



THE FUNDING NETWORK
AUSTRALIA

The Funding Network Effect

TFN White Label Events - refresh your fundraising strategy or CSR program by making our live crowdfunding experience your own

Over the past four years, The Funding Network (TFN) has piloted, tested and refined our live crowdfunding event model, so we know what works.

With the launch of **TFN White Label**, we are making our live crowdfunding events available to organisations interested in building the capabilities of their staff, grantees or beneficiaries and raising funds in an engaging and progressive format.

Why White Label?

Thousands of everyday Australians have already experienced the magic of TFN's electrifying pitch-and-pledge events, with hundreds of grassroots non-profits receiving millions of dollars. Now, we're sharing our IP and methodology, so you can stage rewarding live crowdfunding events with your own programs for donors, grantees and other stakeholders.

Our White Label service guides you through the process, including event management, templates, pitch coaching, marketing, MC services, and support on the night to help ensure the event is a success.

Who is this model for?

- **Non-profits** looking for a new and exciting way to engage donors and fund innovative programs.
- **Businesses and corporates** who want to deepen their staff and clients' involvement in CSR or workplace giving programs.
- **Charitable foundations** hoping to build the capacity and raise the profile of their grantees and leverage their support through match-funding.
- **Government entities** who want to showcase community programs and involve like-minded constituents in collective giving or participatory grantmaking.

"The Funding Network was fantastic to work with, guiding the researchers, voluntary organisers of the event, and administrative staff through the process of preparation and running of the night. TFN's MC was professional, eloquent and impressive, as was the follow-up correspondence with all donors from the night. For any collaborative giving event, TFN would be the perfect partner to achieve great results."

**KATE MOHR, DIRECTOR,
MURDOCH CHILDRENS' RESEARCH INSTITUTE**

Description

| What you do | What TFN can do |
|--|---|
| <ul style="list-style-type: none">• Secure venue for 120+ guests• Organise catering and AV support• Invite guests and handle RSVPs | <ul style="list-style-type: none">• Share our IP, experience, tools and templates• Half day Pitch Coaching Workshop for 6 participants• Five days consultancy, including site visit• Experienced MC & event manager at the event• Pledge facilitation and reconciliation of donations• Non-profit program research, due diligence & sourcing• Donations collection & grantmaking• Impact storytelling & donor communications |

TFN can tailor our White Label offering to your needs.

Get in touch to find out more about TFN White Label Events.

For more information, visit thefundingnetwork.com.au or contact Julie McDonald, CEO, or Tom Hull, General Manager, at info@thefundingnetwork.com.au