



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 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.



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

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.



2023 Application Guidelines

Snow Entrepreneurs
fellowships for social change

What are the fellowships all about?

The ***Snow Entrepreneurs*** - fellowships for social change are an opportunity for eight 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 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



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

Grant funding of \$100-200k

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
- 3-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

Geographic scope and focus areas

Initiatives must be **national** or have the **potential to become national**, AND **benefit people in our key regions**:

- Canberra and surrounds
- NSW South Coast
- Sydney

Initiatives should fall within one of the following focus areas:

Economic Justice & Safety	Education & Employment Pathways	Health	Sector capacity
Homelessness Housing affordability Domestic and family violence	Education Life skills Employment pathways	Addiction Disability Mental health	For-purpose capacity

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 be operating and have been in the 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.



Assessment process – **SAVE THE DATES!**

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

We will then shortlist EOIs 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 **8-10 November 2023** for the Snow Entrepreneurs Leadership Retreat – in case you are selected!

Snow Entrepreneurs 2023 Timeline



To apply:

We have a two-step process:

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

Log onto [The Snow Foundation Grants Portal](#) to complete an EOI by 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 9 July 2023.

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 can 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 just 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."





Meet the 2022 Snow Entrepreneurs



Geoffrey Smith

Australian Spatial Analytics

Website
asanalytics.com.au

Training and employment of people with autism in high-end data jobs

[View Bio](#)



Jessica Brown

The Warrior Woman Foundation

Website
warriorwoman.org.au

Mentoring and life-skills for young women leaving out-of-home care

[View Bio](#)



Joe Kwon

Confit Pathways

Website
confitpathways.org

Lived experience mentoring and fitness for young people in youth justice, with a focus on reducing recidivism

[View Bio](#)



Loki Ball

Performl

Website
performl.com.au

Empowering everyone with the data to end disadvantage and improve people's lives

[View Bio](#)



Neala Fulia

More Good Days

Website
moregooddays.com

Digital program using neuroscience and psychology to manage chronic pain

[View Bio](#)



Pia Clinton-Tarestad

Clean Slate Clinic

Website
cleanslateclinic.com

Telehealth alcohol rehab program in your own home

[View Bio](#)



Skye Riggs

Ripple

Website
ripple.gl

Meaningful careers and civic engagement for young people

[View Bio](#)



Summer Petrosius

Kindship

Website
kindship.com.au

Social networking and peer-support platform for parents of children with a disability

[View Bio](#)

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

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.”

Skylar 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!”





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PATHWAYS



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**Australian
Spatial
Analytics**



We look forward to hearing from you!

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

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