

Strategic Focus Grant Pack

About this pack

This pack is designed to help you prepare for a Strategic Focus grant from the Seaton Foundation:

- A walk-through of the Application form, including guidance and examples on the type of information we are looking for.
- Additional guidance on describing your initiative's intended outcomes and how you plan to track progress towards these outcomes.

Strategic Focus Grant – Overview

Timing Applications open for a four-week period each April.	
Purpose	This pathway focuses funding on selected Focus Areas identified annually. It supports initiatives that align closely with the selected priority and provide a clear, considered response to community needs in that area.
Funding available	Up to \$50,000 is allocated annually to Strategic Focus Grants. There is no fixed minimum or maximum grant size; amounts will vary depending on alignment and scope.
Application Process	• Submit a full application via our website during the open period • Applicants may be contacted for additional information • If you would feel more comfortable submitting your application via video rather than in writing, please contact us in advance and we will guide you through the process
Decision timeline	From application submission to notification, the process typically takes around eight weeks. We will notify all applicants of the outcome and provide feedback to those not funded at this time, recognising the time and effort involved in preparing an application.

The Application Form

About the Full Application

The Application form gives us the details we need to make a funding decision. The form is designed to help you clearly share your initiative: what you'll do, who it's for, what changes you hope to see, and how you'll know it's working.

Application Form Walk-through

Section 1: Contact Details

1.1 Primary contact person for this application	
1.2 Position/role	
1.3 Email	
1.4 Phone	

Section 2: Your Organisation

2.1 Organisation name	
2.2 Australian Business Number (ABN)	
2.3 Are you endorsed as a Deductible Gift Recipient (DGR) Item 1 by the Australian Taxation Office?	☐ Yes, our organisation holds DGR Item 1 endorsement ☐ No, but we are applying through an auspice organisation that holds DGR Item 1 endorsement ☐ No
If applying through an auspice:	
2.4 Auspice organisation name	<i>Tip: For more detailed information on auspice arrangements, refer to our Grant Information Pack (Eligibility and Auspicing section)</i>
2.5 Auspice organisation ABN	
2.6 Tell us briefly about your organisation [150 words]	<i>This doesn't need to be a formal history - just help us understand who you are and why you're well-placed to deliver this initiative.</i>

Section 3: About This Initiative

3.1 Initiative name	<i>A simple working title is fine</i>
3.2 Where will this initiative take place?	<i>Example: Byron Bay</i>
3.3 When do you plan to deliver this initiative?	<i>Example: March - June 2026 or Starting April 2026, running for 10 months</i>
3.4 This grant round is focused on [Priority Area/s]. What need or opportunity within this priority area is your initiative responding to? [150 words]	<i>Tell us about the need or opportunity within [Priority Area] that your initiative is responding to.</i>
3.5 Who will this initiative benefit? [150 words]	<i>Tell us about the people, animals, places, or environments that will benefit. Be as specific as you can about who the participants or beneficiaries are.</i> <i>Example: Homelessness in the Northern Rivers is both visible and hidden — rough sleepers are one part of the picture, but many more people are couch-surfing, in unsafe housing, or one crisis away from losing their home entirely. Our initiative responds to the hidden end of this spectrum, providing early intervention support to people at risk of homelessness before they reach crisis point.</i>

Section 4: What You'll Do

4.1 What activities will you deliver? [300 words]	<i>Describe what you'll actually do. Be specific about activities, frequency, duration. Include:</i> <i>Example: We will deliver 12 weekly drop-in sessions at two locations in Lismore and Ballina, providing one-on-one support to people at risk of homelessness. Each session will be staffed by a trained caseworker who will help participants navigate housing options, access emergency financial assistance, and connect with relevant services. We will also run two community information workshops for frontline workers — such as health and community service staff — to help them identify and refer people showing early signs of housing instability.</i>
4.2 Will you be working with other organisations or groups to deliver this initiative? [150 words]	<i>If you're partnering or collaborating with others, tell us who they are and what their role will be. If not, you can leave this blank.</i>

Section 5: Outcomes You Are Hoping to Achieve

5.1 What positive change /s (outcomes) do you expect to see as a result of this initiative? [200 words]	<i>This is about outcomes - the positive changes you expect to see as a result of your work. Think about: What will be different for the people, animals, places, or issue you're addressing.</i> <i>Examples: People at risk of homelessness will have a clearer understanding of their housing options and better access to the support they need before reaching crisis point. Frontline workers will be better equipped to identify and refer individuals exhibiting early signs of housing instability, strengthening the safety net across the region.</i>
5.2 Why will the activities you've described lead to the changes you're expecting to see? [200 words]	<i>Connect your activities to the outcomes you described above. What is it about your approach that will drive change?</i> <i>Example: By providing accessible, early intervention support through regular drop-in sessions, people at risk of homelessness can stabilise their situation before it reaches crisis point. The combination of direct caseworker support and community education means the initiative works at two levels — helping individuals navigate their options while building the capacity of frontline workers to identify and respond to housing instability earlier.</i>
5.3 How will you know if you're making progress toward the changes you expect to see? [250 words]	<i>Think about: What information will you collect to understand whether you're making progress toward the outcomes you described earlier?</i> <i>We're not asking for a formal evaluation framework – just your approach to understanding whether your initiative is making a difference.</i>

GUIDANCE: MEASURING PROGRESS TOWARD POSITIVE CHANGE (OUTCOMES)

‘Measuring’ or tracking progress towards outcomes doesn't have to be complex or require specialist evaluation skills. Simple approaches are often the most appropriate and useful.

Three simple questions can help to guide your thinking on how you might track and measure progress:

1. How much did we do?

- How many sessions/workshops/interventions?
- How many people/animals/hectares are supported?

Example: The number of drop-in sessions delivered, the number of people who attended, and the number of frontline worker workshops held.

2. How well did we do it?

- Did people attend and engage consistently?
- What feedback did we receive?

Example: Feedback survey with session participants to assess whether they felt supported and left with a clearer understanding of their options.

3. Did it make a difference?

- What changed for the animals, people, or places you were working with?
- What did people tell us about changes they experienced?

Example: Follow-up conversations with participants to understand whether they were able to access housing support or avoid crisis, and feedback from frontline workers on whether the training improved their confidence in identifying and referring people at risk.

Remember:

- Keep your approach proportionate to the size and complexity of your initiative — very small grants may only require a brief reflection on what happened and what you learned, rather than formal measures.
- Choose measures that are realistic to collect with your resources, and don't let measurement become a burden that gets in the way of your initiative
- Focus on the most important changes, not measuring everything
- Simple is often better - Qualitative feedback (what people tell you) is just as valuable as numbers

Section 6: Budget

6.1 How will the grant funds be used?

Complete the budget table below to show how you'll allocate the funds. Be specific about what each line item covers (All figures should be GST-free)

What will the grant fund?	Amount
<i>Item</i>	\$
<i>Item</i>	\$
<i>Item</i>	\$
TOTAL GRANT REQUEST	\$

6.2 Project funding summary

	Amount
Total project cost	<i>Total project cost should equal Seaton Foundation request + any other funding + in-kind contributions.</i>
Amount requested from Seaton Foundation	\$
Other confirmed funding (if applicable)	\$
Other pending funding (if applicable)	\$
In-kind contributions (if applicable)	\$

6.3 If you have other funding (confirmed, pending, or in-kind), please provide details:	<i>Tell us the source and status of other funding or contributions to the initiative.</i> <i>Example: Northern Rivers Community Foundation: \$5,000 confirmed and/or Local business sponsorship: \$2,000 in-kind (venue)</i>
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GUIDANCE: BUDGET

What is a project budget?

A project budget shows the costs specifically for this initiative - not your whole organisation's budget. It helps us understand what you need to deliver the activities you've described. Your budget doesn't need to be complex — it just needs to reflect your actual costs

What should I include?

Include all costs specifically related to delivering this initiative including:

- Salaries/fees for staff or contractors
- Materials, equipment, or supplies
- Venue hire or facility costs
- Travel or transport
- Evaluation or reporting costs
- Any other direct costs

What about in-kind contributions?

In-kind contributions are resources you're receiving without cash payment - like donated venue space, volunteer time, or pro-bono professional services. You can include these to show the full value of the project.

Example: If volunteers contribute 40 hours @ \$30/hour, that's \$1,200 in-kind.

What if I'm only requesting part of the total cost?

That's fine - many initiatives have multiple funding sources. Just show us:

- The total cost of the initiative
- How much you are requesting from Seaton Foundation
- Where the rest is coming from (confirmed, pending, or in-kind)

Example: Simple budget

<i>What will the grant fund?</i>	<i>Amount</i>
<i>Caseworker fees (12 weekly sessions across two locations)</i>	\$3,800
<i>Printed resources and referral materials</i>	\$300
<i>Frontline worker workshop facilitation</i>	\$2,500
<i>Monitoring and Reflection (feedback surveys and small group conversations)</i>	\$600
<i>TOTAL GRANT REQUEST</i>	<i>\$7,200</i>

Project funding summary	Amount
Total project cost	\$10,200
Seaton Foundation request	\$7,200
Grant from xxxx (confirmed)	\$1,800
Volunteers 40 hours @ \$30 per hour	\$1,200

Section 7: Challenges and How You'll Manage Them

7.1 What might be challenging about delivering this initiative, and how will you approach those challenges? [200 words]	<i>Every initiative faces challenges - whether that's timing, weather, recruitment, resources, or something else. Tell us what you anticipate might be difficult and how you'll manage it.</i> <i>Example Challenge: People at risk of homelessness can be difficult to reach and may not engage with formal services. Approach: We'll work with trusted community organisations and frontline workers to raise awareness of the drop-in sessions and ensure referral pathways are clear. Sessions will be informal and low-barrier by design, reducing the likelihood that people disengage before accessing support.</i>
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Section 8: Anything Else?

8.1 Is there anything else we should know about this initiative? [optional]	<i>This is an opportunity to share anything important that doesn't fit elsewhere - context, connections, or anything that helps us understand your initiative better.</i>
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Section 9: Declaration

I confirm that I am authorised to submit this Application on behalf of the organisation named above

Name:	
Position:	
Date:	

What happens next?

After you submit your application (all applicants):

1. We'll review your application
2. We may contact you if we need any additional information
3. All applications are reviewed by the Seaton Foundation Board
4. You'll be notified of the outcome (typically within 8 weeks of submission)
5. We'll provide feedback, recognising the time and effort involved in applying
6. We welcome your feedback on the application process.

If your application is successful:

- We'll contact you by phone to discuss next steps
- You'll receive a Collaboration Agreement outlining the grant terms
- We'll work with you to arrange payment and the reporting timeframe

If your application is not funded:

- You're welcome to apply again in future — whether with the same initiative or something new

Questions?

If you have questions about completing this application, please contact us:

Email: info@seatonfoundation.org.au

Web: seatonfoundation.org.au
