



# Snow Entrepreneurs

fellowships for social change

# The Snow Foundation

*In 1991 when my brother George and I first set up the Foundation, I could not have imagined how much the Foundation would grow and the impact that it has had on the community, not only in Canberra, but across Australia.*

*I'm very proud to say that 30 years on, we have achieved some wonderful outcomes.*

*My wish is that the baton will be handed to the younger members of our family to continue the legacy of the Foundation.*

Terry Snow AM, Founder and Chair



**We create opportunities and strengthen resilience for a more caring and inclusive community where everyone can thrive**

# Our Approach

- We look for **innovative and community-led initiatives** that empower communities to drive solutions to the problems they're facing.
- We are a **catalyst for meaningful change**, backing inspiring people and organisations and taking considered risks that help bold ideas become reality.
- We **address gaps** and tackle some of the underlying causes that lead to inequality by raising awareness, meeting basic needs and contributing to systemic change.
- We foster **collaboration** and build **long-term, trusting and transparent relationships** where we listen, learn and enable.
- We provide **tailored support**, offering funding, our voice, advocacy, skills and connections to assist where needed.



# Our Values

- **Humility** – we recognise the expertise of our partners and help them achieve great things
- **Social justice** – we uphold principles of equity, inclusiveness and fairness
- **Commitment** – we are here for the long-term and understand social change takes time
- **Collaboration** – we are engaged with our partners and our community and work together supportively
- **Empathy** – we understand and share the feelings of others
- **Transparency** – we share our learnings and promote shared intelligence

# Our Pillars



**Our Place** – The Canberra region is our main place, supporting local organisations across a range of causes. In other key regions (NSW South Coast and Sydney) we work with major partners connected to local issues and organisations.



**Our Country** – Progresses key social justice issues requiring systemic change at a national level, raises awareness of social causes and supports social entrepreneurs to achieve long-lasting positive change.



**Our Sector** – Focuses on increasing the capacity and skills of not-for-profit organisations and fostering more effective philanthropy.



**Our Family** – Engages and honours the interests and passions of the Snow family.



From left to right: Georgina Byron, Stephen Byron, Terry Snow, Scarlett Gaffey, Ginette Snow, Tom Snow

## 30 Years



In 1991, brothers Terry and George Snow established The Snow Foundation in Canberra.



In 2006, Georgina Byron was appointed CEO and other family members Scarlett, Stephen and Tom and their respective partners joined the Board.



In FY2021, our total giving was \$6.2 million, supporting 106 organisations and 46 individuals.



In our 30 years, we have assisted over 380 organisations and 370 individuals, providing \$34.7 million in funding.





# Application Guidelines

**Snow Entrepreneurs**  
fellowships for social change

# What are the fellowships all about?

The **Snow Entrepreneur** fellowships for social change are an opportunity for 3-5 entrepreneurial leaders to receive funding and wrap-around support for their early-stage initiatives tackling disadvantage in new ways.

The fellowships are a celebration of our own entrepreneurial beginnings, and those of our founder Terry Snow AM, as well as our commitment to backing inspiring leaders and teams with innovative ideas to address social problems.

The Snow Foundation has backed many social entrepreneurs from the beginning of their journey to see them grow and become significant social change initiatives – such as Good360, Global Sisters, One Disease, just to name a few. As some of these partnerships mature, we are now looking for a new generation of entrepreneurs that we can assist on their path to success.

Our intention is to **build long-term, trusting partnerships** to help bold ideas become reality.





# Who will benefit and what is the focus?

Initiatives must benefit **people in our key regions**:

- Canberra and surrounds
- NSW South Coast
- Rural and regional NSW and/or
- Sydney

They must be **early stage** and provide **new solutions to entrenched problems**, or bring a new approach to Australia or to our key regions that have been proven elsewhere.

They need to address one of our focus areas:

- **Economic Justice and Safety**: homelessness, domestic violence
- **Education and Employment Pathways**: education, life skills, employment pathways
- **Health**: addiction, disability
- **Sector capacity**: for-purpose capacity

# In the first year, each Snow Entrepreneur will receive...

**Grant funding** of up to \$100k and

**Professional wrap-around support program** including:

- A mentor matched to your needs
- A diagnostic session with a consultant, identifying strengths and areas for development
- Expert advisory services to address specific challenges (minimum two days)
- Informal support and connections

The wrap-around support program will be coordinated by the Social Impact Hub  
[www.socialimpacthub.org](http://www.socialimpacthub.org)

# Selection criteria – What we are looking for

- **Addressing disadvantage:** Initiatives that address disadvantage in our key regions.
- **Need and potential for impact:** Filling a gap (demonstrated community need that few others are addressing or that is less visible) and potential to benefit many people's lives (scale), by a great amount (depth).
- **Inspiring people:** Strong, capable and credible leaders and teams who are passionate and persistent in pursuing their goals.
- **Innovative ideas:** Early-stage initiatives that attempt to find new solutions to entrenched problems, or bring an approach to Australia or to our key regions that has been proven elsewhere.
- **Consultation and collaboration:** Initiatives that consult affected communities and collaborate with others across different areas.
- **Community-led decision-making:** We prioritise initiatives that involve affected communities in decision-making positions.

In addition, we look for:

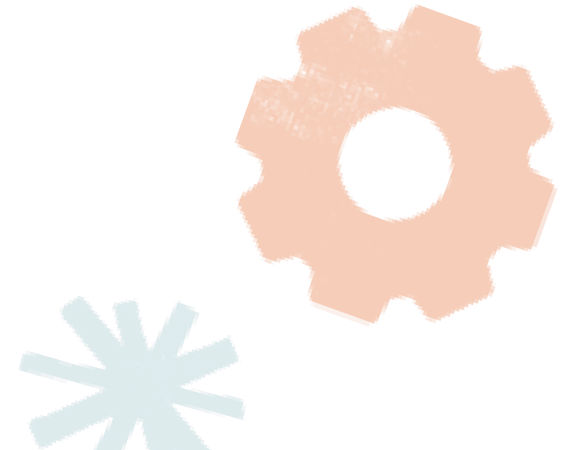
- **Alignment with The Snow Foundation values:** Humility, Social Justice, Collaboration, Commitment, Transparency and Empathy
- **Strong community backing**
- **Commitment to learning and sharing**
- **A realistic vision for growth and sustainability**





# Eligibility

- The initiative must **address disadvantage** in Australia **in new ways**, or bring approaches that have been proven overseas to Australia or our key regions.
- **Early stage:** The initiative must already exist (not pure ideas stage), but have been operating for less than 5 years
- Revenue for your initiative must be **less than \$1m p.a.** (self-generated revenue is a plus, but not a requirement)
- Open to individuals aged 18+ and for-purpose organisations in Australia (DGR status is not a requirement)
- We **do not** accept applications for initiatives where the primary purpose is environment, art, animal welfare or international development.



# Selection process and timeline



# Application assessments

The Snow Foundation team and some board directors will review all full applications against the selection criteria.

This will involve phone conversations with you and your referees as part of the shortlisting process.

We will also seek input from various **subject matter experts** as relevant.

In addition, shortlisted candidates will be interviewed by an **external expert panel**, including:

- **Fiona Higgins**, Specialist Adviser, Giving – Australian Philanthropic Services and Executive Officer – Eisen Family Private Fund
- **Andrew Tyndale**, Chair – Payton Capital
- **Craig Fitzgerald**, Executive General Manager International Operations & CSR – Aspen Medical and CEO – Aspen Foundation
- **Anthony Millet**, Global Partner and Co-head, Antler Capital – Antler



# To apply:

We have a two-step process:

1. Log onto [The Snow Foundation Grants Portal](#) to complete a grant enquiry **by 8 November**. If you don't have an account yet, please sign up and ensure you click on the link that will be sent to your email to activate your account.  
As part of the grant enquiry, you will need to complete an eligibility checklist. If you are in doubt or just outside of the eligibility parameters, please [contact us](#) to discuss
2. We will review all grant enquiries and those successful to the next stage will be asked to submit a detailed application **by 15 November**.

# Georgina Byron AM

Chief Executive Officer

*"I love working with social change makers who dedicate their intellect, energy and passion to progress social causes and improve people's lives and communities.*

*It's been extremely rewarding to build many strong relationships with inspiring leaders over the years and see them develop, learn, adapt and scale their for-purpose initiative into something quite remarkable where so many people benefit.*

*I'm looking forward to meeting more budding entrepreneurs and to help supercharge new initiatives through this fellowship."*







Hear from some of the social entrepreneurs we have supported since the early days...



# Alison Covington

Founder & Managing Director, Good360

Supported by The Snow Foundation since 2015

*The Snow Foundation has been a founding funder and partner of Good360, they recognised that philanthropy could play an early role to seed big ideas and support aspiring social entrepreneurs that could make a long-lasting impact.*

*Importantly this partnership provided not just access to funding but a network of support that enabled Good360 to open doors we would not have been able to do without them.*





## **Mandy Richards**

Founder & CEO

Global Sisters

Supported by The Snow Foundation  
since 2012

*The Snow Foundation were integral in me getting Global Sisters off the ground. At the start, having the belief and support of someone like Georgie was critical in getting the lift to gain traction. Money is great but the credibility that comes with that backing in your early days is gold!*

*The initial gift of credibility has progressed into much needed financial stability as we have moved forward on our journey. The Snow Foundation have been brilliant friends and stood behind me every step of the way - never hindering but always there with long term support that has steadily increased with the growth of Global Sisters from my first casual conversation 10 years ago.*





## Dr Sam Prince

Founder & Director, One Disease

Supported by The Snow Foundation since 2012

*"The Snow Foundation has been a partner of ours from the early days of One Disease. We have a unique relationship that I hold dearly, one that is built on transparency, trust, and respect.*

*Without the support of Terry, Georgina, and the broader team, One Disease wouldn't be where we are today, having eliminated Crusted Scabies as a public health concern in Australia."*



# We look forward to hearing from you!

If you have any questions about your eligibility  
or application, feel free to contact us.

Alex Lagelée Kean

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