

Plus1 2017/18 Program Guidelines

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1. About the Program

Plus1 is a program to assist small-to-medium not-for-profit arts and cultural organisations develop their fundraising capacity, attract private sector support, grow stronger and broader networks and build supportive partnerships.

The program pledges dollar-for-dollar matched funding of monies raised through a nominated fundraising campaign.

Successful organisations are able to leverage this pledge to help develop and secure support.

The type and scope of the project/activity presented for Plus1 support is determined by the applicant. Examples include but are not limited to:

- Core operational costs
- Creating and presenting new artistic work (e.g. artist fees, creative development, production, marketing and touring costs)
- Program initiatives (e.g. education program, scholarship opportunity)
- Employment of new staff (e.g. artistic director, general manager, business development manager, operations manager, development manager, fundraising and marketing staff)
- Fundraising support (e.g. campaign expenses, CRM, software and hardware).

Plus1 campaigns should have a legacy impact on supported organisations, with benefits to the organisation beyond the funding period. Typical impacts include:

- New donors contributing to the organisation
- Increased investment from existing donors
- Acquisition of new skills through the undertaking of the fundraising campaign.

Plus1 is divided into two streams.

Stream A: for applicants with an annual turnover in the previous financial year of up to \$500,000.

Stream A applicants are eligible to request up to **\$25,000** in matched funding.

Stream B: for applicants with an annual turnover in the previous financial year from \$500,000 up to and including \$5 million.

Stream B applicants are eligible to request up to **\$50,000** in matched funding.

2. Program Stages

Stage 1 | Applications

Applications open: **Monday 10 July 2017**

Applications close: **Friday 11 August 2017 at 5pm EST**

Applications assessment: **Monday 14 August – Friday 29 September 2017.**

Applicants notified of the outcome of their submission: **Friday 6 October 2017.**

We strongly encourage those interested in applying for this program to contact program staff to discuss your Plus1 application prior to submitting an application. In-person or phone appointments can be arranged (subject to availability.)

Stage 2 | Assessment

Applications will be assessed by us and a Plus1 Peer Assessment Panel comprising of people with expertise in arts fundraising and development.

Stage 3 | Fundraising

We will offer 'in-principle' support to successful applicants, up to the amount requested (capped at \$25,000 for Stream A applicants and \$50,000 for Stream B applicants).

Successful applicants will need to complete an online declaration to accept program conditions and confirm participation.

Successful applicants must undertake fundraising campaigns between **Monday 9 October 2017 – Friday 18 May 2018**. All funds sourced through Plus1 fundraising campaigns must be secured by **18 May 2018**.

Recipients need to verify their funds raised prior to entering into a grant agreement with us to receive their matched funding.

Recipients should retain the following documentation:

- Copies of bank statements with donor names, deposit amount and dates
- Copies of bank-issued deposit receipt provided to donors
- Written confirmation from donors that funds have been deposited.

Recipients will enter into a funding agreement

with us and will be paid by **30 June 2018**, subject to the signed contract and tax invoice being returned to us.

Stage 5 / Project delivery

Successful recipients can commence their funded project/activity at the conclusion of their fundraising campaign.

Recipients are expected to liaise with us on the progress of the project/activity and the impact of Plus1 funds. Any changes to the funded project/activity must be approved by us in advance.

Stage 6 / Progress Reports

Recipients are required to report on the progress and results of their campaign and project. Templates for reports are provided six weeks prior to the report due date.

Fundraising campaign report

(at the conclusion of the fundraising campaign, before Friday 22 June 2018):

- Value of funds raised and the number and type of campaign contributors
- Evaluation of their campaign strategy
- Assessment of unexpected problems, challenges and opportunities encountered through the campaign and overall impact to stakeholders.

Plus1 project and updated fundraising report

(by 30 June 2019):

- How private sector funding and Plus1 matched funds were spent
- Overall benefits of Plus1 project/activity to the organisation and stakeholders
- Financial reconciliation of the project/activity
- Additional information as requested, including testimonials, media, promotional material and details of ongoing donor relationships.

Long-term outcomes (on request)

Plus1 recipients must provide all project/activity reports to us to meet their contractual obligations. We cannot provide further funding to organisations with overdue progress reports.

3. Assessment Criteria

All Plus1 applications must outline:

- Your organisation
- The proposed fundraising campaign and target
- The groups and networks to be approached during the campaign
- Key responsibility areas for fundraising staff
- The elements of your fundraising activity and marketing strategy
- How Plus1 will be used to leverage support from the private sector
- The anticipated impact of the campaign and project/activity on your organisation's sustainability
- The proposed project/activity
- The budget for the proposed project/activity
- Audited accounts (to be provided as an attachment).

Budget figures for external services or products such as consultancy fees, hardware purchases, software expenses, etc. must be supported with quotes from suppliers.

Applications should demonstrate:

- A clearly articulated campaign strategy and achievable fundraising target
- A case for support for the project, and its benefits to the organisation
- How Plus1 funding will be used to leverage and attract new private sector support
- What key messages you will use to build your case for private sector support
- The organisation's capacity to deliver an effective campaign in line with the scope and scale of the organisation
- The anticipated impact of the campaign and project/activity on the organisation's sustainability
- New donors contributing to the organisation, or increased investment from existing donors.

4. Eligibility Criteria

Applicants must demonstrate that they:

- are a legally constituted entity (with an ABN)
- are registered as a not-for-profit organisation, as defined by the Australian Taxation Office (ATO)¹;
- have an annual turnover of less than \$5 million in the previous financial year;
- are based in Australia, and are carrying out the majority of their arts activity or practice within Australia;
- are operating with the primary purpose of providing arts and cultural opportunities for Australian artists and audiences.

Plus1 will **not** accept applications from:

- recipients of Plus1 2016/17 funding;
- schools or tertiary training institutions;
- entities whose primary purpose is to support the fundraising activities of another organisation that would otherwise not meet the Plus1 eligibility requirements.

Plus1 will match funds sourced from:

- Philanthropy
 - individual giving, including crowdfunding
 - community giving
 - trusts and foundations
 - Business giving.
- Business sponsorship
- Fundraising events
- Crowdfunding
- Workplace giving programs.

Plus1 will **not** match:

- Bequests
- In-kind support
- Loans
- Earned income (including membership, box office and non-deductible ticket expenses)
- Local, state or federal government funding
- Hospitality, food and beverage expenses
- Funds raised prior to October 9, 2017.

¹ Definitions of not-for-profit entities may be found on the [ATO](#) and [ASIC](#) websites.

Applicants should not undertake any activity that depends on support from us prior to notification of Plus1 decisions.

Fundraising legislation varies from state to state. Before submitting a Plus1 application, please familiarise yourself with your state's legislation. Information is available at [The Funding Centre](#) and [ATO](#) websites.

Our Plus1 funding agreement conditions ask that organisations agree to:

- seek approval in advance of any changes to the Plus1 project/activity (e.g. changes in the scope, budget or timeline);
- provide Plus1 project/activity information to us on request;
- provide progress reports as outlined in Section 2 of these guidelines;
- satisfactorily account for funds spent or return any monies unaccounted for;
- comply with all applicable laws;
- acknowledge our support - including use of our logo and acknowledgement reference in all promotional material associated with the project and on your website.

5. How to Apply

Before you submit your application, read these guidelines thoroughly and contact program staff with any questions. To start your application, [click here](#).




Fundraising resources, FAQs, case studies and previous Plus1 results are available on [our website](#).

Your online application can be saved and edited at any time until the application deadline. Once submitted, you cannot make further edits or amendments.

6. Contacts

T: 1300 768 627

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