

COUNCILLORS BRIEFING NOTE FOR INFORMATION

To	Lord Mayor All Councillors	Prepared by	Lucy Brotherton – Community Capacity Building Officer – Social Investment
Copies	Executive Team Chief of Staff, Executive Office Policy Advisor, Executive Office Executive Officer Project Officer Councillor Support	Date	12 August 2022
		Subject	Parramatch 2022
Through	Community Capacity Building Manager Group Manager, Social and Community Services	HPRM	F2015/00170; D08643728

Purpose

To provide information about Parramatch 2022 - a crowdfunding program supporting local Not-for-profits and social enterprises to raise funds for community projects

Background

The Parramatch program provides local not-for-profit and community/sporting groups with an opportunity to raise funds for a local project and garner community support via crowdfunding.

The program will teach participants how to crowdfund, how to pitch their message and how to effectively undertake social media outreach. This will be followed by a month-long crowdfunding campaign run via crowdfunding platform StartSomeGood (8 August – 9 September).

Council will support the crowdfunding campaigns through promotional support and some small financial assistance to start off the campaigns (\$1,000) and an additional \$500 is available to those organisations that receive pledges from over 25 individual supporters. The program aims to encourage the community to match and exceed the initial support by Council.

If the crowdfunding target for a project are reached, that organisation will then run their project and keep Council informed on the progress.

An Expression of Interest process was run during May/June 2022. Eleven applications were received and five were chosen to participate in Parramatch 2022.

Current Status

The crowdfunding campaigns launched on the StartSomeGood platform on 8 August 2022 and will run until 9 September 2022.

Council's initial pledge of \$1,000 for each campaign has been added to the campaign tally at the launch of the campaigns to demonstrate Council's support for the projects.

The five projects participating in Parramatch 2022 are:

Project Name	Organisation	Crowdfunding Goal
Parramatta Children's Orchestras	Symphony for Life Foundation	\$20,000
Support the Girls Morning Tea and Bra Gifting Event	Support the Girls Australia	\$5,000
Heart of the Community	Dundas Area Neighbourhood Centre	\$6,000
The Stitches Challenge Parramatta	DRG Stitches Collection Limited	\$10,000
Confidence, Comfort and Coping	All Hands	\$15,000
	Project Costs/Crowdfunding target total	\$56,000
	Total Council Contribution	\$7,500

A summary of the projects is attached together with URL details of their fundraising campaign pages.

Key Considerations

This is the second consecutive year that Council has run the Parramatch program. Last year's program was very successful with four out of the five organisations reaching their crowdfunding target. Over \$40,000 was raised with the community contributing over \$3 for every \$1 contributed from Council.

Parramatch is a pivot of the Pitch for Good Parramatta program, which Council ran annually from 2016 to 2019. The change in format was made to take into account the impacts and restrictions in place as a result of COVID-19. Parramatch builds the same skills and offers similar support to organisations as the Pitch for Good Parramatta program, but takes place entirely online rather than including a pitch event at Riverside Theatres. Given the uncertainty about potential future COVID restrictions, the Parramatch program is being run again in 2022, rather than returning to the Pitch for Good Parramatta format.

Financial and/or Legal Implications

The City of Parramatta has pledged up to \$7,500 in match funding to be spread across the organisations participating in Parramatch. This investment is broken up in stages: initially Council will pledge \$1,000 at the beginning of the crowdfunding campaign as a kickstart. If an organisation attracts 25 individual supporters, then Council will pledge an additional \$500 to their campaign. This additional money is an incentive for the organisations to reach out widely for support and get as many people interested in their project as possible.

Donations are to be made via the online platform of our partner, StartSomeGood: <https://startsomegood.com>. The attached summary contains individual campaign URLs.

It is important to note that the money pledged by Council will only be provided to those campaigns that reach their nominated project target, that is, the community has also pledged enough financial support to get the project funded. This is in line with the normal operating parameters of the StartSomeGood crowdfunding platform, where only successful campaigns receive the pledges made.

The cost of the program, including the matched funding, is entirely met within the endorsed budget for the Community Capacity Building team.

Risks

The Parramatch expression of interest process was administered with best practice principles, checked against eligibility and selection criteria, and assessed by a staff member and an independent external member from StartSomeGood.

There is a risk that the projects will not receive enough support and none will reach their target. To

minimise this risk only projects that have the potential to be crowdfunded and only organisations with the capacity to undertake an effective campaign have been chosen. In addition, only projects seeking \$20,000 or less will be eligible for Parramatch 2022.

Media, Communications & Community Engagement

The City Engagement and Experience team have developed a communication plan for the crowdfunding portion of the Parramatch program.

The Parramatch participants will be responsible for running their crowdfunding campaigns and reaching out to their supporters. Council will provide assistance by promoting the campaigns generally through social media channels and utilising other media as appropriate (e.g. e-Pulse).

Social Impacts

All of the projects chosen for Parramatch 2022 have a social focus to create positive social impact to local communities. The projects seek to benefit a wide range of groups including children from disadvantaged backgrounds, vulnerable women, socially isolated individuals and international students.

The Parramatch program seeks to create greater social impact beyond just the projects being funded, as the skills being taught to participants can be used going forward to facilitate fundraising, community building and awareness raising for their organisations into the future. This supports a strong and viable community sector in Parramatta to support our local community.

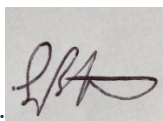
Environmental Impacts

None of the projects chosen as part of Parramatch 2022 have an environmental focus, so there is no direct environmental impact being delivered through the current Parramatch program.

Attachments

Description of the Parramatch 2022 participating campaigns. (D08643752)

Author sign off



Signature:

Name: Lucy Brotherton

Position: Community Capacity
Building Officer – Social
Investment

Date: 10 August 2022

Director sign off

Signature:

Name: Jon Greig

Position: Executive Director
Community Services

Date:

CEO Sign off required? Yes ☐ / No ☒ (please check the box). If No, please CC the CEO

CEO Sign off

Signature:

Name:

Position: Chief Executive Officer

Date: Insert Date

Additional Comments:
Insert Comments Here