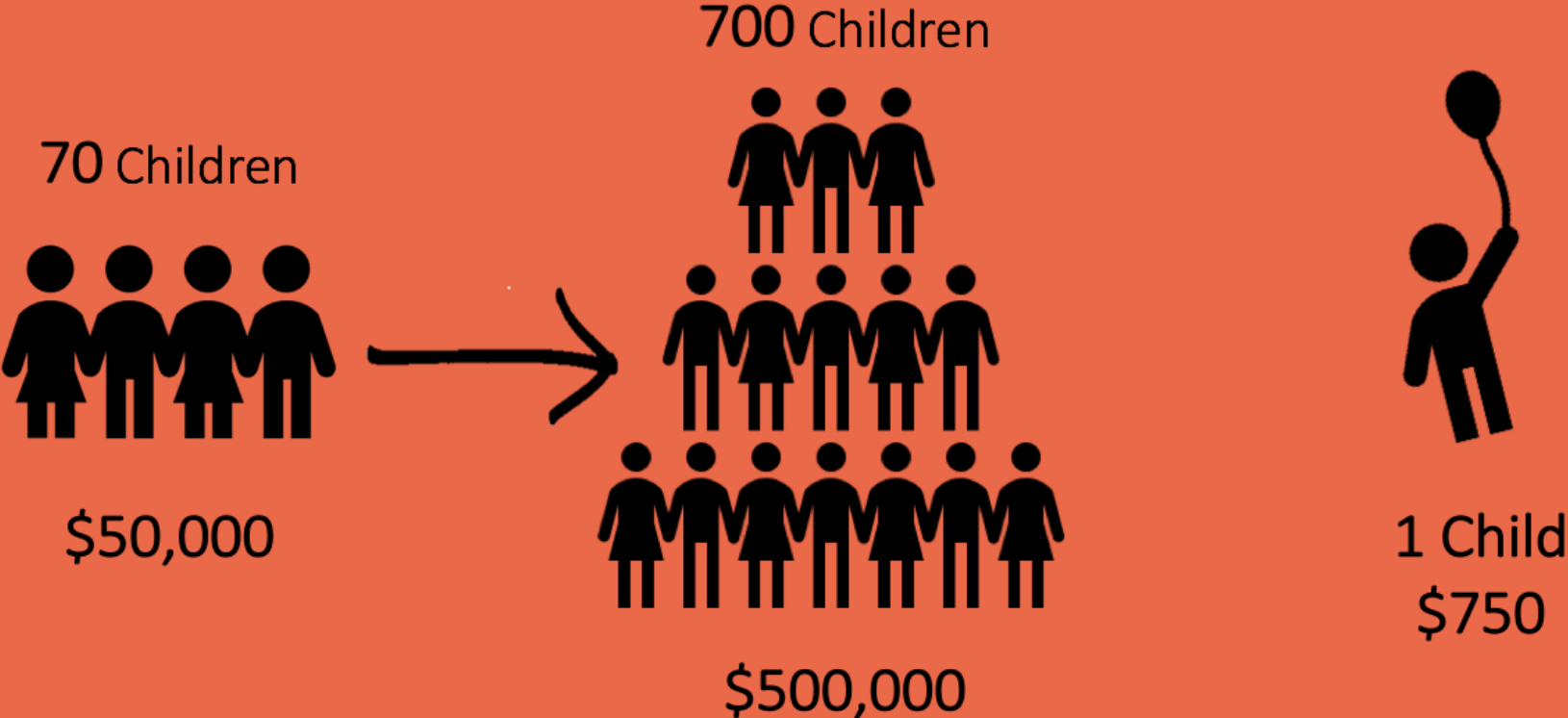


Multiple
potential
funding ideas



Help needed for
next steps

One child at a time



How did we get here?



Research
& Analysis



Defined Scope



TFTC team
insights and
support



Key
Recommendations



The Scope

To provide clear, documented, evidence-based insights on the the following funding methods:

1. Social Media
2. Corporate Funding
3. Granting Bodies



Our Team



Sinead Mc Gee
Executive Manager
ALDI Australia

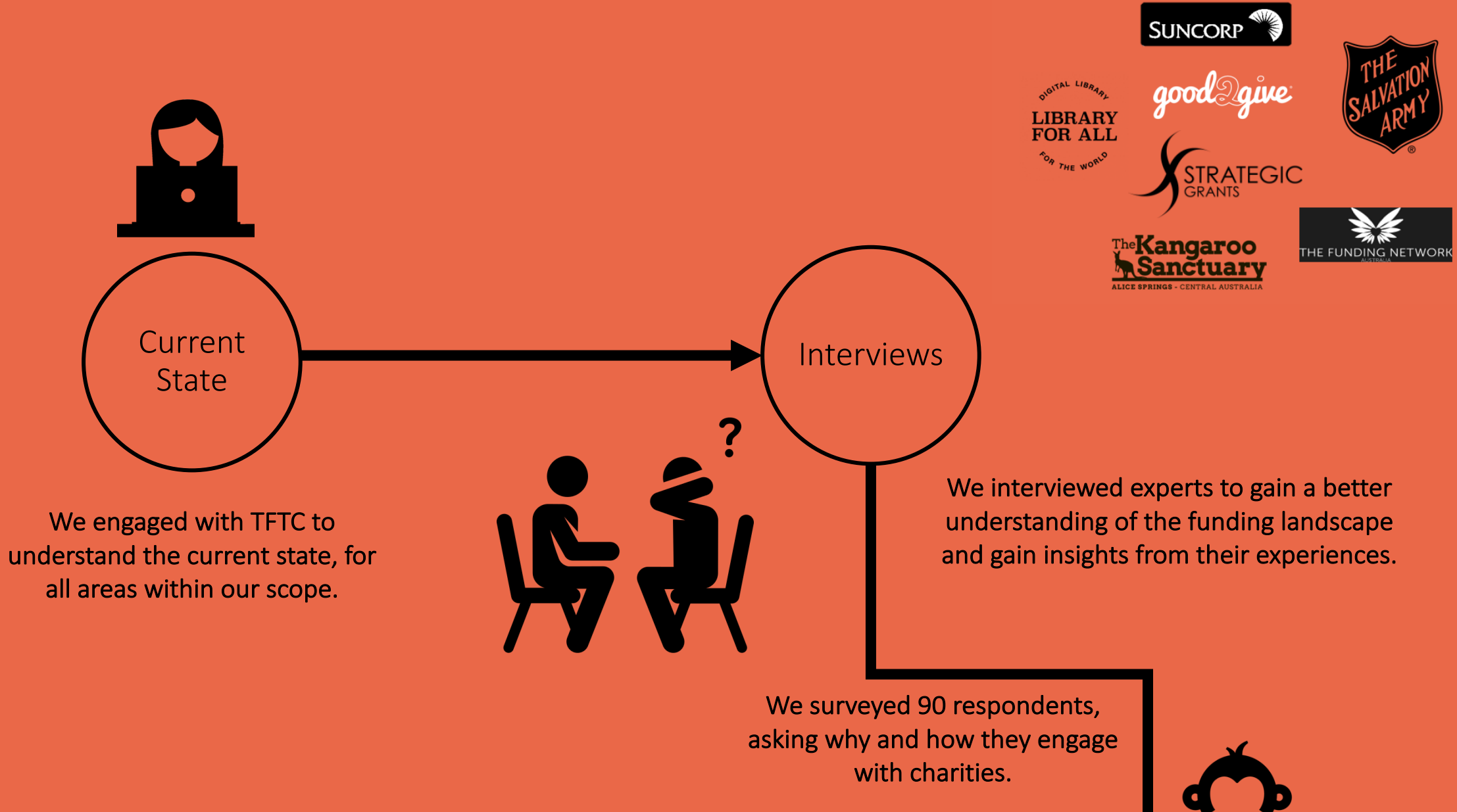


Cameron Sharpe
East Coast Estimator
Consolidated Power
Projects

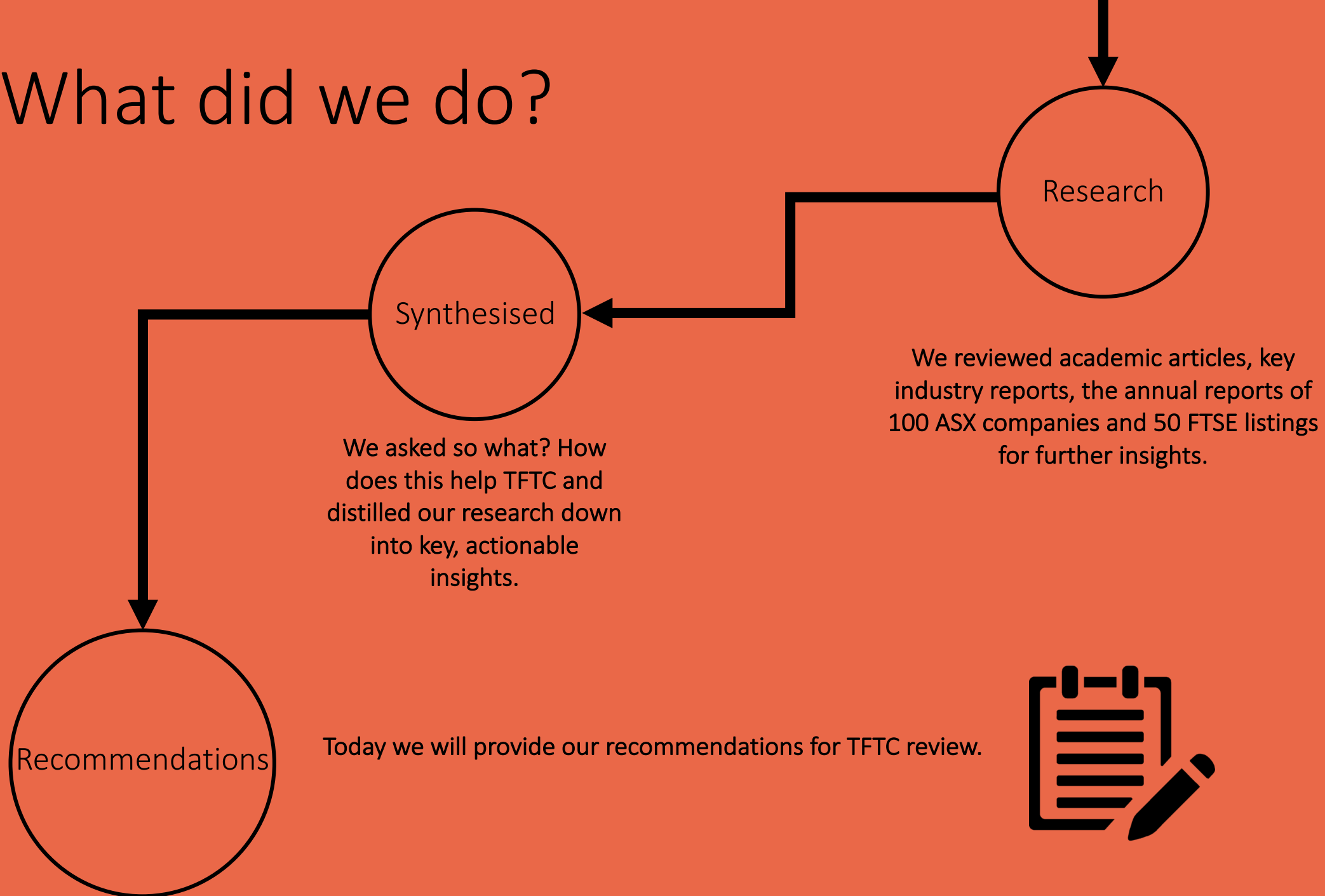


Mark Ibrahim
CFO Consolidated
Properties Group

Our Method



What did we do?



What matters most



Social Media Key Insights



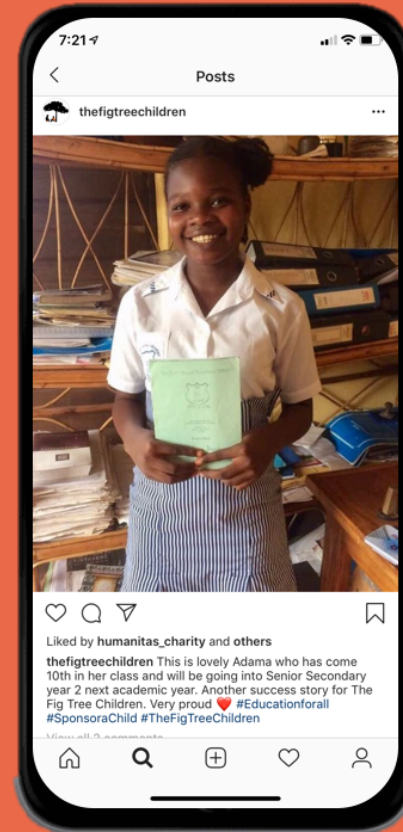
Digital Presence

Current State

67% of nonprofits have no social media strategy, policies or goals documented. (Shattuck, 2019)



1k Followers
999 Likes
23 Posts (2019)
Avg. 16 reactions per post.



160 Followers
49 Posts ('16- '19)
5 Posts in 2019
Avg. 14 likes per post.

Social Media is important for NFPs

Not for profits organisations can considerably benefit from a communication strategy which **allows their audience to publicly affiliate** with them, rather than privately.
(Bernritter, Verlegh & Smit, 2016)

Facebook and **Instagram** are the top channels in target markets.
(Chaffey, 2019)

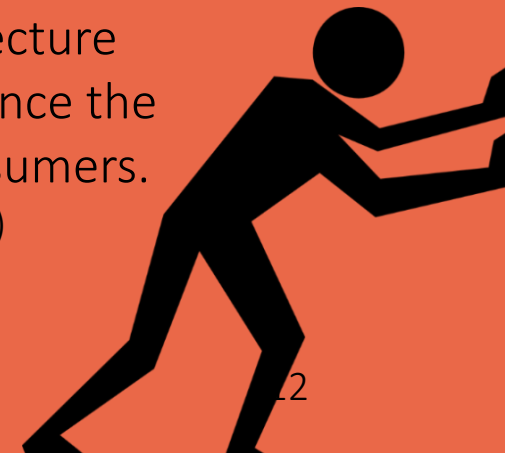
3.48bn Social Media Users

69% of Internet use through mobile in Aus.

95% in Europe.
(Chaffey, 2019)



Nudges are positive reinforcements, **small suggestions**, or changes in choice architecture intended to influence the behaviour of consumers.
(Trudel, 2018)



Who to target



(Charity
Commission for
England and
Wales, 2019)



Millennials found to be more generous
than any other age group.

“...young people give generously, but also that they are
**more likely to make basic checks before giving
to their chosen charity** than people from their
parents’ generation.”

Trust in Charities, 2018. Insights.

Charity Commission for England and Wales (2019).



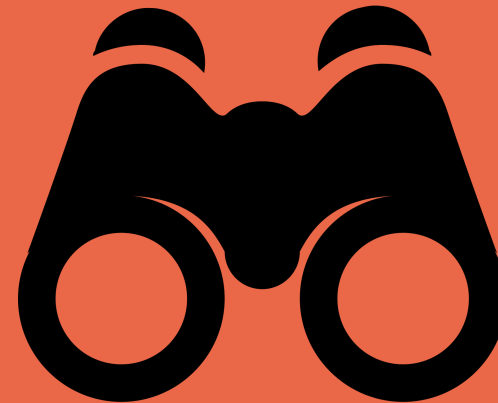
(Charity
Commission for
England and
Wales, 2019)

44% of respondents in the millennial age bracket would be willing to give up their smart phone for **1 month** for their chosen charity.



2000 respondents

“This hints at a welcome shift in the public’s relationship with charities and shows why charities should be open and transparent about the way they are run and how they spend their money. By doing so they can encourage donors’ trust and generosity.”



“...the most common way people check before giving is to perform **an internet search**, followed by looking for a registered charity number.”

Millennials

“A generation disrupted”



Millennials came of age during the internet explosion. (Dimmock, 2019)

Social media and constant connectivity are a staple for Millennials, they have adapted to rapid change in their lifetime. (Dimmock, 2019)



Aged 23 - 38

46% of Millennials stated they aspire to make a positive impact on the community and society. (Deloitte, 2019)



22% of Millennials stated distribution of wealth as their top concern (13k responses), second only to the environment at 29%. (Deloitte, 2019)

What do we know about these donors

*“Young people who held more favorable attitudes toward donating money, **perceived that they had control over donating**, perceived a moral obligation to donate money, and had donated money more frequently in the past possessed stronger intentions to donate money in the future.”*

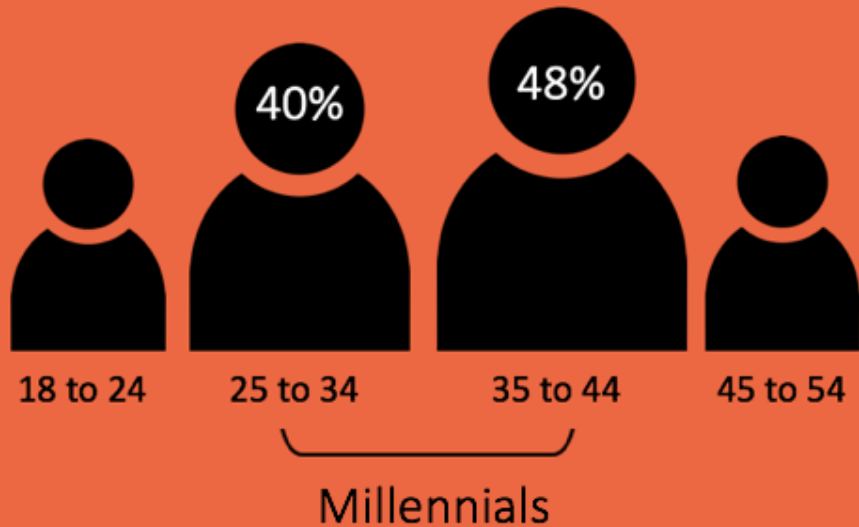


*“...**tangible benefits** for the recipients of aid at local, national, and international levels.”*

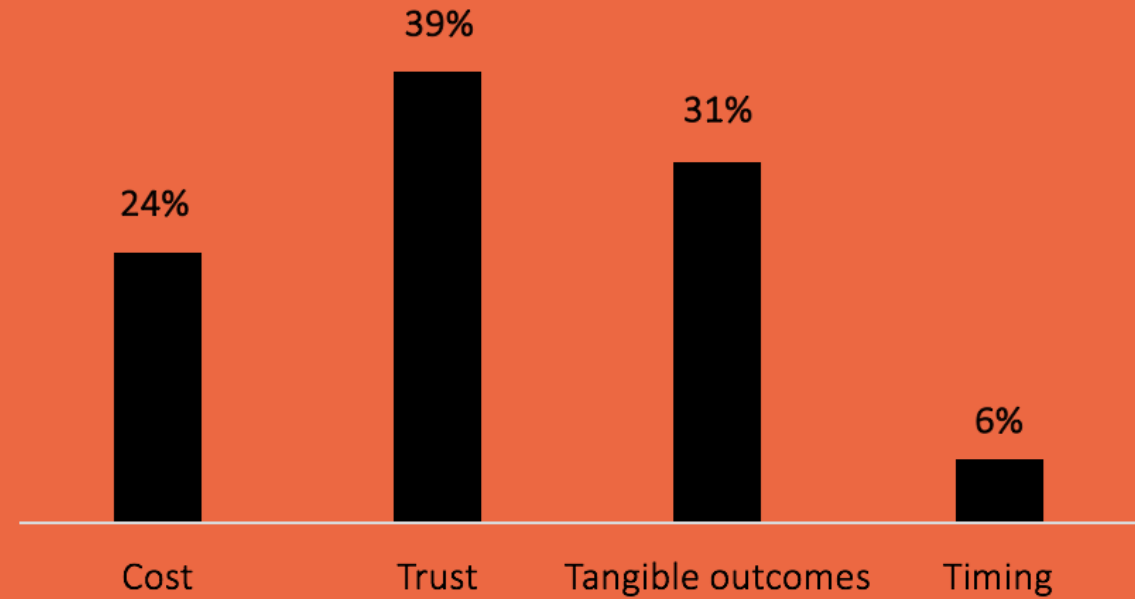
*“Young people could be encouraged to foster a sense of personal responsibility by portraying the donation of money to a charitable organization as the **right or morally correct thing to do.**”*

Survey

We surveyed 90 people



What stops you from giving to charity?



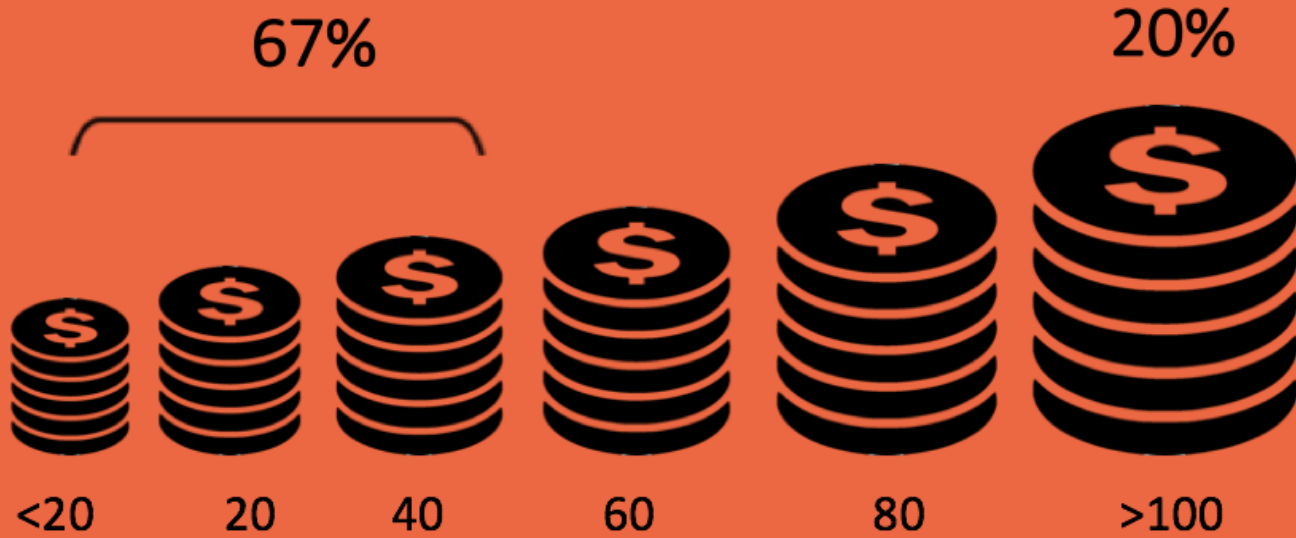
Would you support an Australian Charity operating abroad?

79%

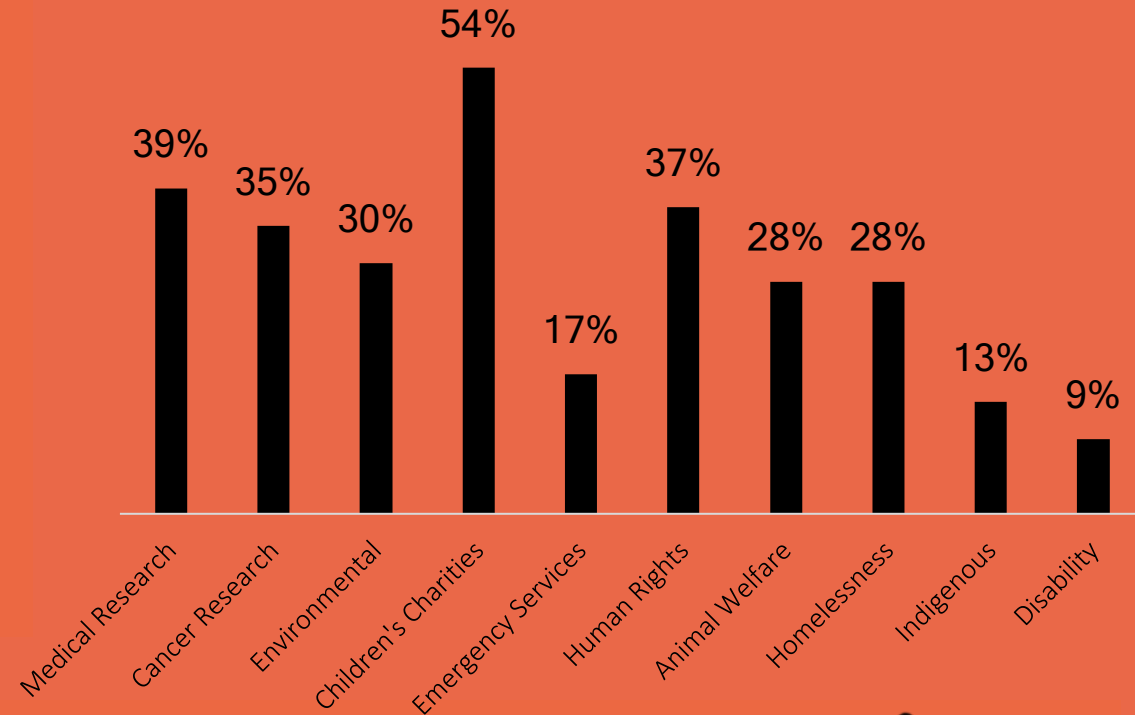


18%

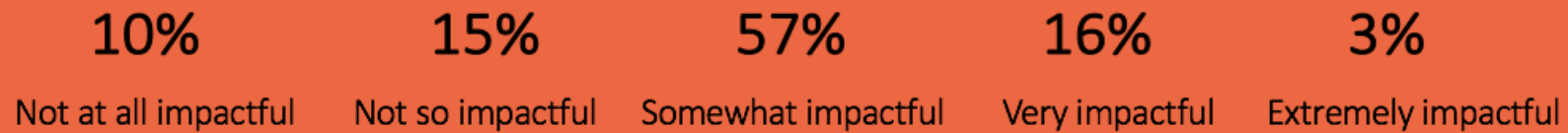
How much do you typically donate?



Which types of charity are you most likely to support?



How impactful do you believe your money is?



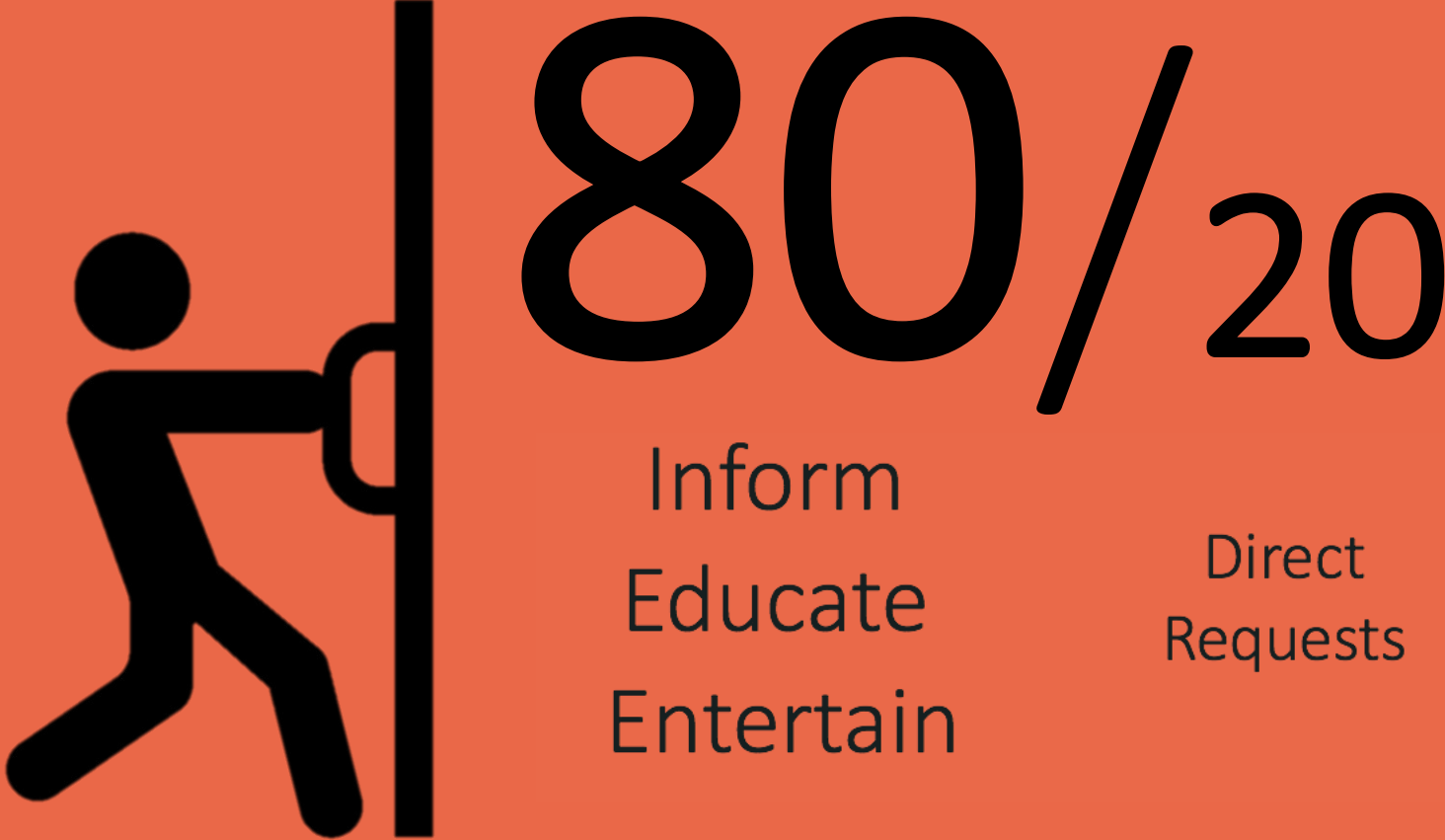
You must have a strategy

If you think you are talking to everyone, you are most likely talking to no one. (Johnston, 2019)

A clear strategy is needed, to increase efficiency and impact.



The Golden Rule



Respond to questions, comments and posts tagging your organization, and look for relevant hashtags to find new conversations to join. (Johnston, 2019)

Survey Outcome

1. What is your age?

18 to 24	2
25 to 34	36
35 to 44	44
45 to 54	7
55 to 64	1
65 to 74	0
75 or older	0

2. How do you typically find out about charities?

Shopping in Stores	13
TV commercials	29
Online advertisements	35
Print advertisements	7
Facebook	24
Google	14
Word of mouth	49
Instagram	8
Email	5

3. How often do you donate to charity?

Monthly	34
Once per year	38
Less than once per year	11
Never	6

4. Typically how much do you donate?

Less than \$20	23
\$20-\$40	18
\$40-\$60	19
\$60-\$80	5
\$80-\$100	9
More than \$100	18

5. How impactful do you believe your money is?

Extremely impactful	3
Very impactful	14
Somewhat impactful	51
Not so impactful	13
Not at all impactful	9

6. What stops you from giving to charity?

Cost	21
Trust	35
Tangible outcomes	28
Timing	5



Survey Outcome

6. What stops you from giving to charity? (Qualitative)

There are more established global charities
Local charity work needs to be done in partnership with local charities.
I don't trust any charity
Concerns around voluntourism, lack of local stakeholder consultation
Black of trust
I like to support causes directly affecting people in Australia
I like my money to stay in Australia
Australian issues are not quite as dire as international issues.
As above
Prefer to keep money within Australia
Prefer to support local community
I'd need to research it's impact and legitimacy and that it's not exploiting children or people or animals
No trust
Transparency issues, no direct impact to local communities
However there is a large need in Australia that if not covered at home I see as silly going to help less pressing agendas
Not sure
I want to see local impact

7. Would you be more likely to engage in giving through:

Direct phone calls	1
Face to face	24
Facebook	6
Instagram	3
Email marketing	11
None of the above	44

8. Would you support an Australian Charity operating abroad?

Yes	68
No	16

9. Which types of charity are you most likely to support?

Medical Research	35
Cancer Research	31
Environmental	27
Children's Charities	48
Emergency Services	15
Human Rights	33
Animal Welfare	25
Homelessness	25
Indigenous	12
Disability	8

Grant Funding Insights



Landscape

- In Australia, the value of grants exceeds \$80b per annum.
- 20% of this is funded by State and Federal Government.
- Shift in focus towards outcomes and impact.
- Experience in grant writing highly correlated with win rate.
- Organisation size doesn't matter. Win/loss rates consistent across large and small organisations.



Current state

- Limited resources
- Not a focus due to effort and challenges
- No core template / pack
- Applied for one grant unsuccessfully



We talked to the experts



Bianca Williams
Grants Strategist



Cameron Hemming
Chief Operations
Officer



Julie McDonald
Chief Executive Officer

Interview Insights



- DGR status difficult to obtain.
- Solid grant writing skills very important.
- No two grant applications are the same.
- Qualitative and quantitative data that demonstrates the impact being made.
- Project delivery, programme planning, and corporate governance are highly important.

Enable non-profit organisations to establish sustainable, cost-effective grant strategies.

20 years of success in helping non-profits secure funding, ranging from \$1k to \$50m.

Work with non-profits to put in place the right processes, tools, and support to ensure effective and sustainable grant programmes.

(Strategicgrants.com.au, 2019)

Interview Insights

- 100% pass through model very challenging and a number of non-profits changing.
- Most granting bodies want to invest in making an impact here in Australia.
- A lot of groundwork required to build foundation material for effective grants.
- DFAT particularly focussed on Asia Pacific.
- Big opportunity cost in time spent fundraising vs grant writing.



Making knowledge accessible to all.

Helping over 130,000 children.

Annual revenue circa \$2m.

Accessible culturally and age appropriate reading materials delivered digitally.

Interview Insights



- Very competitive, 50+ applicants per round
- 78% of charities receive only 3.4% of funding overall
- Rigorous due diligence process by the board
- Challenged the 100% pass through model
- Facilitated direct feedback on your application

A more equitable society and social sector that has access to the connections and resources it needs to thrive.

Over \$10.5m in funding facilitated.

263 social change programs funded.

Key Insights

- DGR status is difficult to obtain and impressive.
- **Very challenging** to secure corporate grants for international causes.
 - Grant writing skills are extremely important.
 - Moving **away from 100%** pass through model.
- Qualitative and quantitative data that demonstrates the impact being made.
 - DFAT particularly focussed on Asia Pacific.
- **78%** of charities receive only **3.4%** of funding overall.



Funding Network Feedback

- Strong story to engage and call to action.
 - Clearly communicate past successes.
 - Concisely demonstrate real impact.
- Flesh out exciting projects over core operations.
 - Risks identified in due diligence.



Win your next grant

Produce evidence

Accurate quantitative data based on objective research.

Tell your story

An evocative case study over descriptions.

Demonstrate community support

Locally and on the ground.

Match up

Explain how your project aligns with their priorities.

The objectives

Clearly defined goals and objectives

The methodology

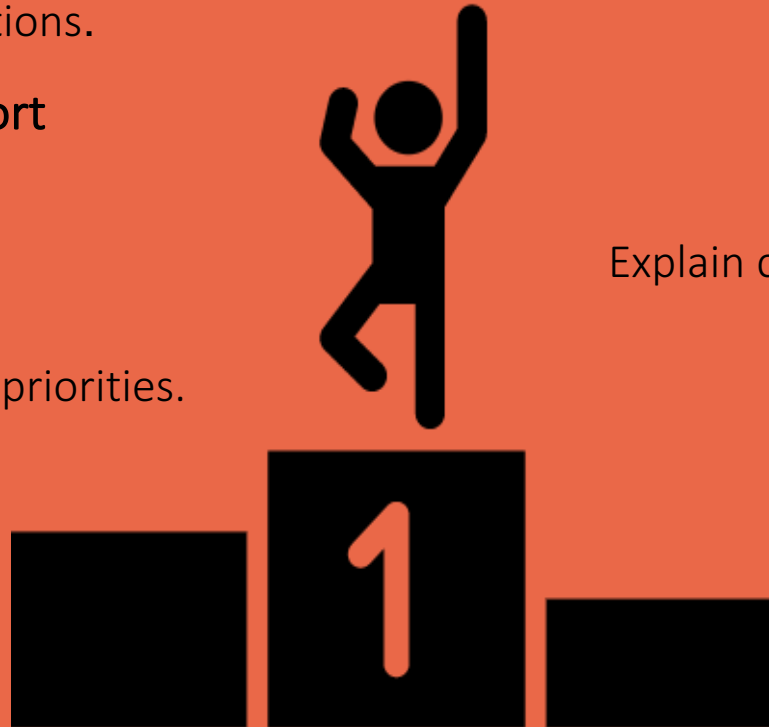
Explain clearly how you will achieve those objectives.

Evaluation

What does success look like?

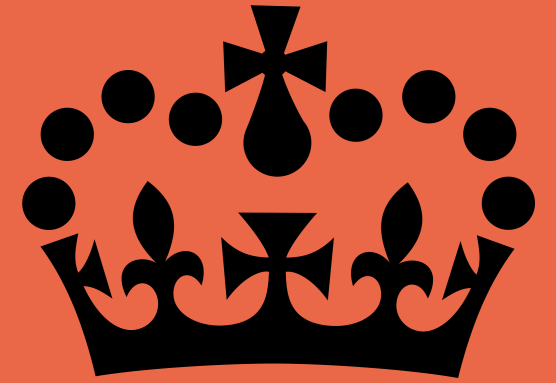
Budget

Open, honest and realistic.



UK Opportunities

- UK Aid Direct is a **£150 million programme** currently changing the lives of over **3 million** of the world's poorest people with UK aid from the UK Government.
- UK Aid Direct is a challenge fund designed to support the UK's commitments to achieving the Global Goals.
- Grants between **50,000** and **4,000,000** pounds.
- Open to non-profits **registered in the UK** or in one of the lowest 50 countries on the UN Human Development Index (HDI).



(Ukaiddirect.org, 2019)

Corporate Funding

Key Insights



Understanding the Corporate Landscape



ASX 100
Charities



Education
Based
Local SME



FTSE 50
Charities

ASX100 and FTSE 50 Analysis



ASX

AUSTRALIAN STOCK EXCHANGE

- No Correlation to Sector
- No Correlation to Market Capitalisation
 - **11%** have no formal donations or charitable procedures
 - **13%** have Global Charitable Reach
- **1%** assist charities in Sierra Leone – Iluka.



- No Correlation to Sector
- No Correlation to Market Capitalisation
 - **18%** have no formal donations or charitable procedures
 - **20%** have Global Charitable Reach

Corporate Request Exclusions



Religious
Affiliation



Political
Campaigns or
Activities



Sponsorship
of Individuals



International
Charities

Interview Insights

Linda Henry
*Suncorp Corporate
Responsibility
Manager*

- ✓ Will accept unsolicited requests
- ✓ Only engage charities in communities with which it has business
- ✓ By extension, will not partner with charities that specialize in overseas communities
- ✓ All charities are placed in a vetting process.
- ✓ Linda is part of a large network of CRM Managers.
- ✓ Conference held in Sydney in November.

Derek Brown
*Salvation Army
Philanthropy Team
Leader*

- ✓ Large Corps. are difficult to engage with. (5 yr lead time)
- ✓ SME are easier, you are often talking to the decision maker, sold on personal connection.
- ✓ Corporations often want something in return.
- ✓ Sell results not problems.
- ✓ Tell stories about individuals.
- ✓ Present professionally and listen.
- ✓ Salvation Army has the advantage of providing different charities based on the individuals preference.



Corporate Governance Requirements

- Registered with Australian Charities and Not-for-profits Commission.
- Deductible Gift Recipient (DGR) status.

(Ramsey Foundation, 2019)



How to get them to say 'yes'

Talk to the decision maker, often easier in SMEs.

Sell results, not problems.

Tell stories about individuals.

Present professionally and listen.

Large Corporations, up to 5 year lead time.



Derek Brown
Philanthropy Team Leader

Considerations when partnering

- Values and priorities align with the corporate entity.
- Benefit to communities in which the company operates.
- Demonstrated ability of effective management of existing donations.
- How does the charity provide opportunities for employees to contribute?
- How does the charity enhance the company's ability to provide positive stories?
- Can the charity also offer tangible benefits to the operational excellence of the company?
- Measurement reporting mechanism, risk factors and sustainability.
- Marketable Charities – Red Cross, Salvation Army, Unicef.



Target SMEs First



- ✓ Easier to reach top decision maker.
 - ✓ Sales pitch often to owner.
- ✓ Shorter duration on partnership decision.
 - ✓ Partnership can be altruistic.
 - ✓ Personal decisions.
 - ✗ Less money to provide.
 - ✗ Greater risk to sustainability.

Don't rule out big business

- ✓ Deep pockets
- ✓ Sustainable support.
- Partnership must be mutually beneficial.
 - ✗ Long lead time.
 - ✗ Formal measured process, with high requirements.



ASX & FTSE Large Corporation Short Lists



Amcor – Materials - Earthwatch
Brambles – Industrials – Enactus
Caltex Australia – Energy – Various Charities
CSL Limited – Health Care – International Disaster Relief
Flight Centre Travel – Consumer Discretionary – Flight Centre
Foundation
Goodman Group – Real Estate – Goodman Foundation
JB Hi-Fi – Consumer Discretionary – Helping Hands
Newcrest Mining – Materials – Education and Development
Programs
Ramsay Health Care – Health Care – Paul Ramsay Foundation
Sonic Health – Health Care – Maternity Programs
TPG Telecom – Telecommunication Service – Employee Giving



Royal Dutch Shell – Energy – Shell Foundation
GlaxoSmithKline – Health – Production Donations
Diago – Consumer Staples – Foundation Projects
Unilever – Consumer Staples – Unicef Partnership
Reckitt Benckiser Group – Health – International Charities
RELX – Information Technology – Voice Charity
Anglo America – Materials – Children Education in Host
Communities
Tesco – Consumer Staples – Community Grants
Standard Chartered – Financials – Standard Chartered
Foundation
Coca Cola UK – Consumer Staples – Global Donations

Good to Give Insights

- Enables workplace giving via its platform which links around **150 businesses**. They have facilitated over **\$200m** to more than **7,000 Australian and international communities**.
 - Difficult to lobby corporates directly.
 - Best to work through employees to be heard.
- TFTC should get an understanding of where their donors work as their employers may be using Good2Give or some other type of workplace giving.

good2give®

Lisa Grinham
Chief Executive Officer

A not-for-profit that makes it easy for businesses and their employees to support the communities and causes they care about.

Good2Give provides innovative technology solutions to help businesses, donors and charities connect.

Since 2001, Good2Give has facilitated \$200 million to more than 7,000 Australian and international communities.

(Good2Give, 2019)

Use criteria to filter leads

Large Corporate Criteria

- Does the company actively engage overseas communities in its charity efforts?
- Does the company explicitly state that it only engages in communities with which it does business? Are there any other explicit exclusions that would immediately prevent engagement from The Fig Tree Foundation?

Small Corporate Criteria

- Does the company belong to a sympathetic sector – like education?
- Does the company have an office within Brisbane – can we easily engage a company representative face to face?



Recommendations

Next 6 months

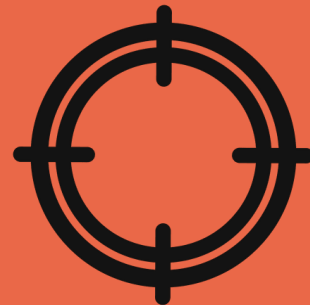
Build trust through Social

Tell your story in a **consistent** way, across **2** platforms.
Moving to your webpage from Facebook and Instagram should be **seamless**.



Plan content for the next **year**, focus on key dates.

Monitor the reaction and most importantly, **engage** with your audience.



Do **less** but do it **better**.



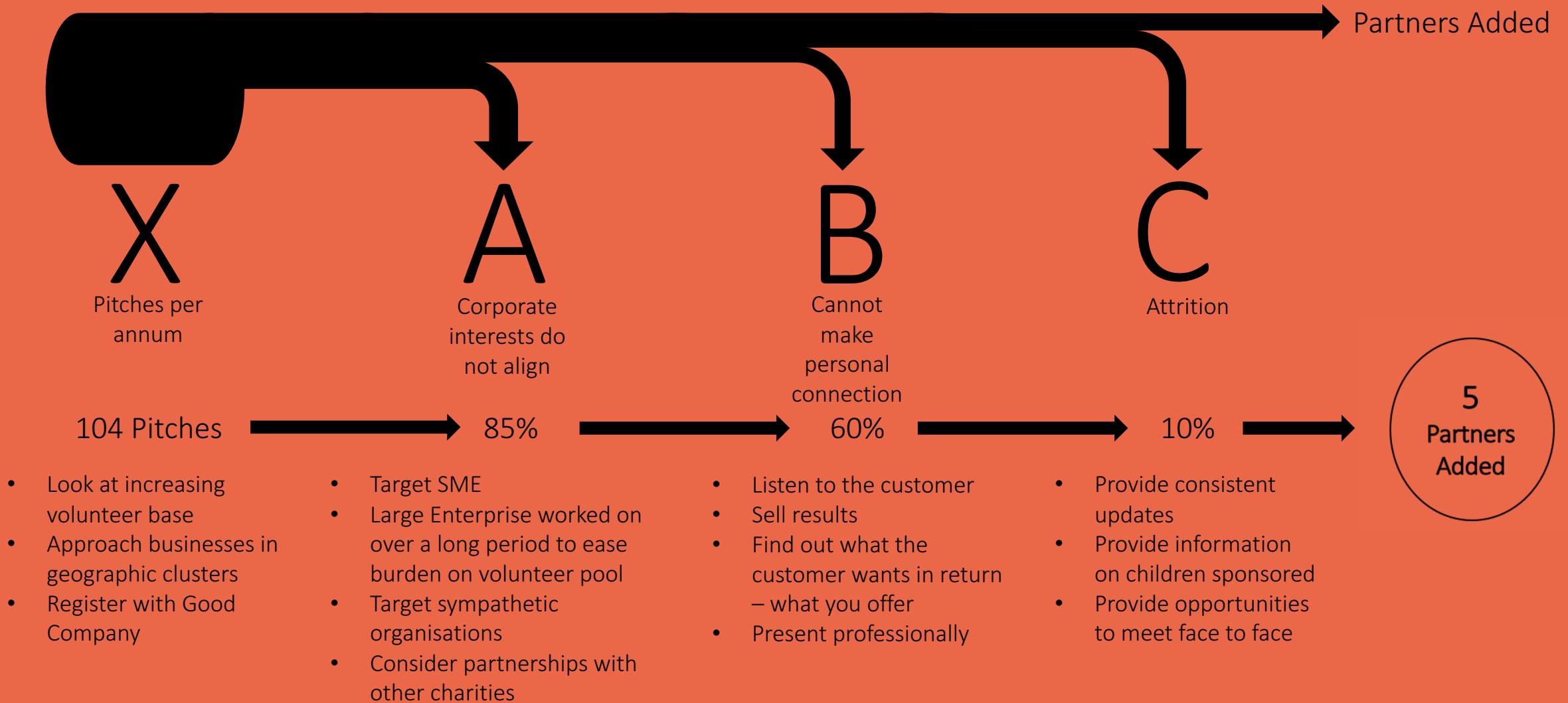
Medium Term (12-24 Months)

- Engage with Strategic Grants to understand appropriate prospects for TFTC.
- Half day workshop to help understanding of best practice.

Funded by the Capstone team



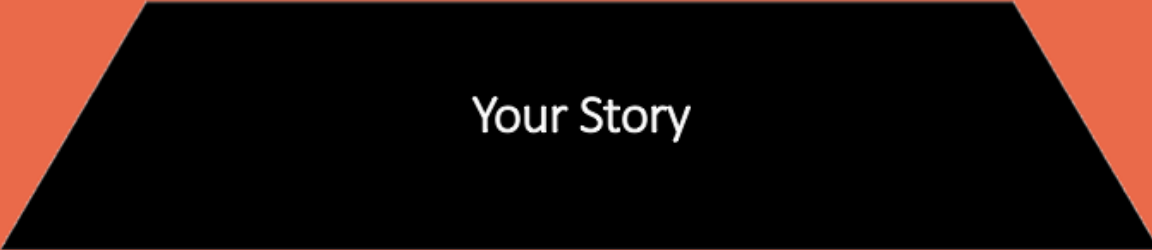
Long Term Corporate Partnerships



Social Example Exercise

Storytelling

The foundation



Your Story

Good storytelling

1. Start with a message.
2. Mine your own experiences.
3. Don't make yourself the hero.
4. Highlight a struggle.
5. Keep it simple.
6. Practice makes perfect.

(O'Hara, 2014)



★ Should underpin your approach across the board.

★ Drive **engagement** and **Oxytocin**.

★ Build **trust**, **empathy**, and **increase support**.

(Zak, 2014)

Social Content Planning

Professional Features @ \$39 / Month

Hootsuite

Free platform

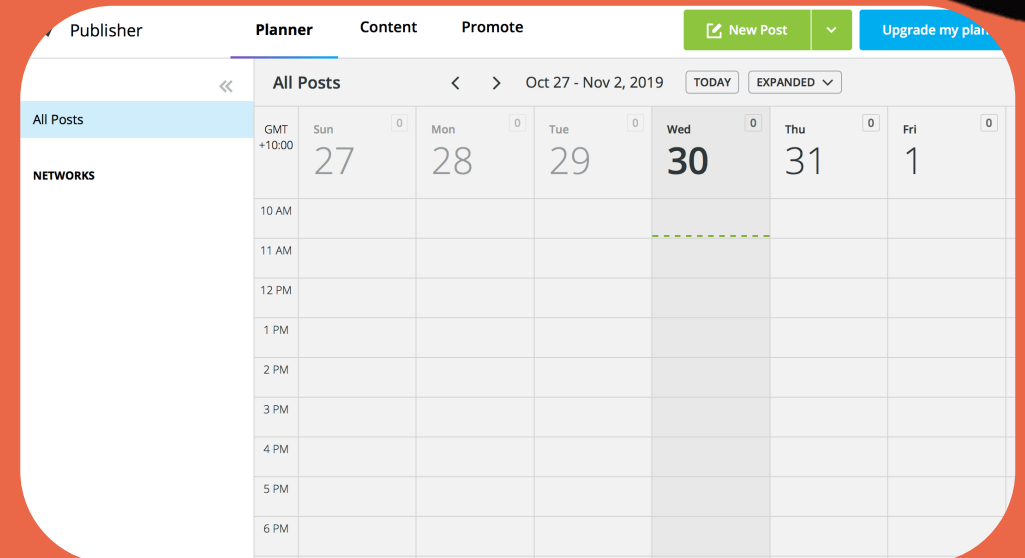
- Manage profiles from 1platform.
- 3 profiles for free.
- Access to a publishing calendar.
- Free Social Media courses.



Don't miss an opportunity to engage

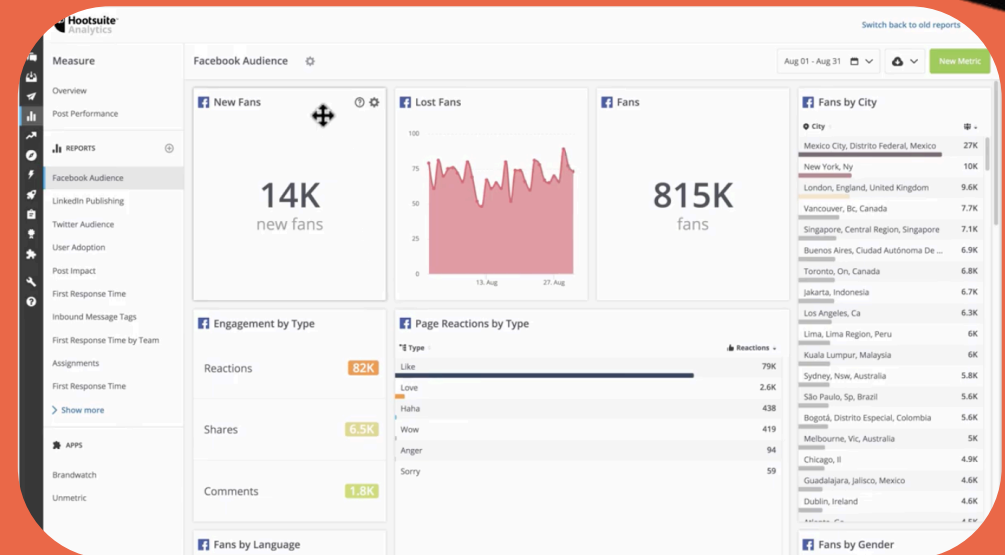


- List your key dates for the year.
- International Day of Education January 24th.
- Elevate TFTC by hash tagging key causes and engage.
- Post in a consistent way.
- Planning will ensure you don't forget.
- Planning will ensure you hit the 80/20 balance.



Measure and repeat

- Track engagement and sentiment.
- Actionable insights, learn what your audience wants.
- Both reactive and proactive engagement are key.
- Track influencers behaviour to learn.
- Increase efficiency by reducing wasteful posting.

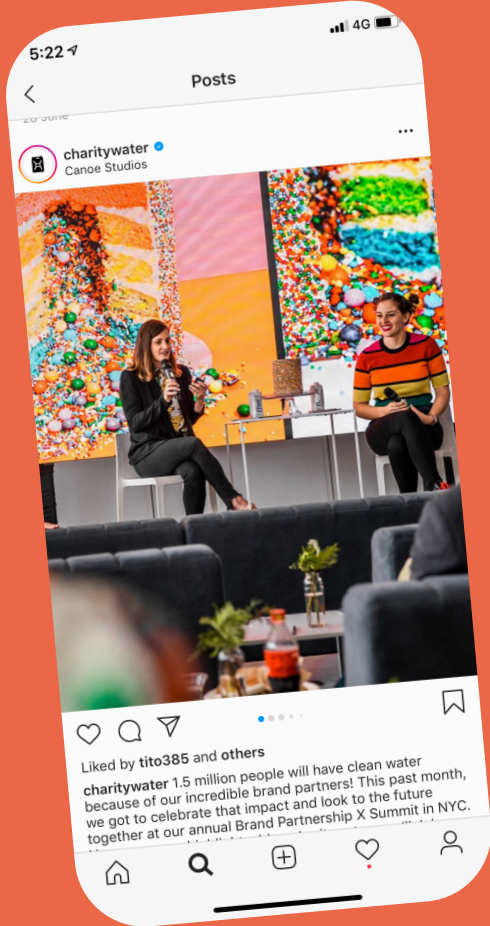


Learning from other charities

 charity: water

80/20

*“It’s the job of Charity: Water’s content strategist, Tyler Riewer, to explore ways of digitally communicating the NGO’s messaging and **establishing a dialogue with supporters** and influencers to, ultimately, **generate funds and inform.**”*



(Glasgow, 2019)

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