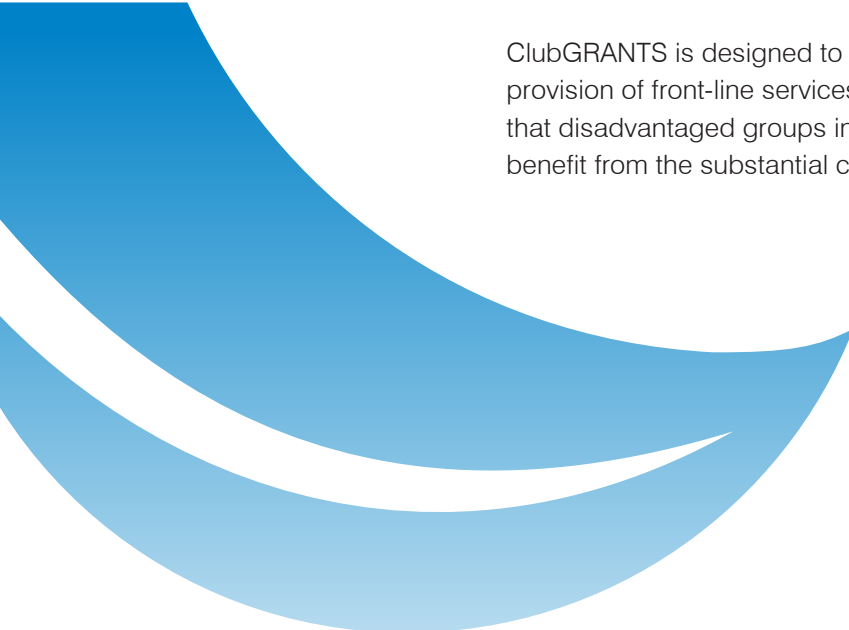




ClubGRANTS

Application Guide



ClubGRANTS is designed to ensure that larger clubs contribute to the provision of front-line services for their local communities; and to ensure that disadvantaged groups in the community are better positioned to benefit from the substantial contributions made by those clubs.



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Aspects of this guide have been produced by ClubsNSW in consultation with Our Community – a multi-award winning social enterprise. For more information about Our Community, please visit www.ourcommunity.com.au

ClubGRANTS Application Guide

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Foreword

Giving back to the community is in every local club's DNA – it's the reason why clubs exist and it's something they're extremely passionate about.

Each year through ClubGRANTS, clubs across NSW provide support to tens of thousands of local community organisations, sporting groups, and charities that make a difference in their local area. With more than \$1 billion in funding provided since the program's inception, including a record \$100 million in 2014, clubs should take pride in the fact that ClubGRANTS is without doubt one of the largest and most effective grants programs in Australia.

Community groups such as Surf Life Saving, Men of League Foundation, Ted Noffs, Little Wings, SouthernCare, Vision Australia, SES, Youth Off The Streets and Legacy are just some of the many organisations that have benefited from the support provided by clubs through ClubGRANTS.

Applying for ClubGRANTS funding is quick and easy. Many organisations that do so have limited resources and cannot afford to spend time and money on unnecessary red-tape and bureaucracy. ClubGRANTS recognises this - all funding is processed locally and community groups can contact their local clubs easily and at any time for information and advice. ClubGRANTS is also flexible, allowing clubs to provide support quickly, efficiently, and often as soon as a need emerges.

We know for a fact that without the support clubs give through the ClubGRANTS scheme, many local organisations wouldn't be able to continue to do the great work they do.

To be eligible to apply, you must be a not-for-profit organisation and provide the following project and/or services: community welfare or social services, community development, community health services or employment assistance activities. You are also eligible if you or your organisation is involved in community or professional sport.

The *ClubGRANTS Application Guide* has been prepared to assist prospective applicants to navigate the Scheme. The Guide provides general information on the various funding categories, who can apply, how to apply, and reporting requirements. It also provides advice to applicants on how to stand out from the pack and how to say thanks.

I encourage you to take the time to read this guide and, if you believe you are eligible, to get in touch with your local clubs and apply for ClubGRANTS funding.

Good luck!



Peter Newell OAM
Chairman
ClubsNSW

About ClubGRANTS

There are 1,400 not-for-profit registered clubs in NSW. From bowling clubs to social and sporting clubs, they are owned by the community for the benefit of the community.

The NSW club industry employs 42,000 people, utilises more than 44,000 volunteers and is home to more than 5.7 million members. Annually, clubs make a social contribution valued at \$1.2 billion, and an economic contribution estimated at \$3.2 billion.

ClubGRANTS is designed to ensure that larger clubs contribute to the provision of front-line services for their local communities; and to ensure that the disadvantaged in the community are better positioned to benefit from the substantial contributions made by those clubs.

ClubGRANTS also facilitates contributions by larger clubs towards infrastructure to support sporting, health and community activities.

The scheme was introduced in 1998 by the NSW Government. In 2014, ClubGRANTS delivered more than \$100 million in funding to thousands of charities, sporting teams and community groups, and more than \$1 billion has been provided since the Scheme began.

The ClubGRANTS program is made possible through the support of your local club and the NSW Government.



Role of ClubsNSW

ClubsNSW is the peak representational body for the NSW club industry.

ClubsNSW does not directly provide ClubGRANTS funding. Our role in the scheme is at a policy and co-ordination level, with all funding provided by individual NSW clubs or collectively at a local level.

Applications sent to ClubsNSW will be returned.

Funding Categories & Applications

Funding and in-kind support is available under three separate categories:

Category 1

Funding for specific community welfare and social services, community development, health services and employment assistance activities; and other projects aimed at improving the living standards of low income and disadvantaged people.

Category 2

Funding for general community development and support activities, such as junior sport.

Category 3

A state-wide funding pool that supports the construction of large-scale community infrastructure projects such as hospitals and sporting facilities.

Who Can Apply

Category 1

You are considered eligible for Category 1 funding if your project falls under at least one of the following ClubGRANTS priority areas:

Community Welfare and Social Services

- family support
- supported emergency or low cost accommodation
- counselling services
- childcare and child protection
- aged, disability or youth services
- veteran welfare services
- services to victims of natural or other disasters
- volunteer emergency services, such as surf life-saving and rural fire services.



Community Development

- neighbourhood centre activities
- community education programs
- youth drop-in facilities

- community transport services
- tenants' services
- state-wide or regional services developing social policies and providing advocacy for local community services.

Community Health Services

- early childhood health
- child and family services
- community nursing
- therapy, including art therapy
- community mental health services
- health promotion initiatives
- drug and alcohol services
- palliative care/women's health/dental/disability services
- Aboriginal and Torres Strait Islander health services
- home and community care services.

Employment Assistance Activities

- employment placement services
- group training
- employment advocacy
- community enterprises
- local job creation schemes.



NB These are broad categories – you may still be eligible for Category 1 even if your project or initiative is not in this list. Alternatively, funding may still be sought under ClubGRANTS Categories 2 or 3.

Category 2

Eligible Category 2 applications are those for other community development and support projects not specifically listed under Category 1, and for activities that relate to a club's core activities (e.g. junior/grassroots sport or veteran welfare activities).

Category 3

The ClubGRANTS Category 3 Fund is managed by the NSW Government in consultation with ClubsNSW. Please visit www.olgr.nsw.gov.au/ClubGRANTSCategory3 to view the most recent eligibility criteria.



How to Apply

Category 1

Applicants for Category 1 funding should follow these steps:

1. Review the eligibility criteria on page 4 of the *ClubGRANTS Application Guide* to determine if your project is eligible for funding.
2. Visit the 'Find Your Local Grant Round' page on the ClubsNSW ClubGRANTS website (www.clubsnsw.com.au/clubgrants) to find which clubs in your area provide ClubGRANTS funding. The page also contains:
 - information on whether a local ClubGRANTS committee exists in your local area
 - application deadlines for each local area, if any
 - contact details for each area's ClubGRANTS convenor (in some areas, this may be a representative from the local council rather than a club)
 - information on whether you are required to submit an application online or via hardcopy
 - information on where and how to send applications
 - any other special instructions for applying.
3. Contact your area's local clubs or ClubGRANTS convenor to discuss your application, the local assessment process, and to see if your application is aligned with the area's specific social needs. Some areas may have specific local priorities that applicants may be required to meet.
4. Check to see whether you are required to submit your application online via the ClubGRANTS Online portal, or via hardcopy (template application forms are available for download on the ClubsNSW ClubGRANTS website). Some areas may have area-specific forms.
5. Complete and submit your ClubGRANTS application form before the relevant deadline.

Category 2

Unlike Category 1 funding, Category 2 is available all-year-round and there is no standard application form. Applicants should follow these steps:

1. Review the eligibility criteria on page 5 of the *ClubGRANTS Application Guide* to determine if your project is eligible for funding.
2. Visit the 'Find Your Local Grant Round' page on the ClubsNSW ClubGRANTS website to find which clubs in your area provide ClubGRANTS funding.
3. Contact your local ClubGRANTS club(s) directly and submit a letter to the club board requesting funding, with details of your project's purpose, the amount of funding requested, and information on how your project will benefit the community.

Category 3

Applicants wishing to apply for Category 3 funding should follow these steps:

1. Visit www.olgr.nsw.gov.au/ClubGRANTSCategory3 and review the ClubGRANTS Category 3 Applicant Information Pack to determine if you are eligible for funding, and when the next Category 3 grant round opens.
2. Contact the Office of Liquor, Gaming and Racing on (02) 9995 0300 if you have any queries or wish to discuss your Category 3 application.

The Category 3 application process is two-fold:

- Stage One - Expression of Interest (EOI)
- Stage Two - Application

Applicants are invited to submit an EOI for funding. Those projects which meet all eligibility criteria will then be invited to submit a formal application form.

Applying via ClubGRANTS Online

Some clubs may require ClubGRANTS applications to be submitted over the internet through the ClubGRANTS Online portal. To see if this is required in your area, please visit the 'Find Your Local Grant Round' page on the ClubsNSW website.

Applying through ClubGRANTS Online is quick and easy. A step-by-step guide is available at www.clubsnsw.com.au/community/clubgrants/for-applicants

Reporting Back

If you are successful in receiving ClubGRANTS Category 1 or 2 funds, you will be required to report back to the club(s) that provided you with funding upon completion of your project. Clubs will not consider further applications if you have not submitted some sort of report (sometimes referred to as an acquittal) on previously funded projects.

In some cases, a funded project will be only partly underway when a recipient wishes to apply for further funding for another project. In this situation, the applicant may submit a progress report form. If the project has been delayed, the recipient should provide a progress report to the club(s) advising why it has not run to schedule.

Recipients should also advise the funding club of any changes in circumstances, such as any variation on how the money will be spent. Organisations must obtain the club's written approval before making any changes.

Reporting requirements are as follows:

Funding provided	Reporting method
Up to \$500 Cash	Provide the club with a receipt only
Up to \$500 In-Kind*	Provide the club with a letter of acknowledgment
\$500 - \$5,000 Cash or In-Kind	Complete a Standard Funding Report form
Over \$5,000	Complete a Standard Funding Report and a Statutory Declaration
Over \$10,000	Club and benefiting organisation are required to enter into a formal contract.

**In-kind refers to any support provided by a club to an applicant that does not include money. An example of in-kind assistance may be room hire or the use of facilities free of charge.*

All reporting forms are available for download on the ClubsNSW ClubGRANTS website in the 'For Applicants' section. Please note, some clubs may require applicants to submit report forms via ClubGRANTS Online.

How to Stand Out

Each year ClubGRANTS provides support to thousands of community groups, charities and sporting teams. Faced with constant demand, clubs often have no choice but to make difficult choices among applicants, and unfortunately many worthwhile organisations miss out.

For your application to stand out amongst the hundreds of applications a club receives, it needs to impress. With this in mind, ClubsNSW presents the top five things to consider when next applying for ClubGRANTS funding to help you set your application apart from the rest.

1 Establish a relationship with your local clubs

Grant-making is personal. The more a club knows about your organisation and the type of work you do, the more likely you are to receive funding. Likewise, the more you know about a club, the better you can tailor your application to meet their values and interests.

With this in mind, you should do your research to learn about the club's history and objectives – most were established for specific purposes (e.g. RSLs to support veterans) – and identify what types of projects the club has previously funded.

Don't be afraid to reach out to a club and have a meeting with their manager or member of the board to cultivate a relationship, and unless they specifically say not to, always push for a face-to-face meeting. Standout applicants will educate the club on what they do and how they fit into the community, prepare relevant leave-behind briefing materials, and keep in contact with the club well after they receive funding.

Cultivating an ongoing, sincere relationship with your club will dramatically increase your chance of funding.

2 Know what you want and be prepared to articulate it clearly

Ask yourself: why do we need the money, and what do we want to achieve? In many cases, applications may be rejected because clubs have not been convinced that there is an actual need for the project or that your idea will address a specific problem.

Successful applicants are able to communicate their pitch succinctly, meaningfully and in a way that makes clear the relevance of their project and proposed solution to a social issue without unnecessary or superfluous length.

3 Be relevant and use evidence

It's vital to establish a specific problem or issue in a geographically identifiable area. The problem needs to be one that you can prove your organisation can realistically address (or contribute to addressing) if you receive ClubGRANTS funding. Use evidence to support your application but be

careful to avoid overstating the problem or using overly emotional appeals. For example, if your project is to target youth homelessness or rural depression, try to include statistics or case studies from your area to demonstrate the seriousness of the problem.

After you have spent the funding, it's a good idea to let the club know the extent to which the funding's positive impact has reduced the problem. This may also improve your chances of receiving funding in future years.

4 Be different

Clubs are unlikely to fund duplicates of already successful projects or multiple organisations that are attempting to deliver the same outcome. Successful applicants focus on how their project is different from the rest, and offer to collaborate with similar organisations.

5 Keep it local

ClubGRANTS is about local needs being met by local clubs. Successful applicants highlight the geographical area their organisation serves and demonstrate how ClubGRANTS support will benefit the local community.

More information about how to write a good grant application can be found at *Our Community's* Funding Centre website: www.fundingcentre.com.au/grant/help.

Tips for Successful Applicants

If you are successful in securing ClubGRANTS funding, remember that there may always be a next time. ClubsNSW has compiled a list of ideas that can assist successful applicants in fostering a strong relationship with their local clubs with a view to securing future funding.

Below are some suggestions that you may wish to consider:

1 Say 'thanks'

The first suggestion is a pretty simple one, but it is surprising how many groups don't say thanks when they receive funding or any other type of support.

Say 'thanks' and consider sending a formal 'thank you' note to the club – when you send out the tax receipt, for example, or with the next update or e-newsletter you distribute.

2 Attend the cheque presentation

Most clubs hold a ClubGRANTS cheque presentation.

Cheque presentations provide an opportunity for face-to-face contact with your club directors. Sending a representative of your organisation to accept a cheque from the club is an important way to show your appreciation and will allow them to put a face to a name. This can assist in securing future funding.

3 Keep in touch

An important part of effective donor relations is to keep clubs in the loop.

Communicate with clubs across the year with newsletters, email updates, invitations, reports and notifications – even after the funding has expired.

Consider providing the club with updates on any work to which they have specifically offered support. If clubs have taken the time to support your work, telling them what their support is helping you achieve makes sense – and could encourage further donations.

Remember your clubs when sending out invitations to your events. Sending an invitation to clubs shows them you appreciate their efforts and gives them the chance to 'be a part of the team'. There is also the opportunity for improved media coverage at launches, tours and other events.

4 Earn their trust

We all know the importance of trust in retaining grantors, but in reality it is also a show of respect to those who support you.

Remember, clubs consider trust to be an important influence on their decision to give.

It's all about building and maintaining meaningful relationships. Honest, transparent and responsible behaviour will help you achieve this aim. Great groups will attract and retain grantors and supporters due to the good reputation they build.

Having a strong record and strong relationships will make it easier to obtain funding next time.

5 Spread the word

It's one thing to thank clubs for the support they provide, but it's more powerful still to inform others of their support.

Issuing media releases, writing letters to your local member of parliament and to the editor of your local paper highlighting the support of the club and how it has made a difference is a great way to show appreciation. Groups may also consider using social media platforms such as Facebook, Twitter or Instagram to express appreciation.

FAQs

Is there a deadline for applications?

There is no standard state-wide closing date for ClubGRANTS Category 1 or 2 funding. Category 1 funding is allocated on the basis of local government areas, and each area sets their own deadlines. Opening and closing dates are available on the 'Find Your Local Grant Round' page on the ClubGRANTS section of the ClubsNSW website.

You may consider contacting your local club or council to confirm the deadline is current.

Clubs allocate Category 2 funding directly and while some clubs set deadlines, most accept and consider Category 2 applications all year round.

I work for an organisation based in another state. Can I apply?

ClubGRANTS funding provides community support at a local level. Interstate projects are allowed as Category 1 funding only in the cases of services to disaster victims in other Australian states or territories (conditions apply) or local activities in border areas. For example, a facility located on the Gold Coast that services the Tweed community may be eligible.

I am based in an area where there are no ClubGRANTS clubs. Can I still apply?

Applicants in areas without ClubGRANTS clubs have two options: you may wish to apply for general funding (i.e. not under ClubGRANTS) from registered clubs in your area, or you may be eligible for ClubGRANTS Category 1 or 2 funding or if your project delivers benefits on a regional rather than local basis such as a regional junior sporting competition or a youth job creation scheme.

This means you can apply to a neighbouring area or Club for funding if your project or service benefits people in that area. Please note that the ClubGRANTS scheme is focused on supporting community organisations and activities within a club's local area. Although applicants from outside ClubGRANTS council areas can apply under the Guidelines, preference is typically given to local applicants.

How much funding can I request?

Due in part to the different sizes of ClubGRANTS eligible clubs, there is no standard limit on the amount clubs may provide. However, it is advisable for applicants to contact their local clubs and consider the amount of funding available in their area, as some choose to set specific limits on funding amounts.

We already receive some government funding. Does this mean we can't apply?

Not necessarily. As a general rule, it is important that funding preference is not given to projects or services that can be readily assisted by an existing Government funding program.

This is meant to prevent funding of core Federal, State or Local Government responsibilities, but does not rule out funding of other programs or services with some Government involvement. For example, a project that has received a one-off grant or is only partially supported by Government funding would generally be allowable.

Schools are generally ineligible for ClubGRANTS Category 1 funding, being core budget items for State Government. However, some activities could qualify as Category 1 expenditure, for example a P & F committee running an extracurricular service that assists disadvantaged students, or an out-of-hours program for troubled students. This is because these activities go above and beyond normal State Government school funding responsibilities.

Is funding for hospitals and medical research allowed under Category 1?

Funding for buildings and equipment for in-patient care may be recognised as Category 1 expenditure in certain limited circumstances, so long as the expenditure is identified by the ClubGRANTS clubs to be of very considerable potential importance and value to the local community. Otherwise such grants will only be recognised as Category 2 expenditure.

Funding for medical research is not eligible as Category 1 expenditure.

Does ClubGRANTS funding have to be for a project?

Not necessarily. Eligible expenditure can take many forms, including (but not limited to): one-off funding to buy equipment such as a vehicle for an aged care centre; extended or one-off staffing costs, such as training or wages for a new counsellor for a youth drop-in centre. In-kind support may include occasional or ongoing use of club facilities for meetings or other activities.

It is important that funding be assigned to a specific purpose. General, non-specific allocations are not appropriate.


Is GST payable on ClubGRANTS funding?

The Australian Taxation Office (ATO) has provided advice about whether a payment made by a club to a recipient organisation as part of the ClubGRANTS scheme would attract GST.

A not-for-profit organisation or donating club does not have a GST liability provided the recipient organisation is not supplying anything to the club in exchange for the grant. The acknowledgement of the funds provided in the recipient's newsletter or annual report, or in a local state or national newspaper, or a certificate, plaque or equivalent of appreciation is not considered to be a supply from a recipient to a club.

Who do I speak to if I need more information?

For more information about ClubGRANTS and these guidelines, please contact the ClubsNSW Member Enquiries Centre – enquiries@clubsnsw.com.au or 1300 730 001, or speak to your local club.



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