



Snow Entrepreneurs

fellowships for social change

The
Snow
Foundation







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



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



32 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 32 years, we have assisted over 440 organisations and 520 individuals, providing \$68 million in funding.

Our Pillars



Our Place – The Canberra region is our main place, supporting a variety of 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, raising awareness of social causes and supporting social entrepreneurs to achieve long-lasting positive change.



Our Sector – Focuses on increasing the capacity and skills of for-purpose organisations, fostering more effective philanthropy and growing impact investment capacity.



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

For more information about our work and approach, visit www.snowfoundation.org.au



2023 Application Guidelines

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What are the *Snow Entrepreneur fellowships* about?

The ***Snow Entrepreneurs*** fellowships for social change are an opportunity for eight entrepreneurial leaders to receive **funding and wrap-around support to supercharge 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 long-term commitment to backing inspiring leaders and teams with innovative ideas to address social problems.

Our intention is to:

- provide generous, flexible support – responsive to need
- build long-term, trusting partnerships
- fast-track growth and build solid foundations for sustainability
- enable significant impact in the lives of many



Each Snow Entrepreneur will receive...

Grant funding of \$100-250k

Professional wrap-around support 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
- Informal support and connections
- Three day leadership retreat
- Antler Academy for Snow Entrepreneurs – 12-week program of masterclasses and interactive sessions with an Antler expert

Mentors and advisory services are provided by the [Social Impact Hub](#)

Antler Academy for Snow Entrepreneurs is delivered by [Antler.co](#) venture capital fund

**SOCIAL
IMPACT
HUB**

ANTLER

Selection criteria – What we are looking for

- **Addressing a gap:** demonstrated community need that few others are addressing or that is less visible
- **Innovative:** addressing entrenched problems in new ways
- **Inspiring people:** Strong, capable and credible leaders and teams who are passionate and persistent in pursuing their goals; lived experience is a plus
- **Realistic vision for growth and sustainability:** initiatives that will pursue self-generated income will be considered favourably

In addition, we look for:

- **Alignment with The Snow Foundation values:** Humility, Social Justice, Collaboration, Commitment, Transparency and Empathy
- **Consultation, collaboration and community-led decision-making:** Initiatives that consult with or involve affected communities in decision-making, collaborate with others across different areas and have strong community backing
- **Commitment to learning and sharing**



Eligibility

- **Addressing disadvantage:** Organisations must have a social purpose and benefit disadvantaged or at-risk populations
- **Within the Snow Foundation focus areas:** homelessness, housing affordability, domestic and family violence, education, life skills, employment pathways, addiction, disability, mental health and for-purpose capacity building
- **National or potential for national impact:** and importantly, initiatives must benefit people in our key regions (ACT, Sydney, NSW South Coast) directly or indirectly
- **Early stage, already operating:** initiatives must already be operating and have been in market for **less than three years**
- **Current revenue** for your initiative must be **less than \$1m p.a.** (self-generated revenue is a plus, but not a requirement)
- Organisations must be **registered in Australia** (DGR and charitable status are not a requirement)

Exclusions

- We **do not** accept applications for initiatives that are primarily focused on environment, animals, arts or overseas beneficiaries.



Snow Entrepreneurs 2023 Timeline



Assessment process – **SAVE THE DATES!**

The Snow Foundation will **seek input on eligible EOs from relevant subject matter experts** to specifically comment on the initiatives with respect to key selection criteria.

We will then **shortlist EOs to be invited to submit a full application.**

All full applications will be assessed against the selection criteria, including desk top research and reference checks.

Applicants that are being considered more closely will be interviewed by Snow Foundation staff **between 7 and 17 August 2023** (via Zoom).

Final shortlisted candidates will be interviewed by an external selection panel on **Wednesday, 30 August 2023.**

Please make sure you are available on these dates – as well as **25-27 October 2023** for the Snow Entrepreneurs Leadership Retreat – in case you are successful!

To apply:

1. Submit an Expression of Interest (EOI) – by 3 May 2023

Log onto [The Snow Foundation Grants Portal](#) to complete an EOI by midnight on 3 May 2023.

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 EOI, 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. Full applications – by 9 July 2023 (by invitation only)

We will review all EOIs and seek expert feedback. Those successful to the next stage will be asked to submit a detailed application by midnight on 9 July 2023.

EOI – questions

The EOI application form has the following questions:

- **Eligibility checklist:** if must answer 'yes' to all criteria
- **Focus area and geographic scope**
- **About your initiative:** Briefly describe your initiative, how it is addressing a gap in new ways, and what you have achieved so far
- **Business model:** Briefly describe how you expect to generate revenue.
- **What would being a Snow Entrepreneur enable?** Be as specific as you can – things you would do, gaps you would fill, etc.
- **Video pitch** (see next slide)
- **About you:** Please tell us about your background, experience, motivation and aspirations in starting this initiative
- **About your team:** Please tell us about the other people involved, including their roles and relevant qualifications

EOI – Video pitch

As part of the initial EOI, we ask you to submit a link to a short, **1-2 minute video with your ‘elevator pitch’**.

This should be a **simple piece to camera, shot on your phone – it does not need to be professionally edited!**

You might like to address:

- What problem are you trying to solve?
- What do you hope to achieve?
- What was your motivation to start your initiative?
- How is your initiative different to others in this area?

You can upload the video to a platform such as YouTube or Vimeo and provide us with the link.

You can post your video as ‘unlisted’ and password protected, if you wish.

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."



The 2022 Snow Entrepreneurs



Geoff Smith
Australian Spatial Analytics



Jessica Brown
Warrior Woman Foundation



Joe Kwon
Confit Pathways



Loki Ball
Performl



Neala Fulia
MoreGoodDays



Pia Clinton-Tarestad
Clean Slate Clinic



Skye Riggs
Ripple



Summer Petrosius
Kindship



Australian
Spatial
Analytics



Pia Clinton-Tarestad

Co-Founder & CEO, Clean Slate Clinic
Snow Entrepreneur 2022

"An absolutely amazing experience - just the right balance of hands-on support and recognizing the time constraints of the cohort, and a truly wonderful cohort to have been a part of. Thank you, thank you, thank you!"





Loki Ball

Co-Founder & CEO, Performl
Snow Entrepreneur 2022

“Building a business is often lonely and always hard. The Snow Entrepreneur program has taught me to embrace the struggle and find joy in the process. Your support has caused a chain reaction of extraordinary results. We feel better prepared than ever to give the impossible a go.”

Skye Riggs

Co-Founder & CEO, Ripple
Snow Entrepreneur 2022

“Alongside the funding and accelerator support, having someone believe in you and back you is so powerful. Knowing we can move forward to build towards our vision with these resources and this support is like having a cheer squad to help you. Thank you!”





We look forward to hearing from you!

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

Alex Lagelée Kean

Impact and Engagement Manager

The Snow Foundation

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