



## MEDIA RELEASE

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### Backing Bold Social Innovators: Applications Open for Snow Entrepreneur Fellowships

21 May 2025: The Snow Foundation is calling on early-stage social entrepreneurs to apply for the next round of its 'Snow Entrepreneurs – Fellowships for Social Change' program, which offers funding and comprehensive, tailored wrap-around support to help build and scale social impact organisations.

Now recruiting the third cohort, the program backs visionary leaders who are creating practical solutions to entrenched disadvantage, offering them the holistic support they need to grow, adapt, and thrive.

Snow Foundation are on the search for passionate entrepreneurs building innovative, early-stage initiatives - ideally with some self-generated revenue - that address a clear community need and have a sustainable growth plan.

Projects should align with their themes (Gender, First Nations, Youth, LGBTIQ+) and focus on areas such as domestic and sexual violence, economic empowerment, healthy masculinity, First Nations cultural understanding, rheumatic heart disease prevention, education outcomes, mental health prevention, digital or alcohol addiction, disability employment, or civil society and democracy.

To date, 17 Snow Entrepreneurs have received fellowships, with the Foundation committing over \$8.5 million to the program. Each 'Snowie' is supported with a mix of funding (ranging from \$200,000 to \$500,000) over two years (with the possibility of a third year), mentoring, leadership development, and access to expert advice and peer learning opportunities.

"These Fellowships honour the entrepreneurial spirit of our late founder, Terry Snow, and reflect our deep commitment to supporting change-makers with bold ambitions. They often face significant challenges — from limited resources and small teams to a lack of peer support and connections," Snow Foundation CEO Georgina Byron AM said.

"That's where our Snow Entrepreneurs program comes in. We channel their passion and help them transform and accelerate their initiatives into sustainable impact through funding and holistic support. What makes this program truly special is the sense of community among the Snowies — they build deep, trusting partnerships and support each other through shared challenges. Our first two cohorts consistently talk about how invaluable it has been to connect with like-minded leaders who genuinely understand the journey."



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Snow Foundation are calling on the next wave of social changemakers to step forward. If you're tackling disadvantage in a new and innovative way and need support to amplify your impact, they want to hear from you.

One of the program's early success stories is Clean Slate Clinic, a digital health provider for alcohol and drug dependence co-founded by Pia Clinton-Tarestad. When Pia became a Snow Entrepreneur in 2022, she was working unpaid and part-time. The fellowship allowed Pia to be paid full-time as well as providing growth and capacity funding.

Today, Clean Slate has supported more than 1,500 people through safe and effective detox with excellent clinical outcomes, at a fraction of the cost of in-person detox. They secured their first \$2m seed investments and are now raising a further \$6-8m to invest in technology, operations and a launch in the UK.

"The Snow Fellowship was a turning point for me - not just professionally, but personally. It gave me the space, the support, and the belief to back myself as a founder and a changemaker. It's one thing to have an idea, but having a network that says, 'you're not doing this alone' made all the difference," Pia Clinton-Tarestad said.

"The wrap-around support of the Fellowship helped me step back and work on the business, not just in it. From strategic planning to personal leadership development, it gave me the tools to scale Clean Slate Clinic with greater intention and impact."

Clean Slate's impact includes:

- 1,500+ clients, including 48% women, 31% from rural and regional areas and 7.6% First Nations clients
- Client satisfaction scores: 4.8 / 5 (Quality of Care), 9.36 / 10 (Patient Experience)

Applications for the 2025 Snow Entrepreneurs – fellowships for social change close at 8am on Monday, 16 June 2025. More information and the Expression of Interest form are available at: [www.snowfoundation.org.au/snow-partners/snow-entrepreneurs](http://www.snowfoundation.org.au/snow-partners/snow-entrepreneurs)

"If you're building something with heart, courage and ambition - apply. The Fellowship doesn't just fund ideas, it walks alongside you as you bring them to life," Pia concluded.

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