



THE
FUNDING
NETWORK
AUSTRALIA

ANNUAL REVIEW FINANCIAL YEAR 2022



**IGNITING
GRASSROOTS
GIVING**

Make a financial contribution

Make an introduction

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In the spirit of reconciliation, The Funding Network acknowledges the Traditional Custodians of Country throughout Australia and honours their connections to land, sea and community. We pay our respects to Aboriginal and Torres Strait Island Elders past and present and embrace the challenge to tackle the unfinished business of reconciliation and change for all.

environment

THE FUNDING NETWORK AUSTRALIA

The Funding Network Australia (TFN) brings people together to find, fund and fuel grassroots social change initiatives that directly help people in need. Through dynamic live crowdfunding events that inspire collective giving and ongoing capacity-building programs, TFN connects grassroots for-purpose organisations to people and networks interested in investing their money, time and talent to create a better world.

IMPACT 2013-2022



158
LIVE CROWDFUNDING EVENTS

20,696
GUESTS



\$22.5 MILLION
FACILITATED*

12,417
DONORS



497
PROGRAMS FUNDED

3,102
DONORS CONNECTED WITH
NON-PROFITS AFTER EVENTS



1,996
LEADERS COACHED

12
REGIONAL PARTNER EVENTS



*includes funds raised at or following events where TFN did not process the donations

THE YEAR IN REVIEW 2022

Looking back at Financial Year 2022...



In FY22, The Funding Network (TFN) facilitated over **\$2.3 million in funding for 57 for-purpose projects.**



Our **pitch coaching workshops were delivered to 300+ non-profit leaders**, training them to use storytelling to better communicate their purpose and impact to secure funding support.



In total, **2,300 people experienced the joy of collective giving** and engaged with compelling social change initiatives through **19 live crowdfunding events.**



Our donor impact evaluation reinforced that **our crowdfunding events fundamentally shift the way participants think about giving.** 85% report an increase in their giving behaviour and 63% continue to support grassroots non-profits after the event. Among those who did not already give before attending a TFN event, 39% go on to give regularly.



In June 2022 we held our first ever TFN **Giving Heroes event, delivering a family-friendly virtual event** that surprised and delighted everyone involved and strengthened our resolve to create the next generation of givers.

OUR VISION

A generous and inclusive society where everyone can thrive, and everyone can contribute to a better world

OUR PURPOSE

To ignite grassroots giving for impact

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

Thank you for being part of a growing community that fuels social change through grassroots giving.

Together, we can give more, learn more and change more.

Note: Figures used throughout this review are for the year ended 30 June 2022 unless otherwise stated

CHAIR & CEO MESSAGES

A Message from the Chair

2022 felt like the start of a new beginning for many of us. We came out of COVID lockdowns halfway through the financial year and collectively transitioned to a new normal. Australia and the world opened up again and we once again felt connected to each other. For TFN the new normal is something we have been working to define and evolve as the world around us continues to change.

FY22 presented us with a new set of challenges that our team responded to. The virtual event offerings that fuelled TFN's FY21 performance took a backseat as clients yearned to return to in-person events, resulting in event delays and postponements that impacted revenue. Combined with the loss of COVID-19 support and the timing of various grants, donations and associated expenses, an operational loss was unavoidable. However, our financial position remains solid. With a formidable team and investment in future-proofing our platform, I am confident that we will emerge from these challenging and unpredictable times stronger than ever.

In 2023 we will celebrate a decade of igniting grassroots giving in Australia. I feel incredibly proud to be part of a giving community that has now facilitated over \$22.5 million for 497 non-profit programs and fuelled the trajectory of thousands of social entrepreneurs. Thank you to the many people and organisations that have joined our social change 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 life-changing services.

Two years of COVID restrictions in Australia highlighted the existing social inequities in our country and around the world. The need to



“**Two years of COVID restrictions in Australia highlighted the existing social inequities in our country and around the world. The need to inspire and focus giving towards grassroots organisations working directly with communities in need feels more important than ever before.**”

inspire and focus giving towards grassroots organisations working directly with communities in need is more important than ever before. Embracing innovation to create change continues to direct our priorities internally. TFN has made significant investment in the future of giving, strengthening our digital offering and broadening the capacity of TFN to deliver impact on a national and global scale. We have

a pipeline of capabilities that will be unveiled in the coming year that I am excited to share with you.

Whether you have travelled with us since the beginning or have recently joined our giving movement by offering your skills, time or networks, thank you for the role you play in enabling TFN to fulfil its mission. May our shared commitment to drive social change continue to lift those in need and serve as a much-needed source of joy and hope into this new era ahead.

Sincerely,

Shaun Kamler,
Chair

A Message from the CEO

If 'pivot' was the word for FY21, then 'adapt' was the word for FY22. With lockdowns and restrictions in place longer than anyone predicted, adapting to the ever-changing event landscape became second nature, and our dedicated network of supporters never missed a beat. You showed up wherever and however the circumstances warranted and, together, you gave generously and joyfully. Thank you for being steadfast supporters of grassroots giving and for continuing to demonstrate the impact we can have when we join forces for good.

Over the financial year, TFN delivered 19 live crowdfunding events, supporting 30 grassroots programs and 27 client programs. The \$1.1 million raised for grassroots programs combined with the \$1.2 million facilitated for our clients and regional partners provided critical funding addressing urgent needs across Australia and the world.

We kicked off the year with a virtual event dedicated to international programs and closed the year with a hybrid event with live audiences in Melbourne and Sydney. In between, we showcased an incredible range of social changemakers whose stories touched our hearts and compelled us to take action.

Our donor network evaluation reinforced that the TFN effect lasts far beyond the time we spend together at our events. More than 85 per cent reported an increase in their giving behavior and 63 per cent continued to support grassroots non-profits after the event. Among those who did not already give before attending, three-quarters now donate in some capacity and 39 per cent now give regularly.

These insights strengthen our resolve to make giving accessible, easy and fun. During FY22,

investments in our digital transformation strategy allowed us to introduce a web-based pledge capture and display process in preparation of offering guests the ability to pledge directly from their phones.



“**With lockdowns and restrictions in place longer than anyone predicted, adapting to the ever-changing event landscape became second nature, and our dedicated network of supporters never missed a beat.**”

We held our first ever TFN Giving Heroes event, delivering a family-friendly giving experience that surprised and delighted everyone involved. And we continued to encourage local communities to adapt our model, supporting regional partner events in

Wangaratta, Portland and Geelong.

The end of FY22 also coincided with Julie McDonald's decision to step down as CEO after more than four years at the helm. I am incredibly grateful for the opportunity to have worked and learned from her and for the unwavering support shown by our team, board, alumni, partners and donors throughout this transition.

Looking ahead, we are excited to celebrate our 10th anniversary with the many people and organisations that make our work possible. Never has connection been more important and we can't wait to reconnect with you. Thank you for joining us on this journey and for your continued support.

Sincerely,

Kristen Lark,
Chief Executive Officer

Inspiring Grassroots Giving



HOW TFN EVENTS WORK

TFN's Flagship live crowdfunding events build bridges between business, philanthropy, everyday Australians and the social sector to transform compassion into action.

Through these carefully curated events, TFN provides a platform for grassroots non-profits and social enterprises to share stories of impact, build support and raise vital funds.



In FY22, TFN delivered 7 Flagship events including our very first Giving Heroes event for young people.

Through 4 virtual, 1 in person and 2 hybrid events, TFN demonstrated the power of collective giving in action raising over \$1.1.M for 21 grassroots programs.

An additional \$254,964 was facilitated by our regional partners for local community programs.

1. 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.

2. PITCH COACHING

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

3. 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 skills.

4. LIVE CROWDFUNDING

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

5. 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.

6. IMPACT REPORTING

TFN provides 6 and 12 month updates to everyone who contributes, keeping them apprised of the impact of their donations.

ELIGIBILITY REQUIREMENTS

- Grassroots 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.



KEY HIGHLIGHTS Financial Year 2022:

- SPREADING THE JOY OF GIVING**

Our donor impact evaluation reinforced that among those who did not already give, three-quarters now donate in some capacity.

- INCREASING GIVING TO GRASSROOTS**

Of those who already gave in some capacity, 22% now give more frequently, 27% encourage others to donate and 32% urge others to get involved with TFN.

- VIRTUAL, IN-PERSON AND HYBRID**

We continued to adapt to the ever-changing event landscape, delivering events in a variety of formats and connecting people across Australia and the world.

- INTRODUCING GIVING HEROES**

We held our first ever TFN Giving Heroes event, delivering a family-friendly virtual event that surprised and delighted everyone involved and strengthened our resolve to create the next generation of givers.

- INCREASED CAPACITY BUILDING**

With your support, we funded 21 grassroots programs and provided growth opportunities to our network of more than 230 alumni.

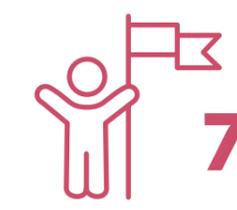
- DIGITAL TRANSFORMATION**

We continued to implement our digital transformation strategy, introducing a web-based pledge capture and display process in preparation of offering donors the ability to pledge directly from their phones.

- REGIONAL PARTNER EVENTS**

Our regional partners continued to utilise our model to deepen community engagement across Victoria, with events delivered in Geelong, Portland and Wangaratta raising a combined \$254,964 for local programs.

OUR IMPACT



7 FLAGSHIP EVENTS



965 ATTENDEES



309 DONORS CONNECTING WITH ORGANISATIONS AFTER EVENTS



39 LEADERS COACHED



\$1,127,683 FACILITATED



21 NON-PROFIT PROGRAMS FUNDED



3 REGIONAL PARTNER EVENTS



\$254,964 FACILITATED AT REGIONAL PARTNER EVENTS

IMPACT SPOTLIGHT

Cherished Pets, Victoria

TFN HYBRID, APRIL 2022 **\$69,800 raised**

Cherished Pets is a social veterinary enterprise located in the Geelong region of Victoria that has innovated a ground-breaking Veterinary Social Work (VSW) service. Their work addresses social issues such as mental health, accessibility, inclusion and isolation through enabling vulnerable and disadvantaged pet owners to enjoy the benefits of healthy pets and a thriving human-animal bond.

Since pitching in April, it's been a busy few months for founder Dr Alicia Kennedy consolidating all the interest in their services. "The TFN opportunity has validated and strengthened our position," explains Kennedy. "There is greater awareness, new connections and contacts, new opportunities and endorsements - including a special event in Canberra partnering with Pets & Positive Ageing that emerged from someone who joined the TFN event online." This exposure has also led to attention from the state government who have allocated a robust \$565k of funding towards their crisis and VSW service.

Despite some challenging times this year, the ripple effects of TFN Alumni support continue to provide for Kennedy. "The pitch coaching especially has been an amazing support to me," says Kennedy. "I recently participated in the Social Impact Hub's Scaling Impact program and drew on my TFN pitch coaching experience. In fact I won the Tanarra Advisors Best Pitch Award at the Showcase to investors".

For Kennedy, she's looking forward to what the next year brings for Cherished Pets. "Despite the challenge of continuing to provide our service against an increase in demand and expectations, I'm looking forward to delivering on our fundamental purpose: providing an accessible and inclusive veterinary and pet care service."



“ The impact of the TFN funding has been pivotal for our growth and success as an organisation. It has allowed us to fast track and implement our dreams and goals. It proved to me that miracles do happen!

- LORETTA LILFORD,
SMILING HEARTS, UGANDA



IMPACT SPOTLIGHT

Smiling Hearts, Uganda

TFN VIRTUAL, AUGUST 2021 **\$63,000 raised**

In August 2021, Loretta Lilford from Help Us Grow (HUG) pitched for support of Smiling Hearts Uganda, a new project of HUG's that creates opportunities to make a difference to the lives of disabled children and youth in the Masaka region of Uganda.

Lilford speaks to the experience of many grassroots organisations that come to a TFN event without any prior history pitching for funding. "Personally, I learned to believe in my ability," says Lilford. "Even though I wasn't a CEO with corporate experience, I actually did have the ability to pitch and show we were a worthy finalist. I was extremely grateful for the amazing support and coaching we were provided, and this allowed me to present proudly and confidently."

In the 12 months since the crowdfunding event, the funds raised have already had a tangible impact on the ground in Uganda. "Through the construction of our own shop, the Smiling Hearts Centre has been able to market their goods and bring in a steady income," explains Lilford.

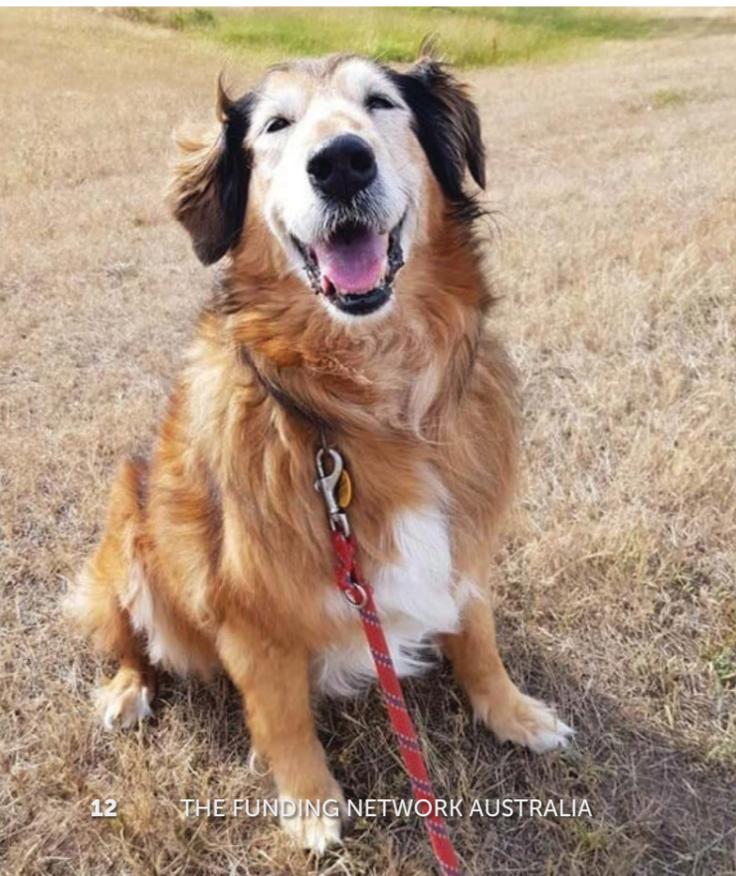
"We purchased four acres of farmland near our Centre and are now producing crops both for our kids and to sell in the shop. We have also been able to positively impact the broader community and economy with the hire of more teachers and a bus driver, as well as those employed in the construction works at the farm."

Perhaps the most important impact though, has been in a mindset change within the community. "Hellen, my Co-founder, is now a respected member of Masaka Rotary and Disability Council of Masaka and has grown in confidence", says Lilford. "We have also seen an increase in referrals to our program from the Regional Disability Officer. In one year we have grown in size by 38% and raised our profile and credibility within the Ugandan community."

"The impact of the TFN funding has been pivotal for our growth and success as an organisation," explains Lilford. "It has allowed us to fast track and implement our dreams and goals. It proved to me that miracles do happen!"

“ The TFN opportunity has validated and strengthened our position. There is greater awareness, new connections and contacts, new opportunities and endorsements...

- DR ALICIA KENNEDY,
FOUNDER, CHERISHED PETS



ANTICIPATED IMPACT



Hug Smiling Hearts
August 2021
\$63,000 raised

Support 30 young people to access education & employment; purchase 10 seater van, 4 acres to grow food & raise animals.



Forget Me Not
August 2021
\$79,020 raised

Safely reunite 31 children with their families.



Indigo Foundation
August 2021
\$70,150 raised

Provide financial support to 125 Afghan teachers; supplementary payments to 23 teachers. Distribute 9,600 school textbooks, 60 whiteboards and markers.



Green Fox Studios
November 2021
\$132,240 raised

Provide training to 40 young participants upon their release.



WomenCAN Australia
November 2021
\$63,000 raised

Employ 8 tradeswomen and purchase work van.



Hotel Etico
November 2021
\$62,871 raised

Support 5 trainees to participate in a 12 month training program.



All Things Equal
February 2022
\$45,000 raised

Support 15 people with disabilities to complete cooking school.



Rollercoaster Theatre
February 2022
\$45,650 raised

Deliver a masterclass in screen acting for 50+ actors with intellectual disabilities.



Australian Spatial Analytics
February 2022
\$55,600 raised

Hire a coach to support 50+ employees



Cherished Pets
April 2022
\$66,800 raised

Extend veterinary social work service nationally and reach more people and paws.



Enrise
April 2022
\$70,100 raised

Support 60 indigenous students through online tutoring.



Centre for Women's Economic Safety
April 2022
\$79,100 raised

Employ a financial and wellbeing counsellor to support Money Clinics for women experiencing domestic abuse.



DigIn
May 2022
\$28,000 raised

Expand hot food vending machines to enable people in need to access nutritious meals autonomously.



Emerge Toowoomba
May 2022
\$35,500 raised

Provide 340 safe nights for young people involved with the criminal justice system.



4 Voices Global
May 2022
\$32,000 raised

Fund a new van / connection hub that will provide free social and digital support to people in need.



Big Brothers, Big Sisters
June 2022
\$52,000 raised

Connect 515 young people to mentors in rural Australia.



Food Ladder
June 2022
\$50,300 raised

Provide greenhouse system to 2 schools in disadvantaged areas to support 700 students.



The Social Studio
June 2022
\$55,000 raised

Provide 20 paid internships in a manufacturing studio for migrant and refugee people.

SPECIAL PROJECT

Giving Heroes

A global and Australian first, Giving Heroes is a platform aimed at nurturing the next generation of givers, providing young people the chance to take action and raise funds for causes they care about.

Australian research has highlighted the importance of personal values forged in childhood for shaping an individual's giving. We believe Giving Heroes will introduce young people to the joy of giving and lay a strong foundation for lifelong giving behaviours.



Launched in early 2022 and featuring a special family-friendly live crowdfunding event in June, Giving Heroes was created to bring young people together to:

- Learn about and select 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 collective impact of their support over time.

THE NEW GENERATION OF GIVING:

“ I think that younger people can see things differently to adults. ”
- LEWIS, AGED 12



“ I'm passionate about this because my future depends on it. ”
- WILLIAM, AGED 12



“ Kids can make a difference because we all really want to. ”
- EVIE, AGED 6



ANTICIPATED IMPACT:

Through the power of collective giving, the funds raised at Giving Heroes are already having a huge impact to support kids across Australia.

Giving Heroes made it possible for **Eat Up!** to make 14,660 school lunches for kids without lunch in schools, **The Pyjama Foundation** to buy 138 books and games for kids in foster care and the **Stella Bella Foundation** to help 2800 sick kids and their families.

It is pretty incredible to think that a group of young people aged 6-16 have been able to raise money to support over 17,500 kids across Australia!

GIVING HEROES ALUMNI SPOTLIGHT: EAT UP!

“ It was a brilliant event to be part of and watch, and we are very grateful to have been involved. ”



Thank you for giving Eat Up a chance to be part of this and for all your work behind the scenes in bringing it to life and working with many organisations. We loved seeing so many children and families get behind it and see so much value in the next generation learning about these issues and engaging in philanthropy.

- LINDY SUSSKIND,
HEAD OF PARTNERSHIPS, EAT UP!

“ It was a pleasure to be a part of the inaugural TFN Giving Heroes event this year. Philanthropy in Australia needs to increase and Giving Heroes is a fantastic format to instil the act of giving to our youth. ”

Allowing the Giving Heroes the independence to firstly choose the charities



themselves, to then fundraise and donate via the live online event allowed our young people, like my daughter Abby, to really own this event.

We look forward to seeing the number of Giving Heroes in Australia grow and grow each year.

- GERALDINE & ABBY, 5yo GIVING HERO

OUR YOUNG AMBASSADOR'S VIEWS ON GIVING BACK:



“ I believe that young people can change the world and that they deserve to be heard. ”
- SARA-BELLE, AGED 11



“ Young people can make a difference because we have great ideas and are full of energy. ”
- BEN, AGED 10

CAPACITY BUILDING FOR GRASSROOTS FOR-PURPOSE ORGANISATIONS

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.

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

“ We became TFN Alumni in February this year. I was amazed upon finishing to find such a comprehensive program of follow up support. I thought we would finish and other than acquitting our work, would then be on our own. This is very far from what we have experienced. I am so impressed by the program and by the ongoing development opportunities offered.

- BIANCA STERN,
ALL THINGS EQUAL



In FY22, our dedicated Alumni Program provided the following:



133 opportunities were sent to the Alumni network including grants, learning & development tools and specific Alumni partner offerings.



147 participated in professional development workshops.



91 Alumni received exclusive partner pro bono support including PR support, legal support and mentoring.



32 benefited from internal TFN Opportunities including participation in partner events and further fundraising support.



ALUMNI SPOTLIGHT

Andrea Comastri, Hotel Etico

“ I’m always saying that TFN is the gift that keeps on giving! The amount of good value that we got out of it and we still do on a daily basis - the exposure and the momentum is huge.

- ANDREA COMASTRI, CEO, HOTEL ETICO

Established in 2020 in the Blue Mountains in NSW, Hotel Etico is Australia’s first social enterprise hotel employing and training young people with disabilities and changing community attitudes about the employment of people with disabilities.

Since pitching at our social enterprise crowdfunding event in November 2021, Andrea Comastri from Hotel Etico continues to grow and scale their business. “With the funding we have received in that time we have been able to employ more trainees which in turn has allowed us to invest in more capacity to grow the business, including giving me the opportunity to step away from my full time job and come on as CEO at Hotel Etico,” Comastri explains. “We’ve got the momentum to move into the next phase of scaling the Etico model into every state and territory in Australia.”

An important part of Hotel Etico is the Academy of Independence, a dedicated apartment within the

hotel where the trainees live on their workdays providing a dedicated setting to experience supported independent living. Over the past year, Hotel Etico have doubled their cohort from 6 to 12, increasing the impact and significantly strengthening the capacity of their model.

It’s been a very busy year for Comastri and Hotel Etico. Comastri was recently named a recipient of the AMP Tomorrow Makers fund of 2022 and Hotel Etico is also nominated for the 2022 Australian Human Rights Commission Awards, Australian Disability Service Awards, and for a local business award in the Blue Mountains.

Andrea largely attributes the swell of support over the past year to pitching at our TFN event in November. “I’m always saying that TFN is the gift that keeps on giving!” says Comastri. “The amount of good value that we got out of it and we still do on a daily basis - the exposure and the momentum is

huge. People will still approach me at the Hotel and tell me they saw me pitch at the event! The network and connections that came out of the event are pretty amazing.”

Comastri has worked in the non-profit and philanthropic sector in Australia for almost three decades and has high hopes for the future of giving in Australia. “Philanthropy traditionally likes to do things in a certain way,” explains Comastri. “There are a growing number of enlightened philanthropists in Australia that understand these traditional ways of raising funds - like gala dinners or big expensive fundraisers - are not the way of the future. For grassroots non-profits, live crowdfunding and better access in the digital space is making a huge difference. I’m really pleased that I discovered this new world, this different way of raising funds through TFN. I’ve seen many very successful people before me that have lined up so many awards and funding through TFN. It works!”



ALUMNI SPOTLIGHT

Bronwyn Covill, Enrise

With programs across Australia, Enrise seeks to close the education gap for First Nations and disadvantaged children. They provide critical educational support through online tutoring, digital device donations and employment pathways into STEM-related careers. Importantly, they empower young individuals to set their own future direction.

For Enrise founder Bronwyn Covill, pitching at the TFN event in April was an unforgettable experience. "To be supported by so many people who can see the impact Enrise makes on vulnerable children's lives was incredible," remembers Covill. "Witnessing the pledging on the night and the commitment to equitable education was humanity at its best." To date, the funding has allowed Enrise

to engage 30 students in their tutoring program, and Covill fully expects to exceed the 60 students planned for during her pitch for funding.

Whilst many Australian charities struggled through COVID restrictions, Covill observes that the spotlight on digital education and at-home learning during this time made their online tutoring offering more mainstream and acceptable. "Since COVID, the awareness of what can be achieved through applied technology has risen to a new level," explains Covill. "We received so much positive recognition of the impact technology and EdTech can have on helping our most vulnerable and disadvantaged."

For years Covill has observed the lack of Government assistance for



Enrise and other First Nations charities they collaborate and partner with. "We see not only the inequity but also a complete lack of support at a grassroots level from both the Federal and State Governments," says Covill.

With the current Labor government committed to double charitable giving over the next 7 years, Covill is hopeful this will trickle down to grassroots organisations. "I do believe we demonstrate higher impact and lower costs than some of the larger charities," offers Covill. "I would love to see the Government use this commitment to offer more opportunities - funding, grants, partnerships - to small charities like Enrise so we can garner support on a larger scale."

“Witnessing the pledging on the night and the commitment to equitable education was humanity at its best.”



PARTNER SPOTLIGHT

Accenture

As a long-time partner of TFN, Accenture Corporate Citizenship Lead Julie Long has seen the cumulative effects of the work TFN does giving a platform to small for-purpose organisations in Australia. "The TFN model is a great way to connect charities and potential donors in a direct and engaging way," explains Long. "It's one where donors can hear directly from the charity on how the funds will be used and the impact, and then join together to co-fund the project in a fun, and collaborative way. It builds on the feeling of community – that a community of givers can support a charity delivering real impact to those in need!"

Corporate partnerships are central to TFN's mission of facilitating funding that grassroots organisations wouldn't normally have access to. For Long, this partnership works both ways with TFN events identified as an important way to engage Accenture employees with an ideological bigger picture. "It's the social connection, the fun and engaging format as well as the storytelling from the charity, where you get a real understanding of the outcomes the funds raised will be supporting. For us as an organisation, we see that both these aspects are important to us and to our employees," explains Long.

Earlier this year, Accenture partnered with TFN to deliver crowdfunding in a Hybrid event format that incorporated live events in both Sydney and Melbourne and online participation from around the country. It was a first for TFN and Long shares that embracing innovative digital solutions needs to be part of the tech roadmap for non-profit organisations. "COVID has advanced things digitally, people are more likely to go online to learn about charities and to donate, than pre-COVID," says Long. "Grassroots charities need to open themselves up to new ways of giving, and to build their brands online, whilst still connecting with people in traditional ways."



Julie Long's top tips to help grassroots non-profits grow their funding networks and scale their offerings:

- 1. Share stories** – these are the most powerful ways to talk about who you are supporting and why, and to demonstrate how your organisation can transform people's lives.
- 2. Embrace digital** – share on social media, have your website up to date, provide easy ways for people to support your charity.
- 3. Apply to TFN** – they have such a broad network of foundations, corporates and people who are keen to support grassroots charities, and can help build your network!



OUR DONOR NETWORK - Giving for good

TFN continues to shake up the way fundraising works in Australia. We are proud to inspire giving through energetic, joyful event experiences.

We know that TFN events are different. Our crowdfunding events are proven to fundamentally shift the way participants think about giving back to their community, for the long term.

Attendees aren't simply encouraged to donate, they're encouraged to become part of a culture of giving.

Through creating an effective communication pathway between donors and grassroots organisations, TFN sparks the inspiration point for a community to become actively involved in social change.

TFN events facilitate a mindset change that fundamentally alters the way people think about and engage with giving.

Our events create connections and inspire action from our donors:



73% of respondents pledge on the night - and a further 8% make a donation of in kind or pro bono support.



60% donate because they feel strongly about the cause - TFN Alumni are coached to pitch in a way that is convincing and converts donors.



63% continue to support grassroots non-profits after the event - demonstrating that TFN events forge lasting connections.

85% report an increase in their giving behaviour - TFN supports a change in mindset.

39% of first-time donors go on to give regularly - TFN events convert people to donors.

Source: Donor Network Evaluation carried out by SVA Consulting, April 2022.



ALLAN ENGLISH ENGLISH FAMILY FOUNDATION

"What I like about a TFN event is you're getting exposure to new and early stage entrepreneurs. They all have a story to tell, it's so inspiring and a bit of fun as well. For these non-profits a TFN event is a real step up. If they're good enough to be able to pitch at TFN, they know they're going to get some real exposure and support that's not only financial, but non-financial as well. And that can be crucial for those early stage entrepreneurs.

I've been to many TFN events over 10 years and I know people donate when they're touched by their heart. If they can feel that and it's something significant, they will want to support it. You can see that energy move across the room and that's always a delight to see. It's a great way to raise funds and a great way to get people engaged."



PAULA THOMSON PARTNERSHIPS ADVISER FOR BACKTRACK

"When organisations start out, they can be really invisible in the wider scene. When you see them at a TFN event, you see these organisations at their best because they've had all that great pitch training, so they're delivering in a really professional way.

I have definitely been encouraged to donate at a TFN event when I wasn't expecting to. **You're carried along with the excitement in the room.** I think they're especially great for people that haven't given before and are new to philanthropy - the event gives them the opportunity to participate. It's great fun."



OLIVIA VERSCHUUR JOANNE PARKINSON FOUNDATION

"TFN makes it very straightforward to engage with grassroots organisations when it otherwise might be challenging for small family foundations like ours to identify promising and effective groups. The due diligence piece that goes into choosing the three non-profits makes a huge difference.

We are not aware of any other platform where we can donate money in such a secure way directly to grassroots organisations that are productive and essential to the fabric of society.

Pooling funds with other donors from a variety of backgrounds fills us with such joy and is only beaten by the rewarding look on the organisation representative's face when they discover the room full of people heard their call and support them wholeheartedly. The spark and energy in the room is catchy - I leave every event on such a high!"

POWERED BY TFN EVENTS & WORKSHOPS

Fuelling our mission

Client Events & Workshops for Larger Non-Profits, Corporates & Foundations FY22

TFN offers our proven event model and pitch coaching workshops to other non-profits and those wanting to fund charitable work. This provides a revenue stream to TFN, helping to reduce our dependence on philanthropic funding while supporting the broader non-profit sector and deepening the culture of giving in Australia.

In FY22, TFN supported organisations large and small as they sought to engage their donors and meet their fundraising targets. With audiences and speakers from around the world,

these 'powered by TFN' events showcased everything from cutting-edge research to fight heart disease to the impact of bicycles on rural communities in Africa. Clients included Good Return, RSPCA NSW, Sydney Children's Hospitals Foundation, the University of Queensland Institute for Molecular Bioscience and World Bicycle Relief.

TFN also delivered a range of capacity-building workshops to organisations looking to improve their storytelling and inspire and secure new donors.

What we offer:

LIVE CROWDFUNDING EVENTS POWERED BY TFN

We upskill and support non-profit clients and 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.

GRANT-MAKING EVENTS

TFN's grant-making events provide an engaging way to get the local community involved in the allocation of grant funds to organisations addressing local needs. This empowers the local community to be part of the decision-making process and create a deeper sense of connection. Similarly, companies can engage and empower their employees to participate in the grant-making process by inviting them to choose how their foundation's grant dollars are distributed and providing opportunities to contribute both their time and their money to causes they care about.

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.



“ All participants shared that this is the best training they have done, particularly in an online environment. Everyone walked away more confident and informed. ”

- HEIDI PROSE, CEO AT MIEACT, WORKSHOP PARTICIPANT

“ I thoroughly enjoyed it, learnt new info, and have resources I can refer back to which is perfect. ”

- DANIELLE PEEL, PROJECT LEAD AT GOOD SHEPHERD, ECSTRA WORKSHOP PARTICIPANT

TFN LEARN FY22 IMPACT AT A GLANCE



9 POWERED BY TFN EVENTS



1,094 ATTENDEES



27 PROGRAMS FUNDED



\$941,513 GENERATED/GRANTED



29 PITCH COACHING WORKSHOPS



241 LEADERS COACHED

World Bicycle Relief

EVENTS POWERED BY TFN

World Bicycle Relief empowers people and communities through life-changing bicycles. They are committed to helping people conquer the challenge of distance, achieve independence and thrive. Following on from a successful and joyful giving event in 2021, they will hold their 2nd crowdfunding event in collaboration with TFN in December 2022.

For Diana Mason, Development Director, Australia of World Bicycle Relief, what brought her to TFN was the live crowdfunding format. "The structure of a TFN event suits our needs perfectly," explains Mason. "Giving a platform to our staff from Zambia, Zimbabwe, Kenya, Colombia and Malawi to speak with authority about what they've seen in the communities was very important to me. For our staff to be able to dial in and speak was so important and I'm certain that hearing first hand what these programs would achieve translated to higher giving at the event."

Like many foundations, charities and for-purpose organisations around the world, COVID forced a reset of the traditional fundraising event formats at World Bicycle Relief. "I felt completely at ease and reassured that the event would be a success regardless of what restrictions were in place," remembers Mason of their 2021 event. "The event was hosted virtually with such skill by Jacinta Parsons and the TFN event team. The small watching party in Melbourne was able to participate and we had people around the world watching online and pledging."

Mason has recently returned from Africa where the bicycles were distributed to communities. "One of the things that I found really incredible was that when people in the communities are asked about the bicycles, they see them as a collective community asset," remembers Mason. "I was really touched by that and surprised. Funding these programs has a ripple effect far beyond the individual. It's changing whole communities."

Diana's top tips for grassroots non-profits to create engagement and scale more effectively:

- 1. If you're small, create teams.** It's been really fantastic for us to create different teams and have the TFN team become part of that. We all work together and it gives you all energy because you're creating something together.
- 2. Give people an opportunity to get involved,** to put their hand up and to be part of something. I think that's a really important part of creating and maintaining momentum.
- 3. Provide platforms for your experts on the ground** to be able to speak about their authentic experience and to share their knowledge. It's always interesting for people to hear about the work and really understand the human connection and impact that programmes have on the lives of people in the communities that we work.



“Funding these programs has a ripple effect far beyond the individual. It's changing whole communities.

- DIANA MASON
DEVELOPMENT DIRECTOR, AUSTRALIA
WORLD BICYCLE RELIEF



Pitch Coaching with Emily Carr

Emily Carr is the founder and Managing Director of Parkour Consulting, a full service strategy and people consultancy. Parkour Consulting dedicates 10% of their time to working with non-profits and for the past 2 years Carr has generously supported TFN through delivering workshops for our Alumni. In the past 12 months Carr has joined TFN as a pitch coach helping other NFPs build capacity to attract fundraising into the future. "I discovered that a lot of small non-profits don't know what to ask for from a consultant," remembers Carr. "I saw TFN as a fantastic organisation to help facilitate those relationships and extend my reach with grassroots non-profits."

Over these past two years Carr has seen the value of Pitch Coaching for the alumni participants. "When we start each session, the biggest challenge for everyone is always 'how am I going to get everything I want to say into a 5-minute pitch?'" says Carr. "The coaching teaches them the craft of storytelling and that structure helps them get really clear on the message." What Carr truly appreciates though, are the holistic effects this new communication skill has beyond the pitch itself. "Pitch coaching is an amazing tool to use across your organisation," explains Carr. "You can take this learning away and apply it to your website, to any communication materials and even to your networking."

During COVID, charities and non-profits were obligated to move their operations online to

help fuel their fundraising. "It's also given far more people access to capacity building programs offered digitally, like the pitch coaching," says Carr. "I've run so many more of these since it's moved online. I'll have someone calling from their truck on the side of the road, or from far north Queensland – no matter where they are, they can still participate. TFN's shift to digital delivery has enabled that access."

Emily Carr shares her top tips for any organisation trying to attract funding and grow their donor networks:

- 1. Storytelling** – you need to be able to communicate your mission beyond the facts and the figures. For it to resonate with people you need to make it personal, you need to tell that story and create empathy and a connection through that.
- 2. Sharpen your message** – every organisation delivers so many wonderful programmes, but for the message to connect you need to pick just one. If you try to talk about everything, it will get confusing, so make sure your Call to Action is concise and specific.
- 3. Get everyone on message** – everyone in your organisation should be able to communicate your mission statement quickly and clearly. Consider pitch coaching as an essential investment in giving your team the capacity to network and communicate better for stronger connections in every setting.



LOOKING AHEAD

As we move into 2023 we are filled with optimism for the year and the decade ahead.

We know this year will bring profound learnings as we celebrate the social change TFN has activated, and cement our place as the go-to platform for grassroots giving in Australia.

TFN Digital Transformation



TFN will unveil new event technology in FY23 that gives guests more ways to pledge their support and engage with grassroots organisations. An overhaul of the TFN website and event registration process is also planned over the next 18 months **to support our efforts to ignite grassroots giving for impact.**

10th Anniversary



2023 will be particularly special for TFN as we celebrate a decade of igniting grassroots giving in Australia. We can't wait to showcase the impact your support has made possible for hundreds of for-purpose organisations. **Stay tuned as we unveil our plans for our 10 year anniversary in the New Year!**

The New Generation of Giving



Young people are speaking up for a better and fairer world and their voices are a powerful vehicle for change. Giving Heroes powered by TFN will build on its success in 2022 to connect young people with causes they are passionate about and empower them to become active changemakers in their community. **Keep an eye out for opportunities to get the young "giving heroes" in your life involved!**

Regional Partner Events



TFN Regional Partner events bring communities together to collectively encourage giving and support local communities and their needs. Building off the success in regional Victoria and the development of a digital toolkit to support local capacity building, we'll be supporting our first regional event in Wagga Wagga, NSW in early 2023 and **looking for new partners and funders to help us broaden our support of regional and rural Australia.**

FINANCIALS

These accounts are an extract from our audited annual financial statements for the year ended 30 June 2022, which are available on request.

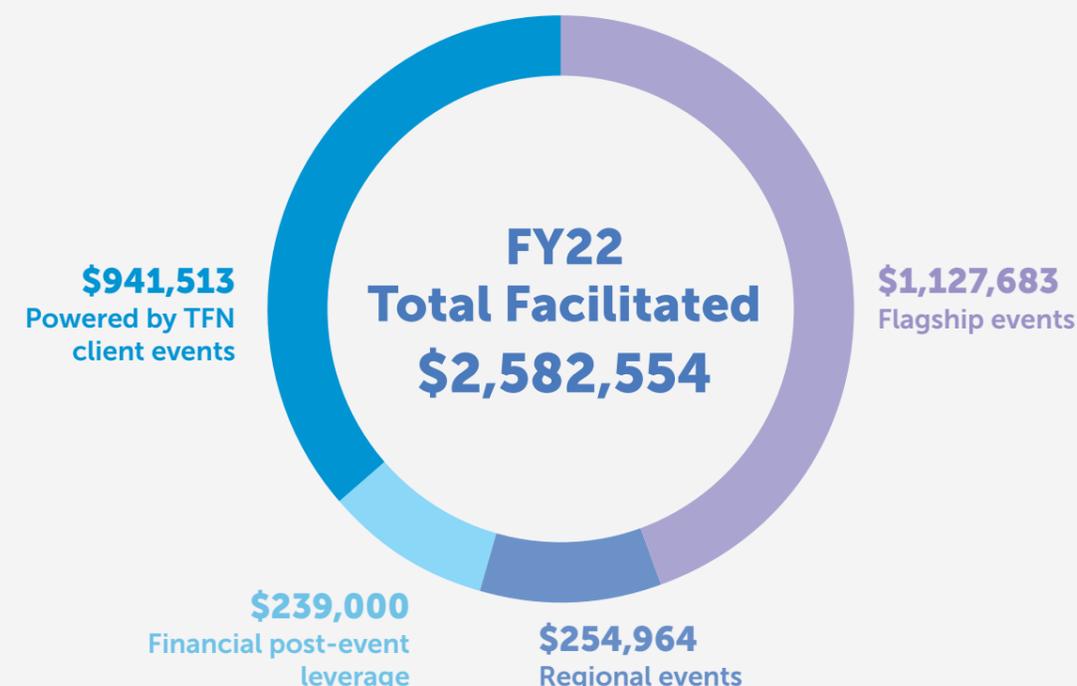
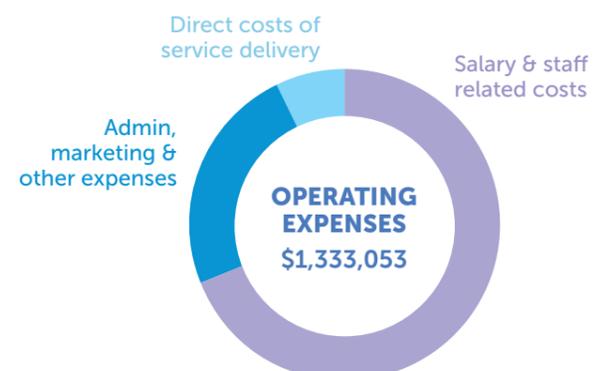
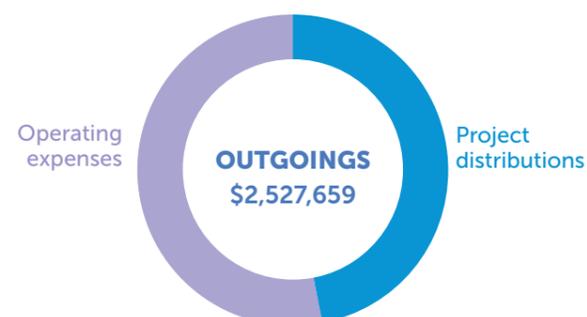
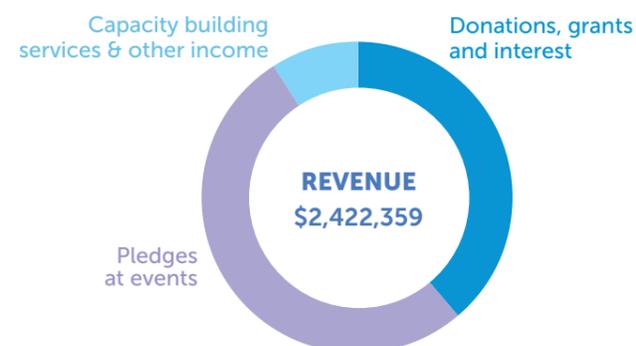
	2022(\$)	2021(\$)
REVENUE		
Pledges at events*	1,268,311	1,194,967
Capacity building services and other income	224,750	392,549
Donations, grants and interest	929,298	716,112
Total Revenue:	2,422,359	2,303,628

	2022(\$)	2021(\$)
OUTGOINGS		
Project distributions	1,194,606	1,084,612
Operating expenses	1,333,053	1,086,156
Total Outgoings	2,527,659	2,170,768
Surplus/(Deficit):	(105,300)	132,860

	2022(\$)	2021(\$)
BREAKDOWN OF OPERATING EXPENSES		
Salary and staff related costs	917,416	828,482
Admin, marketing and other expenses	319,713	154,784
Direct costs of service delivery	95,924	102,890
	1,333,053	1,086,156

Equity	806,939	912,239
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2022



TFN only processes payments for our Flagship events and select regional and client events. All other data is based on information received from clients and grant recipients and is indicative only.

*Includes all events where TFN processed payments.

OUR PEOPLE

OUR BOARD



Shaun Kamler
Chair



Melissa Abu-Gazaleh
Director



Jordan Griffiths
Director



Liza-Jayne Loch
Director



Bill Marynissen
Director



Lesley Symons
Director



Meaghan Lynch
Company Secretary

OUR TEAM



Kristen Lark
CEO



Andrea Heffernan
Director,
Purpose & Impact



Kim Babbar
Finance &
Administration Officer



Seb Bown
National Partnerships
& Events Manager



Skye Cooper
Marketing &
Communications
Specialist



Eleanor Hewitt
Purpose & Impact
Coordinator



Rabia Lockwood
Marketing &
Communications
Manager



Sue Stewart
Office Coordinator
(volunteer)

CONSULTANTS



Lisa Cotton
Co-Founder
& Advisor



Julie McDonald
Advisor
(CEO through
30 June 2022)



Rob Irving
Pitch Coach



Emily Carr
Pitch Coach



Rebecca De Unamuno
MC & Pledging
Facilitator



Richard Duncan
Pitch Coach



Patrick Lindsay
MC & Pledging
Facilitator



John Loebmann
Pitch Coach,
MC & Pledging
Facilitator



Veronica Milsom
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

We are grateful to PwC Australia for providing low bono solutions to optimise our governance and financial operations.

OUR SUPPORTERS & PARTNERS

2022 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
Barr Family Foundation
Bell Family Fund
Bill Manos
The Jack Brockhoff Foundation
Clare Murphy
Evans Five Fund
Fairness Fund
The Harris Charitable Foundation
Helen Lofthouse
Osborn Family
Rob Keldoulis
Salteri Family
Sevior Family
The Snow Foundation
Vasudhara Wild Woman Fun
VivCourt

Event Hosts & Matching Partners

Accenture
Australian International Development Network (AIDN)
AMP Foundation
Deloitte
English Family Foundation
IOOF Foundation
Limb Family Foundation
The Snow Foundation
Morgans
Waratah Education Foundation

Event Supporters

Australian Communities Foundation
Clayton Utz
Impact Boom
Kids Giving Back
Kids in Philanthropy
Mutual Trust
Philanthropy Australia
Queensland Community Foundation
Spark Strategy
Social Impact Hub
SEFA Partnerships

Probono Partners

Baker McKenzie
KPMG
Hall and Wilcox

Alliance Partners

Allens Lawyers
Baker McKenzie
Communteer
Corporate Match 2.0
Kilfinan Australia
Non-Profit Alliance
Parkour Consulting (Emily Carr)
QUT, The Australian Centre for Philanthropy and Nonprofit Studies
Small Nonprofit Alliance
Tanarra Consulting
VU Consulting

Regional Partners

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

Clients

AMP Foundation
ActionAid
Black Dog Institute
Butterfly Foundation
Ecstra Foundation
Good Return
Kids First
LBW Trust
Limb Family Foundation
MIEACT
Murrumbidgee Primary Health Network
Property Industry Foundation
RSPCA NSW
Sage Foundation
Sir David Martin Foundation
Sydney Children's Hospitals Foundation
Tasmania Community Fund
The University of Queensland Institute for Molecular Bioscience
Woodards Foundation
World Bicycle Relief
Youth Live4Life



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 £17 million for 1,238 non-profit projects.

GET IN TOUCH

www.thefundingnetwork.com.au

Alumni: rootsofchange.org.au

Giving Heroes: givingheroes.com.au

Email: info@thefundingnetwork.com.au



THE FUNDING NETWORK
AUSTRALIA

