



CONNECTED FOR GOOD



ANNUAL REVIEW FINANCIAL YEAR 2021

THE FUNDING NETWORK AUSTRALIA

Since 2013, The Funding Network Australia (TFN) has been bringing people together to find, fund and support grassroots social change programs that directly help people in need. Through interactive live crowdfunding events and capacity-building initiatives, TFN connects grassroots non-profits and social enterprises to people and organisations interested in investing their money, time and talent to drive social change. This allows TFN to increase the ability of the non-profit sector to deliver life-changing services while spreading the joy of giving and deepening community engagement.

IMPACT TO DATE



134

LIVE CROWDFUNDING EVENTS



\$19 MILLION

FACILITATED*



431

PROGRAMS FUNDED



1,702

LEADERS COACHED



18,050

GUESTS



11,153

DONORS



110

CORPORATE, FOUNDATION & GOVERNMENT PARTNERS



47 COUNTRIES INVOLVED AS GUESTS OR PRESENTERS



3,008

DONORS CONNECTED WITH NON-PROFITS AFTER EVENTS



\$2.9M

LEVERAGED POST EVENT THROUGH ADDITIONAL FINANCIAL CONTRIBUTIONS



7 REGIONAL PARTNER EVENTS



24,000

PEOPLE JOINING OUR COLLECTIVE GIVING MOVEMENT

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IMPACT SINCE PANDEMIC BEGAN April 2020 – December 2021



38

LIVE CROWDFUNDING EVENTS



\$5.7 MILLION FACILITATED*



115 PROGRAMS FUNDED



487 LEADERS COACHED



5,805 GLOBAL GUESTS

*includes funds raised at events where TFN did not process the payments

OUR SOCIAL COMMUNITY BY NUMBERS



Facebook: **4,989**



Twitter: **4,021**



Instagram: **953**



LinkedIn: **4,250**

FINANCIAL YEAR 2021

THE YEAR IN REVIEW

TFN has traditionally relied on people attending live events so COVID-19 was poised to have a detrimental impact both on our work supporting grassroots non-profits and our ability to deliver client events and workshops - an important source of revenue to fuel our mission. In April 2020, TFN swiftly adapted to a virtual event format and throughout FY21 was able to deliver 27 events – including 24 virtual, two hybrid and one live event. This resulted in an 83 per cent increase in funds raised for non-profit programs, demonstrating the critical role TFN played for charities of all sizes in a challenging fundraising environment as well as the incredible generosity of the nearly 4,000 guests who attended.

In FY21, we facilitated \$3.9 million for 82 non-profit programs helping people in need. Online pitch coaching workshops also contributed to our ability to build the capacity of non-profit leaders, with 35 workshops supporting 350 leaders held during the financial year.

Despite the physical distance forced by the pandemic, TFN's virtual live crowdfunding events united people from across Australia and the world and connected them with people and stories that inspired an incredible amount of generosity and a deep sense of connectedness. We invite you to experience the joy of the year's 27 events in the pages that follow.

Thank you for demonstrating that together we can give more, learn more and change more!

OUR VISION

A more equal society with a social sector that has access to the connections and resources it needs to thrive

OUR MISSION

To build the capacity of grassroots non-profits, deepen the culture of giving and facilitate greater community engagement

OUR VALUES

- Work together to help others
- Love what we do and believe in what we can achieve
- Embrace innovation to create change

KEY ACHIEVEMENTS FINANCIAL YEAR 2021



\$3.9 MILLION Facilitated



82 Grassroots non-profit programs & social enterprises supported



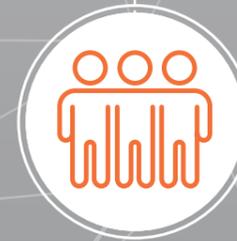
\$224,000
Leveraged post-event through financial, in-kind & pro bono support



350 Non-profit leaders coached



27 Live crowdfunding events (virtual, in-person and hybrid)



4,000 Guests

Note: Figures used throughout this review are for the year ended 30 June 2021 unless otherwise stated

A MESSAGE FROM THE CHAIR

Dear TFN Supporters,

I stand in awe of how connected I feel to the network of supporters that make TFN possible and the impact we have been able to achieve together. Despite spending so much of my year locked down in Victoria, I have felt your presence at each event and in every contribution, large and small.

While I never would have expected this challenging year to bring us even closer together - let alone see TFN succeed in filling so many organisations' fundraising gaps - the reality is a testament to the incredible power of community. Together, we have now facilitated an incredible \$19 million for 431 non-profit programs and fuelled the trajectory of thousands of social entrepreneurs. Thank you to the many people and organisations that have joined our collective movement along the way - the ripple effect has had an extraordinary impact on those in need while strengthening the ability of grassroots non-profits to deliver live-changing services.

At the time I write this letter, TFN has just delivered its 38th live crowdfunding event since the pandemic began.

Day in and day out, I have seen the team live TFN's values and, by extension, seen those values reflected in our network of supporters. **Work together to help others** embodies the spirit of TFN and the collaboration that makes collective giving such a powerful force for good. **Love what we do and believe in what we can achieve** comes alive at every event where the joy of giving is embraced by all, and everyone walks away with a smile on their face and a heart full of hope. **Embrace innovation to create change** has been the rallying cry of the past 18 months, where we turned TFN's in-person event format on its head and discovered that our virtual events can unite us from across Australia and the world to even greater effect.

Looking ahead, our shared values will guide us as we continue to evolve and respond to the opportunities to grow our impact. All systems are go to launch **Giving Heroes**, our new initiative aimed at connecting young people with causes they care about and supporting them to become active changemakers. The next phase of our **regional rollout** kicks off in February with two events planned in regional Victoria. And, a strategic **investment in technology** will see us embrace new ways to make giving simple, easy and fun for everyday Australians.



Sincerely,

Shaun Kamler,
Chair

"Thank you to the many people and organisations that have joined our collective movement along the way - the ripple effect has had an extraordinary impact on those in need while strengthening the ability of grassroots non-profits to deliver live-changing services."

The year also saw the addition of two new board members, Melissa Abu-Gazaleh and Bill Marynissen, who bring incredible depth and experience to our organisation. Our deepest appreciation to our longest serving director Marion Webster, who stepped down in January.

Whether you are a first-time donor or a long-time supporter, a partner or a client or contribute to our success by offering your time, talent or connections, thank you for the role you play in enabling TFN to fulfil our mission. May our shared commitment to the greater good continue to lift those in need and be a much-needed source of joy and hope in the year ahead.

A MESSAGE FROM THE CEO

Dear Friends,

Reflecting on what has been another astonishing year for The Funding Network, bolstered by the commitment, loyalty, and passion of our big-hearted community, I want to start by saying thank you.

To our funders, supporters and partners, your unwavering support of TFN and our alumni through another financial year of twists and turns was never more appreciated or important.

In a year that saw an unprecedented call on the non-profit sector for support from people struggling with poverty and disadvantage, domestic abuse, mental health and the ongoing impacts of the pandemic, TFN remained more determined than ever.

Over the financial year, TFN hosted 27 live crowdfunding events, supporting 21 grassroots programs and 61 client programs with a combined \$3.9 million. This 83 per cent year-on-year increase in revenue to non-profit programs demonstrates how important TFN's adaptation to virtual events was in a particularly challenging fundraising landscape.

While it was largely a year of virtual event delivery, the TFN team was very proud to present two hybrid, multiple watching parties and one live event in Brisbane - our first in 18 months. Other highlights included 'TFN Rainbow,' a virtual event dedicated to LGBTQIA+ causes to mark GiveOUT day; 'TFN Rebuild Victoria,' to help regional non-profits impacted by the devastating bushfires and pandemic and some very special global client events. To be given the opportunity to hear directly from programs operating on the ground in countries like Honduras, Timor-Leste, Nepal and Senegal was a real honour and brings home how truly special TFN virtual events are.

Once again, we couldn't have achieved so much without the commitment of our corporate and philanthropic partners, whose generosity through matched funding creates a powerful multiplying effect. During the financial year, every dollar in matched funding at flagship events generated a return of \$3.30. Please take a moment to read about our incredible partners on page 28 and support them where you can.

Our network of supporters was also more than generous than ever, digging deep to increase the average donated



"This increase in revenue to non-profit programs demonstrates how important TFN's adaptation to virtual events was in a particularly challenging fundraising landscape."

from \$954 to \$1,211. Thank you for such kindness in the most challenging of times.

As we look ahead, we are hopeful that next year we will be able to reunite in person and again celebrate the essence of TFN - that is bringing people together to give together and hear from incredible social entrepreneurs tackling some of society's biggest issues.

Back in Ireland we say 'mile buíochas,' which translates to 'a thousand thanks.' After the last year, I couldn't think of two more fitting words to close this year's CEO letter.

To each of you for whatever role you play; to our charity heroes and to the unstoppable TFN board and team - mile buíochas.

Sincerely,

Julie McDonald,
Chief Executive Officer

TFN LIVE Delivering on our mission

TFN's live crowdfunding events build bridges between business, philanthropy and the social sector to transform compassion into action. Through our flagship events, TFN provides grassroots non-profits and social enterprises with a platform for sharing stories, building support and raising vital funds.

In FY21, TFN delivered seven Flagship events, including five virtual, one hybrid and one in-person event, to raise \$1.1.M for 21 grassroots programs.

HOW TFN EVENTS WORK

PROGRAM SELECTION

TFN undertakes an open call for applications then conducts due diligence and convenes an independent selection panel to select the three organisations that will pitch at the event.

PITCH COACHING

TFN's expert pitch coach guides and prepares the presenters to articulate their unique case for support.

BUILDING THE AUDIENCE

With the support of our event partners, TFN brings together a network of like-minded people and organisations to experience the magic of live crowdfunding and to pledge their money, time and talent.

LIVE CROWDFUNDING

With an experienced MC at the helm, TFN engages the audience in a short, sharp and effective night of live crowdfunding.

DONATIONS COLLECTION & GRANT MAKING

TFN collects the donations pledged at the event and grants the funds raised to the three presenting organisations. TFN retains 10 per cent of the total funds raised to contribute to our operating costs.

IMPACT REPORTING

TFN provides six and 12 month updates to everyone who attends, keeping them apprised of the impact of their donations.

ELIGIBILITY REQUIREMENTS

- Grassroots for-purpose organisations with an average annual income of \$1M or less;
- Programs support people in need and have the potential to create positive change for individuals, communities and society over the long-term;
- Strong leadership and governance;
- Clearly defined project with demonstrable impact.

TFN LIVE IMPACT AT A GLANCE



7
FLAGSHIP
EVENTS

5 VIRTUAL
1 HYBRID
1 LIVE



\$1.1M
FACILITATED



21
NON-PROFIT
PROGRAMS FUNDED



\$3.29
MATCHED RETURN
ON INVESTMENT



1,192
ATTENDEES



44
LEADERS
COACHED



14
EVENT
PARTNERS



\$1,211
AVERAGE
DONATION



\$680
AVERAGE PLEDGE



2 REGIONAL PARTNER EVENTS
FACILITATING **\$167,000**



359 DONORS
CONNECTING WITH
ORGANISATIONS
AFTER EVENTS



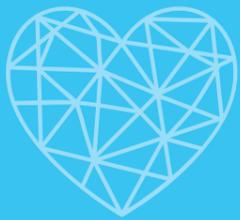
\$224,000
LEVERAGED
POST-EVENT THROUGH
IN-KIND DONATIONS,
PRO BONO SUPPORT &
FINANCIAL DONATIONS

KEY HIGHLIGHTS Financial Year 2021

- ★ Delivered our first hybrid event in partnership with the AMP Foundation;
- ★ Supported equity and inclusion in Australia with two events with Accenture and a special rainbow event in support of the LGBTQIA+ community;
- ★ Welcomed six new event partners: Be BlueRock Foundation, Corporate Match 2.0, Give52, GiveOut, Waratah Education Foundation and Vivienne Court Trading;
- ★ Returned to Brisbane to host our first in-person only event since March 2020;
- ★ Reconnected with many of our long-time supporters at a special watching party to Rebuild Regional Victoria;
- ★ Recognised for innovation, influence and collaboration at ProBono Australia's 2021 Impact 25 Awards and the 2021 Connecting Up NFP Tech Awards.



EMBRACING TECHNOLOGY



DELIVERING VIRTUAL & HYBRID EVENTS

Using technology to reach a broader audience was already a strategic priority for TFN.

However, the pandemic gave us the impetus to accelerate these plans and to think very differently about how we deliver our events.

From the onset, TFN wanted to create a virtual event experience as close to TFN Live events as possible. TFN is about human connection and storytelling so it was essential that the virtual event experience be equally engaging and inspiring.

To do this, TFN adopted the live video platform Crowdcast and relied on the experience of long-time ABC broadcasters and TFN MCs Jacinta Parsons and James Valentine and our loyal and valued network to create a compelling online experience.

With the support of founding partner the AMP Foundation, TFN was able to deliver our very first hybrid event that will serve as the blueprint for our 2022 events schedule.



"TFN events showcase the best of humanity and remind us all that no matter where we are and what circumstances we find ourselves in, the joy of connection, the spirit of giving and the power of story unite us. Bringing together a live and virtual audience at AMP was a new challenge and one that I am sure will become the gold standard in fundraising events."

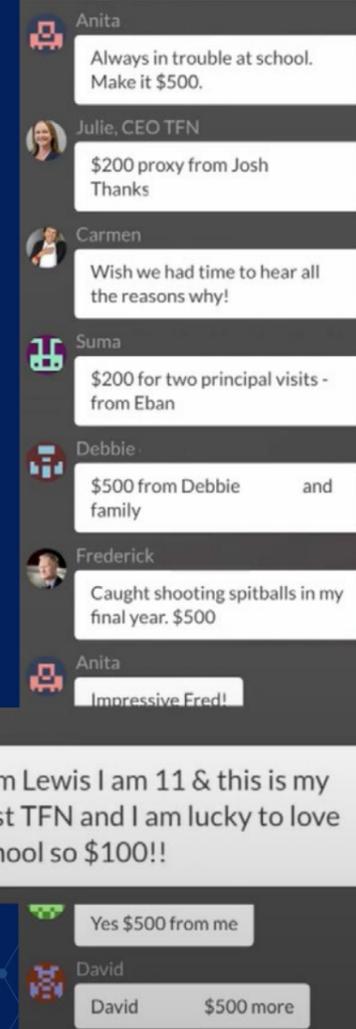
JAMES VALENTINE
Radio & TV presenter & musician



"What a lifeline TFN's virtual events have been to me and so many others during the pandemic. It has been an honour and a joy to be a part of the TFN community and to bring to life the incredible kindness, generosity and support that make each event so unique.

I've been blown away by the connectedness that flowed at each event and am grateful to have had the opportunity to be a part of such a joyous giving experience."

JACINTA PARSONS
Presenter, author & health advocate



BEST OF TFN VIRTUAL LIVE

- ★ The chat room became the place where people could connect, share their stories and pledge their support
- ★ No longer limited to the number of people who could fit in a room, we were able to bring together people from across Australia and the world
- ★ With each event recorded, the footage from the event was used to garner even more support
- ★ Watching parties enabled us to bring together smaller groups of people to create a sense of community



CAPACITY BUILDING FOR GRASSROOTS NON-PROFITS & SOCIAL ENTERPRISES

TFN is committed to supporting for-purpose grassroots organisations before, during and after they pitch at our Flagship events. Everything we do is geared toward building their capacity by helping them access the funds, skills, connections and resources they need to thrive.

Alumni Support

With a growing community of more than 250 alumni, TFN provides ongoing opportunities for professional development, skills building and networking.

FY21 highlights included:

- Philanthropy expert Dr Ruth Knight of The Australian Centre for Philanthropy and Nonprofit Studies at Queensland University of Technology delivered an interactive discussion on building a culture of philanthropy and the importance of making stewardship and wellbeing a shared responsibility. *Delivered in partnership with Kilfinan Australia.*
- Human resources expert Emily Carr (Parkour Consulting) shared insights on the employee lifecycle in an exclusive three-part series. Emily guided participants to create a talent strategy that builds an organisation's people and business, with a focus on practical tips, tricks, and resources. *Delivered in partnership with Kilfinan Australia.*
- As part of the Atlassian Engage4Good program, Atlassian delivered two alumni workshops aimed at the role of digital tools to foster and improve collaboration and propel your mission.
- More than 19 TFN alumni took part in Kilfinan Australia's mentoring program, with eight new to the program in FY21.



PRESENTER SPOTLIGHTS

Carmen Platt

CEO, THE GENEROUS & THE GRATEFUL

What's one moment from your TFN event night that's stayed with you?

My special moment was the little quiet time I shared with the other presenters Shaun and Corey, along with our pitch coach Rob. One of the most beautiful and surprising things that can happen is that



"...being at a TFN event feels like you have a big group of people around you saying, 'You got this, keep going!'"

Going into the event, I was hoping we'd raise \$50K because that would make a serious difference in our ability to help others. We ended up raising \$80K – well beyond my expectations! The part that surprised me, however, was the energy I got from being at the event. To be in front of a sea of faces, both virtually and in-person, and seeing the river of chat comments, demonstrated that our mission is needed and received really well. It was the boost that both I and our organisation needed. I don't think you can put a dollar value on that. It can be so lonely doing the work we do but being at a TFN event feels like you have a big group of people around you saying, 'You got this, keep going!'

TFN brings together like-hearted people. As presenters, our missions might be different but our hearts and values are so similar. I didn't understand the joy that would come from that and certainly didn't expect it to happen.

What did you hope to get out of your TFN event? How did this compare to the outcome?

Bernard Galbally

CEO, YOUTH LIVE4LIFE

Your journey to TFN began with pitch coaching at Regional Development Victoria. Tell us what's happened since.

Our Achilles heel has long been how to communicate the Live4Life model. It's complex and difficult to explain in a short, succinct way. We knew the importance of creating an elevator pitch but we struggled with it. Three years ago, my colleague and I first attended pitch coaching with TFN and we went again last year through Regional Development Victoria. TFN pitch coach Fae Robinson was the facilitator and it was absolutely terrific. The session was both challenging and illuminating. I can't thank TFN enough for inviting us. I have used what we were taught that day on a number of other occasions since and it always resonates.

What was it like to take part in TFN Rebuild Regional Victoria?



Nerve wracking, terrifying in parts, incredibly overwhelming and humbling. It enabled us to reflect on what we're doing and to see it resonating with others, through the feedback in the live chat, was very humbling. Importantly, it has enabled us to expand and reach new communities in need.

Because of TFN, I ended up doing a presentation to Hugh D. T. Williamson Trust, where I spoke about what I shared in my TFN pitch. To my surprise, we ended up securing an \$125,00 grant over three years! We've added that to what we received through TFN, and can now fully fund two additional communities and lead them to become self-sustainable by 2025. From little things big things grow!

What was the most valuable part of the TFN experience?

The entire journey you go on, from pitch coaching to the event is really special. The funding is just a small part of what you get. The other opportunities that have flowed from the event have been terrific. We have been in conversation with BlueRock regarding digital communications support and I've met many people since the event who have brought up the fact that they watched our pitch!

Mir Bugti

RESTAURANT & TRAINING MANAGER, SCARF COMMUNITY ORGANISATION

What was it like to take part in a virtual fundraising event?

It was a new and great experience for me. It was out of my comfort zone and a bit of a challenge. I still remember the first pitch coaching session with John Loebmann. Everything was new to me.

My personal story part of my pitch which also made it challenging to stay calm. My sessions with John, especially his insights and tips, really helped me improve. I saw a gradual change in how I was speaking and presenting. I went from a 10-minute pitch where I wasn't feeling like myself, to a confident, short and sharp pitch thanks to John.



"I can't describe in words how much pitch coaching has changed me in terms of making me a confident public speaker."

Have you applied these lessons to other situations?

I still use so many techniques. I can't describe in words how much pitch coaching has changed me in terms of making me a confident public speaker. It gave me a huge boost in confidence and now, I just go for it whereas, in the past, I'd always want to wait for someone to speak first!

During the most recent lockdown in Melbourne, we were right in the middle of Scarf Winter '21 10-week Seasonal program, running in-person hospitality training for our cohort of trainees. We had to quickly move into digital training sessions and began holding weekly Zoom training sessions. My TFN pitch coaching really helped me pull off these sessions smoothly and confidently.

PARTNER SPOTLIGHT

Geraldine Campbell

CEO,
WARATAH EDUCATION FOUNDATION

Waratah Education Foundation was established at the end of 2019 and supports programs that pursue, promote and improve education outcomes, so all children in Australia can gain essential life skills and realise their academic potential.

We collaborated for the first time in February when you came on board as a TFN Virtual Live event partner. What made you decide to work with TFN?

There were a number of reasons. First and foremost, I absolutely love the concept. Grassroots organisations can really struggle to find funding and TFN not only puts them in front of enthusiastic funders but also equips them with the pitch skills to really maximise the opportunity, on both the night and into the future. Secondly, working with TFN was an excellent networking opportunity for our Foundation to meet other funders and organisations.

How did you find the experience of attending TFN Virtual Live?

After a few weeks of Zoom I was a bit over doing everything online, however the buzz and excitement of TFN Virtual Live amazed me. TFN has managed to find the most amazing hosts who really bring everyone together on the night despite being online. There was also a bit of competition happening between donors which was quite spectacular to watch!

Tell us about Waratah's continued relationship with TFN Alumni.

Thanks to TFN we have funded a number of organisations introduced to us by TFN who did not get the opportunity to pitch at our event. One such example is Streetwork who impressed me with their amazing youth mentoring programs. After our TFN event I reached out to them to see if we could still help them out.

TFN also introduced us to Paint the Town Read who are helping to secure the literacy future of Australian children. I am sure there will be many other opportunities for Waratah to support TFN Alumni and we are very excited about our next event.

"Grassroots organisations can really struggle to find funding and TFN not only puts them in front of enthusiastic funders but also equips them with the pitch skills to really maximise the opportunity..."



DONOR SPOTLIGHT

Jo Hastings

PHILANTHROPY CONSULTANT,
FOUNDER OF KATRINA'S SPARKLE FUND

As a long-term member of the TFN family, Jo has attended TFN events since 2014. Since then, she has been a generous donor to countless grassroots programs through the Katrina Sparkle Fund, celebrating and supporting innovation at our in-person, hybrid and virtual events.

Can you tell me a bit about Katrina's Sparkle Fund?

I'm an estate planning lawyer by background and for many years, I've been interested in the idea that we are more than what's in our bank account. Then overnight, we experienced the sudden loss of our daughter and sister to my son. She was 31, and mum to my grandson, Lewis, who was four months old at the time. My daughter, Katrina, was the sparkle, energy and highlight of a group wherever she went. To harness that energy and passion and create a legacy that was in keeping with who she was, we started Katrina's Sparkle Fund. A big part of the vision of Katrina's brother Simon and me is that Lewis will have a positive way to continue to feel her spirit.

What's been the most memorable TFN event for you?

Simon and I love to use TFN to help us make decisions about grants and we are now including Lewis in those decisions. A magical moment for me was being at a recent virtual event with Lewis, who is now 12. On that particular night, he just "got it." He really understood that you don't have to be a millionaire to give, and that giving doesn't just equal money – you can give your time, passion and incite others to come with you for the ride. He got such a kick out of donating and realising the power of collective giving to encourage others to also give – he also really connected with the charities and their stories. It was wonderful for me to witness this.

As a supporter who has experienced our events in the virtual, hybrid and live formats, how do you think they compare?

I like all of them for different reasons and there's a time and place for all the formats. As humans we naturally crave interaction, so it's wonderful to come together with like-minded people in a room and spend an evening together in person. However, I had a great experience with the hybrid model too and loved the experience of being in a room with friends, while connecting with presenters virtually.

When it comes to virtual events, they're a lot of fun, with plenty of interaction and camaraderie. I think they're also a great, easy and accessible format for involving young people.

What do you think is key to success when it comes to multigenerational giving?

From my experience of establishing a workplace giving program, the people who get immediately and actively involved have been exposed to philanthropic giving or giving outside their immediate family, at an early age. I think if we can influence the hearts and minds of people while they're young, and as Lewis says, because the world belongs to them, then tomorrow could be a very different world.



YOUNG DONOR SPOTLIGHT: Lewis, aged 12

What causes are you most passionate about?

Indigenous issues, animal welfare, youth issues, homelessness and disadvantaged people (mainly kids) with special needs.

Do you think it's important that kids give to people who have less than them?

Yes, because everyone should be treated fairly and not left out, rejected by others or bullied.

Do you enjoy giving?

Yes, because when you give it makes others feel happier, safer and cared for. Everyone has the right to feel happy and safe.

What's the best thing about giving to others?

When you give it can also make you feel happy because you know you are making them happy.

What would you say to a young person who is thinking about giving to charity?

It feels good to make less fortunate people feel safe and cared for.

FY21 EVENTS AT A GLANCE



DATE	11 AUGUST	15 OCTOBER	25 FEBRUARY	30 MARCH	5 MAY	26 MAY	1 JUNE
LOCATION	VIRTUAL	VIRTUAL	VIRTUAL	HYBRID	VIRTUAL	BRISBANE	VIRTUAL
SUPPORTED GRASSROOTS NON-PROFITS & SOCIAL ENTERPRISES	Dress for Success Sydney \$33,443	Rainbow Families \$50,787	Ganbina \$60,038	Plate It Forward \$90,000	Bendigo Foodshare \$27,000	The Carers Foundation \$35,051	Litehaus International \$44,100
	Word Travels \$32,094	Transgender Victoria \$51,630	Alithia Incorporated \$58,836	The Generous & the Grateful \$89,800	The Power In Your Project \$28,600	4 Aussie Heroes \$35,201	SCARF Community Organisation \$43,800
	Work reStart \$42,706	LGBTQ Domestic Violence Awareness Foundation \$55,555	Ngarrimili \$60,786	Deadly Science \$100,500	Youth Live4Life \$42,850	Brainchild Foundation \$38,268	RuffTRACK \$66,400
	Total: \$108,243	Total: \$157,972	Total: \$179,660	Total: \$280,300	Total: \$98,450	Total: \$108,520	Total: \$154,300
PARTNERS	Accenture	GiveOUT Macquarie Group Canva Clayton Utz	IOOF Foundation Victorian Women Lawyers Waratah Education Foundation	AMP Foundation	Be BlueRock Foundation Give52 FRRR	Clayton Utz Deloitte Morgans Foundation SilverChef Queensland Community Foundation	Accenture Corporate Match 2.0 Vivienne Court Trading
MATCH FUNDERS	Accenture	GiveOUT Macquarie Group	IOOF Foundation Waratah Education Foundation	AMP Foundation	Be BlueRock Foundation Give52	Morgans Foundation	Accenture Corporate Match 2.0 Vivienne Court Trading





TFN's offerings include:

LIVE CROWDFUNDING EVENTS POWERED BY TFN

We upskill and support non-profit clients and corporate foundations to run their own live crowdfunding events 'powered by TFN' by sharing our expertise, methodology and key elements of success. Delivered virtually, in-person or both, these events engage, educate and inspire donors at a fraction of the cost of traditional fundraising events. TFN guides clients through the entire experience.

PITCH COACHING WORKSHOPS

Our workshops help social entrepreneurs and non-profit leaders perfect the art of pitching and storytelling to engage new audiences and secure more funding. Every presenter at our events is provided pitch coaching by one of our experienced coaches. We also offer standalone workshops to non-profit leadership teams, boards of directors and community foundations.



Client Events & Workshops for Larger Non-Profits, Corporates & Foundations

As a result of the pandemic, hundreds of non-profits were forced to cancel important donor events such as gala balls and fun runs, leaving huge gaps in fundraising budgets.

TFN offered an alternative, cost-effective virtual events platform that enabled organisations to engage their supporters in a high-impact, high-energy way at a time when there was a captive audience at home. This shift has allowed TFN to reach more people in more places than ever before with presenters and guests spanning the globe and coming together to fund life-changing programs.

Income generated through these client offerings provides a sustainable revenue stream to fund our mission while providing a powerful and proven fundraising tool to help other non-profits fund their programs and deepen the culture of giving in Australia.

TFN LEARN IMPACT AT A GLANCE

 **20** White Label events

 **\$2.8M** generated

 **2,775** Attendees

 **35** Pitch coaching workshops

 **61** Non-profit programs funded

 **306** Leaders coached



GLOBAL CONNECTIONS

TFN's virtual event format connected donors, programs and organisations from across the globe.

Since shifting to a virtual format, TFN and our clients have brought together more than 5,700 people from 47 countries. In FY21, TFN delivered seven client events featuring overseas projects with nearly every one of TFN's 36 virtual events to date attracting overseas guests and donations.



"Each of our three events was a remarkable illustration of human creativity, resilience and solidarity in the face of adversity. And the online crowdfunding format proved to be not just a temporary, pandemic-related adjustment but a new, powerful and inspiring tool for good."

Anam Vadgama
Executive Business Partner



CLIENT SPOTLIGHT

Helen Connealy

GENERAL MANAGER,
SIR DAVID MARTIN FOUNDATION

Sir David Martin Foundation held a hybrid White Label event with TFN in June 2021, successfully raising \$165,300 for initiatives supporting young people in need.

What were your goals going into the event and how did you feel about the outcome?

Sir David Martin Foundation had three aims for our TFN event:

- To raise \$100K by the end of June to support programs for young people in crisis
- To entice new supporters in a philanthropic way
- To gain video footage for use in future campaigns and promotion

Partnering with TFN to deliver a hybrid live crowdfunding event delivered in spades – not only did we exceed our target, but we also expanded our donor base and saw an incredible 95 per cent giving rate!

The passion, knowledge and support of the TFN team gave us the confidence to try this new approach and we can't wait to do it all again in 2022.

Tell us about what's happened since the event.

Not only did we exceed our funding expectation of the night but I have a long list of fabulous opportunities with new donors and people who want to go and raise funds for us.

Rob, TFN's pitch coach, did an amazing job. In particular for our presenter Elli, who really shone. It was incredible to see her so focused, natural and confident on stage.

We are already planning our second crowdfunding event in April to coincide with Youth Week!

"Partnering with TFN to deliver a hybrid live crowdfunding event delivered in spades – not only did we exceed our target, but we also expanded our donor base and saw an incredible 95 per cent giving rate!"

The passion, knowledge and support of the TFN team gave us the confidence to try this new approach and we can't wait to do it all again in 2022."

CLIENT SPOTLIGHT

Rebecca Harris

REGIONAL MANAGER (APAC),
SAGE FOUNDATION

Sage Foundation has repeatedly engaged TFN to deliver an immersive grant-making and employee engagement experience, bringing together colleagues and businesses partners from across the region. Plans are already under way for a fourth event in 2022.

What has brought you back to TFN's model year after year?

Our first TFN event was in-person but when the pandemic hit that was no longer possible. TFN listened to what we wanted and there was lots of give and take as we came up with what our virtual event would look like. In the end, our event, 'Big Give Live', was even more successful than an in-person event would have been. As part of the model, we were able to engage team members by bringing them into the selection panel and giving them Sage Foundation dollars to donate at the event. The fact that so many donated their own money shows their level of engagement. Importantly, we were able to work with charities that aligned with our areas of focus.

What is it about TFN that brings corporate giving to life?

Jacinta Parsons was the MC at both of our online events and she did an amazing job. The energy she brings really makes you feel like you're there. The planning is also important, from the preparation that takes place with the charities, to the event rehearsal and regular meetings along the way all contribute to a seamless event. Finally, the tone of the event is inviting, authentic and makes people feel like they are part of something despite being physically apart.

Can you share a special moment from one of your Sage events?

On a personal level, I brought my niece along to the event in August. We sat together and I gave her money to allocate to the charities. It was so wonderful to get her involved and proves that these events are a great way to bring the whole household together, especially young people. Months on, my niece still talks about it. From a corporate perspective, the event has been incredible for connecting our organisation. We've been through a lot of change recently and it was such a nice way to get some banter and fun back.

What do you like most about our virtual model?

It removed the barrier of location. Sydney is our biggest office, so often we don't get to come together with our remote or interstate colleagues. A virtual event gave us the ability to not only bring everyone in the organisation together, but include our business partner network as well. It's a step towards getting our wider network to engage in Sage as a community foundation rather than a colleague foundation.



"A virtual event gave us the ability to bring everyone in the organisation together and include our business partner network as well."

FY2021 FINANCIALS

These accounts are an extract from our audited annual financial statements for the year ended 30 June 2021, which are available on request.

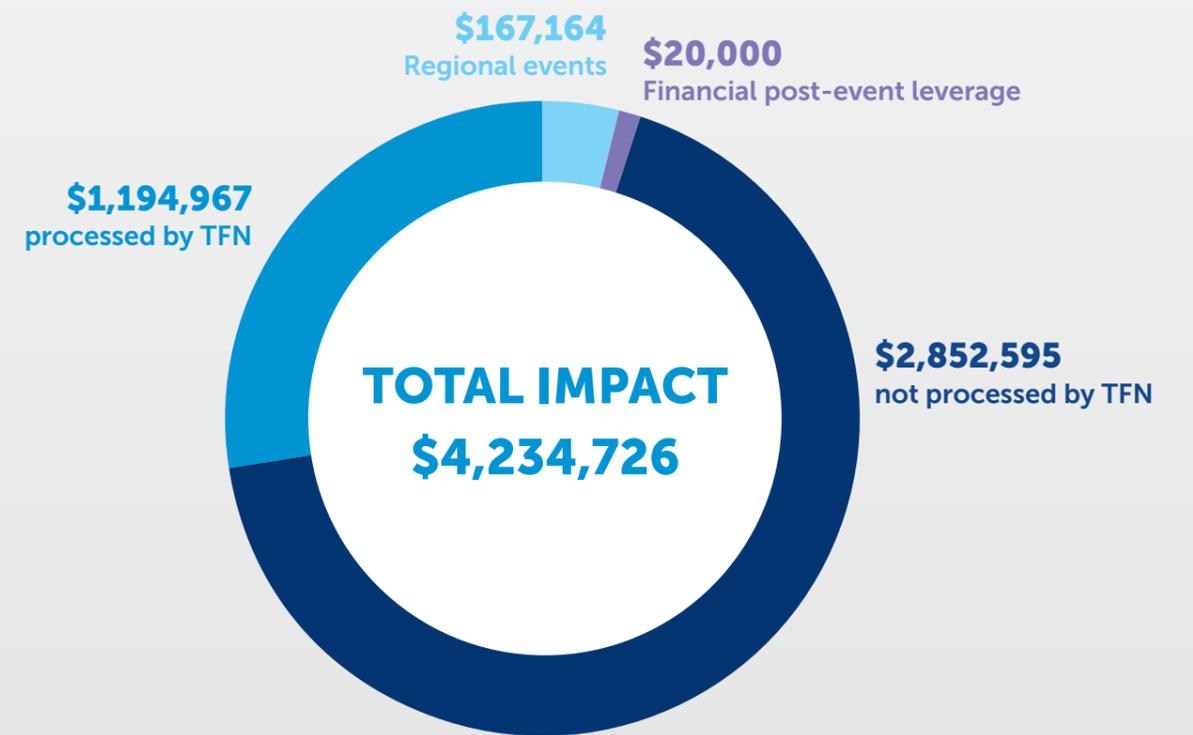
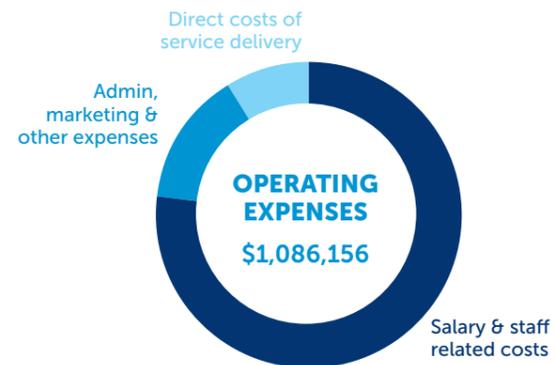
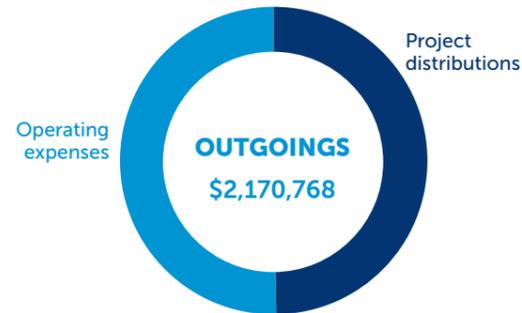
	2021 (\$)	2020 (\$)
REVENUE		
Pledges at events	1,194,967	1,240,723
Capacity building services and other income	392,549	236,359
Donations/grants	716,112	774,855
Total Revenue:	2,303,628	2,251,937

	2021 (\$)	2020 (\$)
OUTGOINGS		
Project distributions	1,084,612	1,141,550
Operating expenses	1,086,156	1,191,975
Total Outgoings	2,170,768	2,699,858
Surplus/(Deficit):	132,860	(81,588)

	2021 (\$)	2020 (\$)
BREAKDOWN OF OPERATING EXPENSES		
Salary and staff related costs	828,482	924,766
Admin, marketing and other expenses	154,784	160,466
Direct costs of service delivery	102,890	106,743
	1,086,156	1,191,975

Equity	912,239	779,379
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2021



The total impact of \$4.2 million differs from the headline number of \$3.9 million on page 5 due to the inclusion of regional events and the lag between pledges made at events and the payment of those pledges.

OUR PEOPLE

OUR BOARD



Shaun Kamler
Chair



Melissa Abu-Gazaleh
Board Member



Jordan Griffiths
Board Member



Anita Jacoby AM
Board Member



Liza-Jayne Loch
Board Member



Bill Marynissen
Board Member



Deb Hook
Company Secretary

OUR TEAM



Julie McDonald
CEO



Seb Bown
National Partnerships & Events Manager



Stephen Dwyer
Finance Manager



Andrea Heffernan
Director, Purpose & Impact



Eleanor Hewitt
Purpose & Impact Coordinator



Beatrix Kates
Marketing & Communications Manager



Kristen Lark
General Manager



Sue Stewart
Office Coordinator (volunteer)

CONSULTANTS



Lisa Cotton
Co-Founder



Rebecca De Unamuno
MC & Pledging Facilitator



Richard Duncan
Pitch Coach



Rob Irving
Head Pitch Coach



Barbara Kamler
Pitch Coach



Patrick Lindsay
MC & Pledging Facilitator



John Loebmann
Pitch Coach, MC & Pledging Facilitator



Brian Nankervis
MC & Pledging Facilitator



Jacinta Parsons
MC & Pledging Facilitator



Fae Robinson
Pitch Coach



James Valentine
MC & Pledging Facilitator



Juanita Wheeler
Pitch Coach



Matt Wicking
Pitch Coach, MC & Pledging Facilitator

2021 Network of Support

As a true collective, TFN relies on the generosity and support of our network: everyday Australians, philanthropists, foundations, businesses, non-profit organisations and social enterprises that share our passion to create social change. Thank you for making our work possible.

OUR PARTNERS

Major Funding Partners

5point Foundation
Corporate Match 2.0
Harris Family Foundation
Jack Brockhoff Foundation
Morgans Foundation
Rob Keldoulis
Salteri Family
Sevior Family
The Snow Foundation
Vivienne Court Trading

Supporters

Barr Family Foundation
Bill Manos
Bill Marynissen
Clare Murphy Fund
Cynthia Nadai
Evans Five Fund
Fairness Fund
GMG Foundation
Hantomelli Foundation
Helen Lofthouse
Initiate Action Fund
Mark & Lucy Osborn

Event Hosts & Matching Partners

Accenture
AMP Foundation
Be BlueRock Foundation
Clayton Utz
Corporate Match 2.0
Give52
GiveOut
Macquarie Group
Morgans Foundation
IOOF Foundation
Vivienne Court Trading
Waratah Education Foundation

Event Partners

Canva
Deloitte
FRRR (The Foundation for Rural and Regional Renewal)
SilverChef
Queensland Community Foundation
Victorian Women Lawyers

Probono Partners

Atlassian Foundation
Baker McKenzie
Clayton Utz
KPMG

Alliance Partners

Australian Philanthropic Services
Impact Investment Summit
Kilfinan Australia
Non-Profit Alliance
Parkour Consulting (Emily Carr)
Philanthropy Australia
Private Wealth Network
Small Nonprofit Alliance
Social Ventures Australia
QUT, The Australian Centre for Philanthropy and Nonprofit Studies (Dr Ruth Knight)

Regional Partners

Give Where You Live Foundation, Geelong
United Way, Glenelg
Into Our Hands Foundation, Wangaratta

Clients (July 1 2020 to date)

ActionAid
AMP Foundation
Australian Communities Foundation
Autism Spectrum Australia
Butterfly Foundation
ChildFund Australia
ChildFund International
Children's Cancer Institute
Ecstra Foundation
Equity Trustees - Wicking Trust
Good Return
Habitat for Humanity
Hear and Say
Kids First Australia
The LBW Trust / Women for Change
National Breast Cancer Foundation
Property Industry Foundation
Regional Development Victoria
Royal Far West
Sage Foundation
Sir David Martin Foundation
Starlight Children's Foundation
Stepping Stone House
The Life You Can Save
Tasmanian Community Fund
University of Queensland Institute for Molecular Bioscience
Wayside Chapel
World Bicycle Relief Australia
WWF - Australia
Wyndham City Council

LOOKING AHEAD

As we leave 2021 behind, we are filled with optimism that the year ahead will provide greater opportunities for our network to connect in person and for TFN to continue to expand our reach and impact.



Regional Events Powered by TFN

With additional funding from the Jack Brockhoff Foundation, TFN is expanding our successful regional pilot to make philanthropy more accessible to overlooked and underfunded rural and regional communities.

Plans are under way for the next "Pitch Up Wangaratta" in February 2022 with local community foundation Into Our Hands Foundation acting as the host partner for a second year.

In March, the Ballarat Foundation will host its first live crowdfunding event with TFN upskilling them in the model and handing over the process to run independently thereafter.

These events engage community businesses, individuals and organisations to support local changemakers addressing local needs.



Giving Heroes by The Funding Network

Young people are speaking up for a better and fairer world and their voices are a powerful vehicle for change. Launching in 2022, Giving Heroes will connect young people with causes they are passionate about and empower them to become active changemakers.

With initial funding provided by The Snow Foundation, Giving Heroes will bring young people together to:

- Vote on the charities they want to support;
- Raise funds and awareness by choosing from several fundraising activities or creating their own;
- Attend a virtual live crowdfunding event to hear directly from the charities, connect with like-minded young people and donate their time and money;
- See their donations doubled by a Giving Hero partner;
- Learn about the impact of collective giving over time;
- Get involved in community in other ways by donating their talents and time.

Keep an eye out for opportunities to get the young "giving heroes" in your life involved!



Technology

The past 18 months have shown us how the effective use of technology can bring us closer together and increase our impact. Building on the success of our virtual events and thanks to funding from the Harris Charitable Foundation, TFN has embarked on a digital transformation journey aimed at making giving simple, easy and fun for everyday Australians.

Plans are under way to pilot mobile pledging, upgrade our payment platform, enhance our digital marketing and deliver a seamless hybrid experience for our network and clients.

We look forward to your input as we continue to evolve TFN's event experience and lay the foundation for sustained growth.

HOW TO GET INVOLVED



DONATE TO TFN

Create a ripple effect by donating to TFN and making our work possible



PLEDGE AT AN EVENT

Hear the stories of the grassroots non-profits addressing society's biggest challenges and pledge your support



VOLUNTEER YOUR TIME

Offer your expertise to one of TFN's alumni helping people in need



BE AN EVENT PARTNER

Provide a venue for an event or watching party, contribute matched funding and/or bring guests to TFN Live



HOST A WORKSHOP

Sponsor or participate in a TFN workshop that builds the skills of non-profit leaders and boards



HOST AN EVENT

Engage TFN to power your next fundraising or corporate giving event

GLOBAL IMPACT

TFN Australia is part of a global network that includes affiliates in 20 countries around the world.

The Funding Network was founded in the UK in 2002 and introduced in Australia in 2013 by Lisa Cotton and the late Steve Lawrence AO.

To date, the global network has raised over £15.5 million for 2,300 not-for-profits globally.

During the pandemic, TFN and its affiliates have delivered 55 events in 18 countries to help people in need.



GET IN TOUCH



facebook.com/thefundingnetwork.com.au



instagram.com/thefundingnetworkau



linkedin.com/company/the-funding-network-australia



twitter.com/TFNAus



thefundingnetwork.com.au
rootsofchange.org.au
givingheroes.com.au (coming soon)



info@thefundingnetwork.com.au



THE FUNDING NETWORK
AUSTRALIA

