

A grant-fundable pilot: build a supporter base your charity owns.

A twelve-month capacity-building project for an ACNC-registered community charity in South East Queensland. Applied for and owned by the charity; delivered by Givora as a fixed-scope supplier. Designed to fit Queensland capacity-building and community-benefit grant criteria.

THE PROBLEM THIS FUNDS

Great work, invisible to the people who'd fund it.

Community charities do extraordinary work, but telling the story is nobody's job. So fundraising falls back on grant cycles and a once-a-year scramble, and the charity never builds the one asset that makes every future campaign cheaper: a list of supporters it can reach directly.

Building that capability — consistent storytelling, supporter capture, a tested campaign — is a real cost that a service-delivery budget can't carry. That's the gap this package closes: it turns an ongoing cost into a **one-off, funded project** with defined deliverables and an evaluated result.

The question after any campaign isn't "how much did we raise?" It's "how many people can we now reach again for free?"

WHAT IT TESTS

Whether a community charity, given twelve months of story work and a supporter-capture system, can run one campaign into a warmed-up audience it owns — and whether that campaign can cover its own cost. If it can, the charity has a repeatable, self-funding model. If it can't, the funder and the sector learn that with a published evaluation rather than a guess. **No return is promised.** The pilot exists to find out.

Who does what. The charity applies, holds the grant, remains the registered fundraising operator and beneficiary, and keeps every asset produced. Givora supplies a fixed-price quote and project description, delivers the scope below, and is paid a project fee — never a percentage of anything raised. The charity writes and submits its own application.

WHAT THE GRANT BUYS

Five deliverables, twelve months.

- 1 Supporter capture system** SYSTEMS
Email and SMS list, CRM set-up, consent and privacy handling, and a direct and recurring-giving pathway with tax-deductible receipting. Owned by the charity from day one.
- 2 Storytelling engine** CONTENT
Six monthly filming days producing 24 short impact videos, scheduled and published to the charity's own channels. Raw footage and finished cuts handed over — the charity keeps the lot.
- 3 One measured campaign** PILOT
Campaign landing page, creative, and compliance set-up under Queensland charitable gaming and fundraising rules. Run once, into the audience the engine has built, as the test of the model.
- 4 Skills transfer** TRAINING
A written playbook plus two working sessions with staff and volunteers, so the team can keep the engine running after month twelve without a supplier.
- 5 Impact evaluation** EVALUATION
Baseline and month-twelve measures against the indicators overleaf, and a report the funder can publish and the board can act on.

HOW SUCCESS IS MEASURED

- ✓ Opted-in supporter profiles held by the charity: baseline versus month twelve
- ✓ Number of recurring givers and monthly recurring revenue
- ✓ Campaign revenue against total campaign cost (fee plus advertising)
- ✓ Reach and engagement of story content in the charity's own community
- ✓ Whether the team can run the next campaign without external help

INDICATIVE BUDGET

Fixed scope, fixed price.

LINE	AUD
Supporter capture system & giving pathway set-up	4,500
Storytelling engine — six filming days, 24 videos, scheduling	15,000
Campaign build & compliance set-up (one campaign)	5,000
Skills transfer — playbook and two team sessions	2,500
Impact evaluation & funder report	3,000
Audience-building advertising (spent in the charity's name)	3,000
Project total	33,000

Indicative only; the final scope and quote are set with the organisation before it applies, and supplier quotes are provided on request. Sized to sit within a \$35,000 Gambling Community Benefit Fund grant and a Queensland Community Foundation capacity-building grant. Excludes GST where applicable.

DELIBERATELY OUTSIDE THE GRANT

- ✓ **Prizes** — sourced from local business partners in exchange for exposure, never bought with grant funds.
- ✓ **The appeal itself** — ticket sales, donations and their costs sit in the charity's normal fundraising operations.
- ✓ **Ongoing retainer** — nothing continues past month twelve unless the charity chooses to fund it from the results.
- ✓ **Grant writing** — Givora does not write or lodge applications; the charity does.

TIMELINE

MONTHS	PHASE
1-2	Systems set-up, baseline measures, content strategy, first filming day
3-8	Storytelling engine running; supporter list growing; campaign designed and licensed
9	Campaign runs into the owned audience
10-12	Skills transfer, evaluation, funder report

FUNDER FIT

Where this sits in Queensland.

Queensland Community Foundation — Capacity Building Grants

Best fit. Funds charities to develop structures, systems, people and skills; eligible projects explicitly include feasibility studies or pilots, market research, IT support systems such as CRMs, and training. Recent grants have funded fundraising capability, income diversification, supporter platforms and brand projects. DGR1 (or auspice); revenue up to \$15M.

Annual round, typically opening in October with outcomes the following May; projects start within three months. Excludes general fundraising appeals, prizes and ongoing operating costs — all outside this scope. Check qcf.org.au for current dates.

Gambling Community Benefit Fund

Queensland's largest one-off community grants program, with several rounds a year and standard grants up to \$35,000. Eligible items include workshops and training, community events, and printing, publications and marketing. Packaged as fixed supplier deliverables — no project-management fee line, no prizes, no ongoing costs, and not used to secure sponsorship.

Outcomes take up to four to five months; free to apply via the online grants portal. Check justice.qld.gov.au for the current round.

Brisbane City Council — Lord Mayor's Community Fund

Ward-based grants of \$2,000-\$10,000 in rolling annual rounds. Suited to a single line — the advertising budget or one filming day — rather than the whole project.

COMPLIANCE, IN PLAIN TERMS

- ✓ The charity remains the registered fundraising operator and beneficiary throughout.
- ✓ Any raffle runs under the charity's own Queensland charitable gaming licence, with disclosures, draw integrity and records built in.
- ✓ Raffle tickets are issued as purchase receipts; direct and recurring donations receive tax-deductible gift receipts.
- ✓ Givora is paid a fixed project fee — never a percentage of funds raised.

Next step. Email hello@givora.com.au with your charity's name and the fund in mind. Givora scopes the project, supplies the quote and project description, and steps back while you lodge it.