

# CASE STUDY

## THE FUNDING NETWORK

“ Tanarra has assessed the viability of our regional and rural expansion model with a fresh set of eyes. Their expertise, observations and analysis has allowed our Board to more effectively consider its decision whether or not to invest in this substantial new program and if so, how it might execute it to maximise effectiveness. ”

Julie McDonald, CEO  
The Funding Network

### About the Charity



The Funding Network (TFN) gives grass roots non-profits and social enterprises access to new funding, skills, volunteers and resources needed to thrive, through its innovative live crowd funding program.

### The need identified

- Assess the viability of expanding TFN's crowd funding program to rural and regional Australia.
- Review TFN's Rural and Regional Affiliate program proposition.
- Consolidate the business case for expansion including operating requirements, financial cost and benefits for those directly involved.

### Advice delivered



SHARPEN STRATEGY



ENHANCE OPERATING MODEL



IMPROVE FINANCIAL MODEL

Probono hours **50+**



Image courtesy: The Funding Network

## GROWING GIVING IN REGIONAL AUSTRALIA

The Funding Network received funding for a pilot project to expand its successful model of live crowd funding and collective giving into rural and regional Australia. This pilot was delivered in collaboration with local 'hosts' and aims to help grassroots non-profits access new funding, volunteers and in-kind support. These small organisations together with regional community foundations are looking for different ways to engage new audiences, grow giving and to deepen thinking about local philanthropy.

Tanarra performed an in-depth review of the pilot project, conducting interviews with key stakeholders of regional events and gaining a first hand understanding of the motivations and benefits of bringing the model to their communities. Post review, we provided our observations and recommendations on the viability of rolling this out as a dedicated new program. This work covered the program's business case, operating model, risks, financial viability and execution considerations. We also developed a financial model to help TFN assess the true costs and fundraising return on investment for all parties involved and helped TFN develop a clearer value proposition for each party.

### Charity outcomes

- Independent review of the model's ongoing viability in regional communities.
- Documented stakeholder feedback and recommendations on TFN's model in regional communities.
- A financial assessment tool which captures and determines the true costs and benefits for TFN, Hosts and funders.
- An informed business case and value propositions with which to consider expansion into other communities.
- A deeper insight of the right conditions and requirements for host organisations to deliver the model.

### Community outcomes

- Rural and regional Victoria will benefit from two new TFN Affiliate events in 2020 thanks to funding from the Brockhoff Foundation. We expect a higher % of funds raised will flow through to grass roots charities upon TFN's implementation of Tanarra's recommendations.
- Host organisations in Wangaratta and Glenelg may host their 2nd Affiliate event in 2020, relying less on TFN.