

# Plus1 2021/22

# Program Guidelines

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# 1. About the program

Plus1 is a program to assist small-to-medium not-for-profit arts and cultural organisations develop their fundraising capacity, attract private sector support, grow stronger and broader networks and build supportive partnerships.

The program pledges dollar-for-dollar matched funding of monies raised through a nominated fundraising campaign.

Successful organisations are able to leverage this pledge to help develop and secure support.

The type and scope of the project/activity presented for Plus1 support is determined by the applicant. Examples include but are not limited to:

- Employment of artists or arts/culture workers (new contracts or continued employment of existing staff)
- Core operational costs.
- Creating and presenting new works. E.g. artist's fees, creative development, production, marketing and touring costs.
- Program initiatives. E.g. education programs and/or scholarship opportunities.
- Employment of new staff. E.g. an artistic director, business development manager, or fundraising and marketing staff.
- Fundraising support. E.g. campaign expenses, customer relationship management, and IT software and hardware.
- Capital works or building upgrades.

Plus1 campaigns should have a legacy impact on supported organisations, with benefits to the organisation beyond the funding period. Typical impacts include:

- New donors contributing to the organisation.
- Increased investment from existing donors.
- Acquisition of new skills through the undertaking of the fundraising campaign.

## 2. Eligibility criteria

Applicants must demonstrate that they:

- Are a legally constituted entity (with an ABN).
- Are registered as a not-for-profit organisation, as defined by the Australian Taxation Office (ATO)<sup>1</sup>
- Have an annual turnover of less than \$5 million in the calendar year 2020 or financial year 2019/20.
- Are based in Australia and are carrying out the majority of their arts activity or practice within Australia.
- Are operating with the primary purpose of providing arts and cultural opportunities for Australian artists and audiences.

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<sup>1</sup> Definitions of not-for-profit entities may be found on the ATO and ASIC websites.

Plus1 will **not** accept applications from:

- Recipients of Plus1 2020/21 funding.
- Schools or tertiary training institutions. Please note: Plus1 will accept applications from organisations that are linked to a tertiary training institution, if and only when the organisation can demonstrate that they do not receive any financial income from the institution.
- Organisations with an annual turnover of \$5 million or more in the calendar year 2020 or financial year 2019/20 depending on which financial calendar your organisation adheres to.
- Entities whose primary purpose is to support the fundraising activities of another organisation that would otherwise not meet the Plus1 eligibility requirements.

Applicants should not undertake any activity that depends on support from us prior to notification of Plus1 decisions.

Fundraising legislation varies from state to state. Before submitting a Plus1 application, please familiarise yourself with your state's legislation. Information is available at [The Funding Centre](#) and [ATO](#) websites.

Plus1 is divided into two streams:

**Stream A:** for applicants with an annual turnover in the previous financial year of up to \$500,000. Stream A applicants are eligible to request up to **\$25,000** in matched funding.

**Stream B:** for applicants with an annual turnover in the previous financial year from \$500,000 up to and including \$5 million. Stream B applicants are eligible to request up to **\$50,000** in matched funding.

If your organisation falls into Stream A due to annual turnover, but you believe you would like to be considered for Stream B (up to \$50,000 in matched funding) please contact our Programs staff to discuss an exemption.

Please note that all successful applicants will need to meet the National Framework for Protecting Australia's Children 2009-2020. More information regarding the framework can be found [here](#).

### 3. Program stages

#### Stage 1 | Applications open

Applications open: **Thursday 8 July 2021 at 12pm AEST.**

Applications close: **Thursday 5 August 2021 at 5pm AEST.**

Assessment: **Friday 6 August – Tuesday 5 October 2021.**

Applicants notified of the outcome of their submission: **Friday 8 October 2021.**

We strongly encourage those interested in applying to contact our programs staff to discuss your Plus1 application prior to applying. In-person or phone appointments can be arranged.

## Stage 2 | Assessment

Applications will be assessed by Creative Partnerships Australia and a Plus1 peer assessment panel comprising people with expertise in arts fundraising and development.

Final decisions will be made by Creative Partnerships Australia, based on the panel assessments and Creative Partnerships Australia's Risk Assessment Methodology. Consideration is also given to ensuring that successful applicants reflect a geographical spread across all states and territories, as well as a spread across art forms.

If your organisation has received Plus1 support in the past, your campaign proposal must demonstrate that it is designed to attract new donors.

## Stage 3 | Fundraising

We will offer 'in-principle' support to successful applicants, up to the amount requested (capped at \$25,000 for Stream A applicants and \$50,000 for Stream B applicants).

Successful applicants will need to complete an online declaration to accept program conditions and confirm participation.

Successful applicants must undertake fundraising campaigns between **13 October 2021** and **31 May 2022**. All funds sourced through Plus1 fundraising campaigns must be secured by **31 May 2022**.

Plus1 will match funds sourced from:

- Philanthropy, including:
  - Individual giving
  - Community giving
  - Trusts and foundations
  - Business giving
- Business sponsorship
- Fundraising events
- Crowdfunding
- Workplace giving programs

Plus1 will **not** match:

- Bequests
- In-kind support
- Loans
- Earned income (including membership, box office and non-deductible ticket expenses)
- Local, state or federal government funding
- Hospitality, food and beverage expenses
- Funds raised prior to 13 October 2021

## Stage 4 | Verification

Once the target is reached, recipients need to verify their funds raised prior receiving their matched funding. Recipients should retain the following documentation:

- Copies of bank statements with donor names, deposit amount and dates.
- Copies of bank-issued deposit receipt provided to donors.
- Written confirmation from donors that funds have been deposited.

Recipients will be paid by **30 June 2022**, subject to the verification being approved and a tax invoice being provided to us.

Our Plus1 funding agreement conditions ask that organisations agree to:

- Seek approval in advance of any changes to the Plus1 project/activity (e.g. changes in the scope, budget or timeline).
- Provide Plus1 project/activity information to us on request.
- Provide acquittals as outlined below.
- Satisfactorily account for funds spent or return any monies unaccounted for.
- Comply with all applicable laws.
- Acknowledge our support—including use of our [logo and acknowledgement reference](#) in all promotional material associated with the project and on your website.

## Stage 5 | Deliver project

Successful recipients can commence their funded project/activity once they have completed their fundraising and received the Plus1 grant.

Recipients are expected to liaise regularly with programs staff and communicate any project changes or challenges. Any changes to the funded project/activity must be approved by us in advance.

## Stage 6 | Acquittals

Recipients are required to report on the progress and results of their campaign and project, as part of the acquittal process. Templates are provided to the recipient prior to the report due date via SmartyGrants.

**Acquittal 1: Fundraising Verification and Campaign Report** due at the end of the fundraising campaign:

- Value of funds raised and the number and type of campaign contributors.
- Evaluation of their campaign strategy.
- Assessment of unexpected problems, challenges and opportunities encountered through the campaign and overall impact to stakeholders.

**Acquittal 2: Final Project Report** due by 30 June 2023:

- How private sector funding and Plus1 matched funds were spent.
- Overall benefits of Plus1 project/activity to the organisation and stakeholders.
- Financial reconciliation of the project/activity.
- Additional information as requested, including testimonials, media, promotional material and details of ongoing donor relationships.

**Long-term outcomes** (on request)

Recipients must provide all project/activity reports to us to meet their contractual obligations. We cannot provide further funding to organisations with overdue progress reports.

## 4. Assessment

All Plus1 applications must outline:

- Your organisation.
- The proposed fundraising campaign strategy and target.
- The key messages of support for the fundraising campaign.
- Key areas of responsibility for the campaign delivery in your organisation
- The groups and networks to be approached during the campaign.
- How Plus1 will be used to leverage support from the private sector.
- The long-term benefits of the Plus1 opportunity on the organisation.
- The donor stewardship plan.
- The proposed project/activity.
- The budget for the proposed project/activity.

All Plus1 applications must provide:

- Audited accounts for the organisation's last full year of operation.
- A current profit and loss statement and a current balance sheet.

Budget figures for external services or products such as consultancy fees, hardware purchases, software expenses, etc. must be supported with quotes from suppliers.

Applications should demonstrate:

- A clearly articulated campaign strategy and achievable fundraising target.
- Strong key messages of support for the project, and its benefits to the organisation.
- How Plus1 funding will be used to leverage and attract new private sector support.
- The organisation's capacity to deliver an effective campaign in line with the scope and scale of the organisation.
- The anticipated impact of the campaign and project/activity on the organisation's sustainability or post-COVID recovery.
- New donors contributing to the organisation, or increased investment from existing donors.

## 5. How to apply

Before you submit your application, read these guidelines thoroughly and contact our programs staff with any questions. To start your application, click [here](#).

Your application can be saved and edited at any time until the application deadline. Once submitted, you cannot make further edits or amendments.




Fundraising resources, FAQs, case studies and previous Plus1 results are available on [our website](#).

## 6. Contacts

Programs team

T: 03 9616 0321

E: [programs@creativepartnerships.gov.au](mailto:programs@creativepartnerships.gov.au)

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