

# TFN LIVE CROWDFUNDING EVENT



## Selection Criteria

### OVERVIEW

TFN supports grassroots non-profits and early-stage social enterprises that directly help people in need and have the potential to create positive change for individuals, communities and society over the long term.

For our TFN Virtual Social Enterprise Live event on Wednesday 28 September, TFN will consider applications from **Social Enterprises that are registered charities, as well as Social Enterprises and Indigenous Corporations that are not registered charities but meet TFNs criteria outlined below.**

We invite applications grassroots social enterprises that:

- provide programs in Australia that address poverty, sickness or disadvantage
- find a better solution to an underlying social problem
- pilot innovative solutions to social issues

Social issue areas that TFN supports include: education, employment, homelessness, disability, mental health, crime reduction, social and economic inclusion, social justice and wellbeing.

Applications close on Friday 22 July. If you have any questions or concerns over the suitability of your program please contact us at [eleanor.hewitt@thefundingnetwork.com.au](mailto:eleanor.hewitt@thefundingnetwork.com.au).

### CORE CRITERIA

1. Grassroots social enterprises are defined as small to medium-sized with income from grants and donations not exceeding \$1.5M pa. or not exceeding \$4.5M in total over the last 3 years. *Income generated from trade activity and income from government grants are excluded from the income calculations for this event.*
2. We will only consider applications from social enterprises that's constitutional primary purpose, and the program for which they are seeking funding, are clearly providing benevolent relief to identifiably disadvantaged people. Applicant organisations will need to provide a copy of their constitution or other founding document when applying.

3. Suitable social enterprises must be able to pitch a project valued at approx. \$40,000+ AUD.
4. Social enterprises must be based in Australia and have all or some of their impact benefitting people living in Australia.
5. If the organisation is selected as a finalist, you will be required to have an advocate who will speak briefly in support of the organisation at the event and make the first pledge of \$300 or more. Please read the [Advocate Guide](#) for more information.
6. TFN supports applications from organisations for core funding, however, they must demonstrate clearly how this will enable them to deliver their work and how the impact of the funding will be assessed.
7. We will only consider applications from social enterprises that can clearly show that they derive a significant proportion (50%+) of their income from trading activity, not grants and donations.
8. We will only consider applications from social enterprises that can clearly show that they return a significant proportion (50%+) of profits to the organization in order to further the social mission, not to shareholders. *Please note, if your organisation employs people experiencing disadvantage, the salaries and wages to these staff can be included in the 50% of profits furthering social mission.*
9. TFN does not accept applications from initiatives that are primarily focused on the environment or animal welfare, except where there is a direct social outcome relating to our core social issue areas (outlined on previous page).
10. TFN does not accept applications for advocacy campaigns, religious or political campaigns, crisis appeals, overseas aid, health research or applications from individuals.
11. Organisations applying must have strong leadership and a deep understanding of their theory of change for communities.

**\* Applications from organisations who do not meet these criteria will, unfortunately, not be considered. Please note TFN alumni are NOT eligible to apply.**

## SELECTION GUIDELINES

### **Vision & Capacity**

1. Is it innovative?
2. Is it inclusive?
3. Is there a genuine need?
4. Does the program address the core focus area?
5. Are the beneficiaries involved in the program or activity itself?
6. Has there been sound field research and testing?
7. Is the leadership team credible, including their management and governance?

### **Funding & Partnerships**

1. How will \$40,000+ impact the organisation?
2. How will the funds be used? Are other funds required to complete the project?
3. Can they demonstrate a return on investment?
4. Is the presenter passionate and compelling to an audience?
5. Are there any current or potential collaborators to support scalability?
6. Does the program lend itself to the TFN format, i.e. a 5 minute pitch?

### **Impact & Sustainability**

1. How many people does this program or activity benefit?
2. Does it empower community adoption?
3. Is it sustainable?
4. Is it scalable? To what extent?
5. What are the risks?
6. Is there a sound financial evaluation?
7. Is the financial analysis convincing?
8. Is the strategy long or short term?

**For more information email:** [eleanor.hewitt@thefundingnetwork.com.au](mailto:eleanor.hewitt@thefundingnetwork.com.au)

**To apply to pitch visit:** [www.thefundingnetwork.com.au/tfn-live/apply-to-pitch](http://www.thefundingnetwork.com.au/tfn-live/apply-to-pitch)