Snow Foundation

Positive Masculinities Partnership Round

APPLICATION PACK — SECTION ONE

Our Approach and Theory of Change

About Us

Our story

Snow Foundation is a family philanthropic foundation deeply committed to place, country and community. We aim to create lasting social change by building strong communities and forging fair systems. With trust and collaboration at the core, we take considered risks and embrace innovation — backing bold ideas, entrepreneurial solutions, and community-led approaches that create long-term, systemic change.

Established in 1991 by brothers Terry and George Snow, and led by Georgina Byron AM since 2006, we have grown from Canberra roots into a trusted philanthropic leader with national reach.

Our giving strategy

Our giving spans two complementary approaches:

1. Deep, responsive investment in the places we call home.
2. National partnerships that drive lasting change.

We respond to community need in Canberra and the surrounding region, Sydney, NSW South Coast and select regional NSW communities. Nationally, we back bold leaders and innovative solutions, working collectively on neglected challenges. Our impact priorities are:

Gender — First Nations — Youth — LGBTIQ+ — Community — Ecosystem

Our Gender theme

Across the whole Foundation, Gender is at the heart of our decision making and processes because gender equality will benefit everyone. We aim to advance gender equity by addressing systemic inequality, ending violence against women, supporting their economic empowerment and leadership, and promoting respectful relationships and positive masculinities.

Our strategic aim - improving women's safety

Our gender work aims to improve women's safety by preventing violence. This is a task we share with many and we recognise the efforts and expertise of governments, public & community service providers, researchers, advocates, non-profits, educators and families. We cherish the wisdom, courage and leadership of women with lived experience of violence. We also recognise the many men and boys who model the values of respect and equality and who speak up when it matters.

We are optimistic and believe that Australians – of all genders – can build a future where all children and young people flourish and become the best versions of themselves.

We aim for our contribution to complement others' efforts and take informed risks to help accelerate positive change.
We have defined two pathways for Snow Foundation's contribution to improving women's safety. These build on our work and learnings to date, alongside extensive consultation with men and women:

1. Positive masculinities
2. Women's economic empowerment

About this Opportunity

Why 'positive masculinities'?

We know most Australian boys and men embrace gender equality and do not condone violence, and we believe boys and men have a unique and important role to play in improving women's safety.

Applicant organisations should use the language that resonates with their participants.

Our approach – building a portfolio of partners

Our approach is to build a portfolio of work that helps prevent violence against women by working with boys and men, fosters positive masculinities early and reinforces them at key moments and through influential environments.

We'll partner with a group of complementary organisations – all working towards the same overarching goal (aligned with our Theory of Change – see overpage) but employing a range of approaches. This diversity creates opportunities for exchange, learning, consistent evidence-building and joint work to improve women's safety faster.

While increasingly recognised as key to preventing violence against women, forming positive masculinities is an emerging field of practice, investment and research. We anticipate including promising, emerging and frontier work[1] in our portfolio, and use impact measurement and independent evaluation to contribute to growing the evidence base about what works.

Our portfolio and partnership round

We will fund both direct work with **priority boys and men groups** and **system-strengthening** work that supports all partners and develops the field itself, so the impact of our contributions lasts beyond the funding period.

Through this partnership round, we are seeking organisations whose work aligns with our overall aims and Theory of Change.
How we fund is also part of how we strengthen the system.
We will provide **multi-year funding**, work with partners to **track outcomes** and **share learnings** widely, and **convene partners** for shared learning and collective advocacy. We will also commission **independent evaluation** to build understanding of masculinity and women's safety.

1 Promising — practice with strong logic and partial or early implementation evidence
Emerging — well-designed, evidence-informed practice without implementation evidence
Frontier — approaches with no comparable Australian intervention and limited evidence anywhere

Our Theory of Change

Our Theory of Change draws on expert insight and the evidence currently available about masculinity and women's safety, identifying areas where Snow Foundation can make a distinctive contribution. It was co-developed with ForsythClement and this first iteration will support our upcoming partnership round and the selection of partners. It will also form the basis for our impact measurement framework.

How to read it

The Theory of Change explains how our funding contributes to the safety of women and girls.

Start at the bottom (level 1), with the opportunities the evidence identifies, and work upwards. The guiding principles at level 2 set out what we are looking for in the work we fund, and level 3 shows what Snow Foundation will contribute. Those inputs flow into a grant portfolio that includes both direct work with priority groups and system strengthening work.

From there, we move into the outcomes this work will contribute to. Firstly, in what boys and men believe and do and in the settings around them – and then the lasting change on attitudes and actions that will ultimately mean less violence for girls and women.

We contribute to these outcomes alongside governments, services and communities. Better wellbeing for boys and men is a welcome effect, not a measure of its success, because programs can improve wellbeing without shifting beliefs about power and gender.

Our Research Summary provides further evidence that sits behind our theory of change.

Theory of Change

The Theory of Change explains how our funding contributes to the safety of women and girls.

7 Impact

Women and girls experience less violence

6 Long-term outcomes

- Fewer men and boys hold and act on rigid, dominance-based masculine norms
- Men and boys reached by funded work use less violence and control

5 Short to medium-term outcomes

- Men and boys are capable and confident to take action
- More gender-equitable role models and content online
- The gap closes between men's own attitudes and what they believe other men think about gender
- Schools, clubs and workplaces change adult behaviour, policy and practice

4 Grant portfolio | The output is a range of gender-transformative work

- Direct work with priority groups
- System strengthening work

3 Inputs | What Snow Foundation will contribute

- Multi-year grants
- Support for impact measurement
- Independent evaluation
- Convening partners and advocacy

2 Guiding principles | What we are looking for in the funded work

- Gender transformative
- Accountable to women's safety
- Strengths-based
- Meet boys & men where they are
- Build the evidence together

1 Opportunities for impact | The levers for change

- Rigid norms form early and peers enforce them
- Men hold positive attitudes, but think other men do not
- Online content accelerates rigid norms
- Policy and institutional settings set the ceiling
- Programs lack duration and evidence

START HERE ↑

Snow Foundation

Positive Masculinities Partnership Round

APPLICATION PACK — SECTION TWO

Funding Guidelines

Funding guidelines

KEY INFORMATION

Applications open:	Monday 9 November 2026 to Friday 11 December 2026, 5pm AEDT.
Funding:	We expect to support approximately 7 to 12 organisations, with grants of up to $250,000 per annum for 3 to 5 years.
Who can apply:	Organisations with an ABN and annual revenue of less than $10 million for FY2026, with no more than 50% from government sources. DGR and registered charity status are not required. Funded activities must advance equality and be delivered in Australia. Full eligibility requirements and assessment criteria are set out in these guidelines.
How to apply:	Through the **online form on our website**.
Questions:	Please read the application pack which includes five documents: **Our Approach**, **Funding Guidelines**, **Research Summary**, **FAQs**, **Application Questions**. For questions, please email: positivemasculinities@snowfoundation.org.au

1. Process and timeline

What happens	When
Applications open	Monday 9 November 2026
Applications close	Friday 11 December 2026, 5pm AEDT
Screening and assessment	December 2026 to mid-March 2027
Further due diligence and dialogue with shortlisted applicants	March - May 2027
Successful applicants notified	May 2027
First donation made	June 2027
Onboarding partners for impact measurement	From July 2027

Screening, assessment and due diligence will be conducted by the Snow Foundation team with support from subject experts, and others, based on the funding guidelines, assessment criteria and the aims for the portfolio. Further information or meetings may be requested throughout this process.

2. What are we looking to achieve?

Our aim is to improve women's safety by preventing violence. Snow Foundation sees a future where all children and young people flourish and become the best versions of themselves. Through this portfolio, we are looking to support organisations who engage boys and young men, and the adults around them - in building a future which moves past rigid, dominance-based views about women and girls – and rejects violence.

The term we are using to describe this is positive masculinities.

3. Why 'positive masculinities'?

We know most Australian men embrace gender equality and do not condone violence, and we believe boys and men have a unique and important role to play in improving women's safety.

Applicant organisations should use the language that resonates with their participants.

These guidelines set out what we are looking to fund and how applicants will be assessed. For a summary of the research behind our approach, please see our Research Summary document.

What and who will we invest in?

We are looking to support partners whose work aligns with our aims and Theory of Change (see **Our Approach** document). It is based on consultation, expert insight and the evidence currently available about masculinity and women's safety – and the opportunities that offers Snow Foundation to contribute.

1. Scope of funded work - we will fund both direct services and system strengthening work

Direct services - priority groups

– reaches priority groups where they are such as schools, sport, workplaces, online spaces and services with gender-transformative practice.

System strengthening

– includes work that will develop the field itself and positively influence the policies and institutions that shape the environments around boys and men, and the wider culture.

2. Priority groups – for direct services there are two priority groups:

Adults who influence boys and young men — parental figures, particularly fathers and new fathers, as well as mothers and caregivers; and other influential adults such as coaches, teachers, youth workers and older peers. Together, they shape the modelling environment for boys.

Boys and young men aged 12 to 25 — meeting boys and young men where they are and in key moments such as high school, first jobs, entering trades, apprenticeships, online communities, sport and, where peer cultures re-form after school and few programs operate.

The types of work we are seeking to fund are provided in the 'Opportunities for impact' section.

3. Evidence – we are looking for work that aligns with 'what works' and 'what is promising':

The evidence points to a number of features that underpin effective and high potential work:

- **Strengths-based** — builds on the equitable values and capacities boys and men already hold, and creates solutions with them rather than telling them their attitudes and behaviours are wrong
- **Gender transformative*** — names gender inequality and has women's and girls' safety as an outcome
- **Accountability** — shows accountability to women's safety expertise through partnership, advice or governance
- **Sustained duration** — uses multi-session or sustained engagement with participants (not one-off sessions)
- **Embedded where men and boys already are** — delivers within and is tailored to settings men and boys already use (not standalone programs that participants must seek out)
- **Facilitation** — uses trained, supported facilitators with supervision
- **Safety** — has safeguarding and participant safety protocols suited to the cohort

***What do we mean by gender transformative?**

Gender transformative work explicitly names gender inequality and challenges the attitudes, norms and power structures that sustain it. It explores who benefits from power and privilege and importantly, it identifies women's and girls' safety as an intended outcome.

Applicant organisations should use the language that resonates with their participants.

4. Opportunities for impact – we are looking for work that meets one or more of these opportunities

We recognise many organisations, such as sporting clubs, schools, health and youth services, do deep prevention work without describing it as gender transformative or as prevention. We welcome a broad range of approaches as well as cross-sector collaborations.

Applications may include more than one opportunity.

Opportunities - Direct work with priority groups	
Understanding and exploring masculinity norms	Strengths-based work with boys and men to challenge harmful gender norms.
Skills to speak up confidently and safely among other men	Acts on the gap between men's own views and what they believe other men think.
Digital and algorithmic literacy	Addresses the fastest-growing risk and includes understanding of pornography, generative AI and image-based abuse as well as algorithms.
Social media influencers and content creators	Testing whether grassroots creators with a predominantly male audience can positively influence attitudes.

Opportunities - System-strengthening work for violence prevention	
Workforce capability	Developing the skillsets of those delivering this work, so programs can be more effective.
Evidence and advocacy for policy and institutional change	Work that influences curricula, workplaces, platforms and other relevant settings.
Australian measures and evidence	No national definition or Australian validated measures currently exist.

5. Exclusions

In order to focus the available resources on violence prevention, this round will not fund:

- Behaviour change programs for men who have already used violence
- Men's wellbeing or mental health programs that are not explicitly about preventing violence
- Crisis services, refuge, casework or clinical treatment
- One-off awareness campaigns, single events, or standalone media products

Eligibility and how applicants will be assessed

1. Eligibility

Applicants are required to:

- use Snow Foundation funding for activities that advance equality and are delivered in Australia
- hold an Australian Business Number (ABN)
- have annual revenue of less than $10 million in FY2025–26, of which government funding accounts for less than 50%
- hold (or will obtain) all necessary approvals to undertake the work i.e. child safety and ethics approval.

DGR and registered charity status are not required. A broad range of entities are invited to apply, including registered charities, not-for-profit organisations, and for-profit organisations.

For collaborative work, one eligible organisation must act as the lead applicant and be responsible for receiving, administering, and reporting on the use of funding.

2. Assessment criteria – what we are looking for

Our assessment will focus on three areas, with the factors we are looking for specified below.

1. Alignment of the work with our aims and Theory of Change	• Works with one or both priority groups, or system strengthening
	• Aligns with evidence of 'what works' or 'what is promising' where this is relevant to the work e.g. not all these features will be relevant to systems strengthening initiatives
	• Meets one or more of the 'Opportunities for impact'
	• Achieves one or more of the following outcomes:
	  ◦ The gap closes between men's own attitudes and what they believe other men think about gender
	  ◦ Men and boys are capable and confident to take action
	  ◦ Schools, clubs and workplaces change adult behaviour, policy and practice
	  ◦ There are more gender-equitable role models and increased content online

2. Organisational strengths	• Credible and capable leadership (with a preference for men being involved) • Sound governance, operational capacity and finances • Trust and relationships with participants and beneficiaries - shapes work through lived experience • Track-record of achieving relevant outcomes with relevant groups • Seeks to influence the structures and norms that drive violence
3. Potential for impact	• Constructive, honest and balanced approach to gender work • Potential to grow impact through reach and/or depth • Willing to collaborate and work in partnership to achieve greater impact • Willing to undertake and share data collection for learning and impact measurement

What does partnership with Snow Foundation look like?

1. Our Approach

Snow Foundation's giving is defined by three features which underpin our approach to partnership.

Entrepreneurial – we take considered risks with a long-term view, backing ambitious leaders, innovation, and movements.

Holistic - we go beyond funding, adding value through voice, convening, networks, advocacy and research.

Trust-based – relationships and collaboration are at the heart of everything we do.

2. Funding

Our commitment across this portfolio will be **up to $10 million** over the coming five years. With this partnership round, we expect to partner with **7 to 12 organisations**, with grants of **up to $250,000 per annum for 3 to 5 years**. Specific funding amounts will be determined based on each organisation's circumstances and the funded work.

3. Impact measurement and reporting

Snow Foundation asks partners to provide annual reporting on the progress of the funded work. Part of this process will be sharing outcomes data for impact measurement and learning. Impact measurement - operationalised through a tech platform - will allow us to understand each partners' progress and outcomes with participants, as well as understand the reach and impact of the portfolio as a whole.

We will work with the successful applicants and an independent specialist (ForsythClement) to implement the Impact Measurement Framework based on our Theory of Change. Snow Foundation will cover the costs of grantees 'onboarding' and use of the platform over the funding period.

4. Independent evaluation

Few Australian programs that engage boys and men have been comprehensively evaluated and most rely on participants' own reports of change. Snow Foundation will commission independent evaluation so the work undertaken by our partners can contribute to greater evidence and understanding of masculinity and women's safety.

The design will be determined with the input of partner organisations, where possible using data gathered through the impact measurement and reporting process.

5. Engagement and convening

Snow Foundation is a highly engaged funder and aspires to continually build and share its knowledge. We will engage with partners about their work, needs and opportunities and how we can best add value. We are willing to use our voice and networks to advance common goals, as a means of making our contributions go further and generate wider impacts.

This portfolio will bring together exceptional work and people from across the country. Convening partners creates opportunities for mutually beneficial exchange, learning, collective advocacy and joint work to improve women's safety. How this looks in practice will be determined with partners.

NB. These guidelines are general for the purposes of the Partnership Application. All applications will be reviewed and Snow Foundation reserves the right to fund outside of these guidelines.

Snow Foundation

Positive Masculinities Partnership Round

APPLICATION PACK — SECTION THREE

Research Summary

Developed by ForsythClement

Research summary – developed by ForsythClement

Our approach with this partnership round is based on expert insight and the evidence currently available about masculinities and women's safety. This document provides a summary of the research.

About masculinity and women's safety

1. Masculinity describes what a society expects of men, and men and boys learn it.

Masculinity refers to the expectations a society attaches to being a man.[1] Boys learn what it means to be a man from family, peers, school, sport, media, and also from pornography and online content.[2] Australia's national prevention framework, *Change the Story*, names the dominant forms of masculinity in Australia, which include dominance and control, aggression, stoicism, toughness and self-reliance.[3] Some of these traits, such as self-reliance, can be positive in context. The harm lies in the rigid social expectation that men display them all the time to count as 'real men'.[4]

2. Violence against women in Australia is common and mostly committed by men.

In 2021–22, 23% of Australian women had experienced violence by an intimate partner since the age of 15, compared with 7.3% of men.[5] Earlier survey data show that 94% of women who had experienced violence since the age of 15 experienced it at the hands of a man.[6]

3. Men who most strongly endorse rigid masculine norms are far more likely to use violence.

Australia's national prevention framework identifies rigid gender stereotyping and dominant forms of masculinity, meaning those that emphasise aggression, dominance and control, as drivers of this violence.[7] Among Australian men aged 18 to 30, 66% of those who most strongly endorse the rules of the '**Man Box**' (see box below) reported using intimate partner violence, compared with 12% of those who least endorse them. Men who most strongly endorse the rules were also more than 17 times as likely to express violence-supportive attitudes.[8]

What is The Man Box?

The Man Box describes a set of 19 social rules, developed using decades of global research, about how a 'real man' should think and behave. The rules sit under seven pillars: self-sufficiency, acting tough, physical attractiveness, rigid gender roles, homophobia and transphobia, hypersexuality, and aggression and control. Examples include "a man who talks a lot about his worries, fears, and problems shouldn't really get respect" and "men should use violence to get respect if necessary". Jesuit Social Services has used the Man Box to survey Australian men since 2018.[9]

4. Most men reject rigid norms, but many think other men hold them, and this belief keeps them silent.

On average, 37% of men aged 18 to 30 perceive pressure to conform to **Man Box** rules, while only 26% personally agree with them.[10] This gap keeps many men silent when other men show disrespect. The most common barriers to speaking up are fear of negative consequences and not knowing what to say.[11] Programs can close this gap among men by showing how widely other men share their equitable views and by building the skills and confidence to act on them. Among boys, programs can help prevent the gap forming in the first place.

5. Overall attitudes improved to 2021, but adolescent boys are now the group of most concern.

The 2021 National Community Attitudes towards Violence against Women Survey found slow but statistically significant improvement in understanding of violence and rejection of gender inequality since 2013.[12] More recent studies agree that teenage boys hold the most concerning views. In a 2026 University of Melbourne survey, one in four teenage boys agreed that feminism should be resisted with violence.[13] In a 2026 Monash University survey of more than 2,600 teachers, half reported an increase in gendered violence among students, and 70% have noticed the influence of manosphere ideas on student attitudes and behaviour in the past 12 months.[14]

6. Norms form in early adolescence, and online content now accelerates them.

Gender stereotypes become firmly rooted between the ages of 10 and 14.[15] Platforms push misogynistic content to teenage boys within minutes of downloading an app (rather than them seeking it), even when their accounts begin with generic interests such as fitness or video game content.[16] Nearly two-thirds of young men aged 16 to 25 in Australia, the United Kingdom and the United States report regularly engaging with at least one masculinity influencer.[17]

About current programs

1. Features of effective approaches.

Australian and international evidence points to six features of effective programs:

- **Gender-transformative content** — programs that question rigid gender norms and unequal power show the most promise for preventing violence.[18] A 2023 meta-analysis of 27 trials found that such programs reduced women's odds of experiencing intimate partner violence[19]

- **Duration** — multi-session and sustained programs are more likely to produce lasting change than one-off sessions.[20] The only Australian randomised trial of a masculinities workshop tested a single two-hour session and found no change in its main measure[21]
- **Embedding** — the strongest programs sit inside a school, team, workplace or community and work with boys and the adults around them, rather than visiting as a standalone session[22]
- **Peer and bystander approaches within broader programs** — including methods that help boys and men become willing, capable and confident to speak up safely - as part of broader programs - acts on the peer pressure that sustains rigid norms[23]
- **Accountability to women's safety expertise** — work with men and boys should be accountable to women's safety organisations[24]
- **Measuring behaviour as well as attitudes** — programs can change behaviour without changing measured attitudes, and the reverse[25]

2. Risks and issues in current approaches.

Approaches that carry risk include awareness-raising on its own[26], single short sessions presented as the whole program, messages that tell boys to 'man up' or be a 'real man'[27], shaming responses, and wellbeing programs presented as violence prevention without addressing power and entitlement.[28] Hard-line responses, such as confronting boys or attacking the influencers they follow, can entrench boys' views and alienate them.[29]

3. Gaps in current approaches.

Most Australian delivery takes the form of short school workshops, and many programs measure wellbeing and help-seeking rather than outcomes linked to women's safety.[30] Few programs reach young men after they leave school, fathers or boys' online lives, and few have been comprehensively evaluated.[31] Australia has no agreed definition of the outcome and no Australian validated measures for it.[32]

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APPLICATION PACK — SECTION FOUR

Application Questions

Application questions

Questions listed below for review prior to completing online - click here

Contacts for this application

- **Primary contact for this application** (name, position, email, phone)
- **CEO or equivalent** (name, email, phone) — if different from the primary contact

***if applying as a collaboration, only provide details of LEAD applicant.**

About your organisation

1. **Legal name**

2. **Australian Business Number (ABN)**

3. **What is your legal structure?** (select one)
   - ○ Registered charity
   - ○ Non-charitable not-for-profit
   - ○ Government organisation
   - ○ For-profit

4. **Do you hold Deductible Gift Recipient (DGR) status?**
   DGR status is not required but is useful information for us.
   - ○ Yes
   - ○ No

5. **Address**

6. **Website** (if you have one)

7. **Financials for FY2026 (1 July 2025 – 30 June 2026)**
   We understand FY2026 figures may not yet be audited.
   - **a.** Total revenue
   - **b.** Percentage from government (all levels combined)
   - **c.** Retained earnings

8 **For a typical year, please note your main sources of income and their approximate percentage split of total income.** (100-word limit)

i.e. Government (all levels combined) fundraising, trading, government, philanthropy, etc.

9 **Please outline your governance** (100-word limit)

Board composition including gender split, meeting cycles, sub-committees.

> **Optional field**
>
> Please include a link to your Board of Directors if available.

10 **Is this a collaborative application?**

- ☐ Yes

> **If Yes:**
>
> **Please list the other partner organisations and their roles** (100-word limit)

- ☐ No

About the work you are seeking funding for

1 **What describes the work you are seeking funding for?** (tick which apply)

- ☐ **Direct work with adults who influence boys and young men**

  If selected: (tick which apply)

  - ☐ Understanding/exploring masculinity norms
  - ☐ Skills to speak up confidently and safely among other men
  - ☐ Digital and algorithmic literacy
  - ☐ Social media influencer/ content-creator-based work

- ☐ **Direct work with boys and young men aged 12 to 25**

  If selected: (tick which apply)

  - ☐ Understanding/exploring masculinity norms
  - ☐ Skills to speak up confidently and safely among other boys and young men
  - ☐ Digital and algorithmic literacy
  - ☐ Social media influencer/ content-creator-based work

- ☐ **System-strengthening work for violence prevention**

  If selected: (tick which apply)

  - ☐ Workforce capability
  - ☐ Evidence and advocacy for policy and institutional change
  - ☐ Australian measures and evidence

2 **What best describes how the work is delivered?**

- ☐ National-level
- ☐ State-level
  - ☐ ACT ☐ NSW ☐ NT ☐ QLD
  - ☐ SA ☐ TAS ☐ VIC ☐ WA
- ☐ Community-level

  Include all locations. Maximum 100 words.

3 **Please provide an overview of the work and how it is delivered.** (250-word limit)

Include high level details about: What will happen and in what settings? How often and for how long? Who will be involved, including how many people?

4 **File upload** (optional) — please attach your Theory of Change or program logic.

5 **How is the work gender transformative and how does it promote equality?** (200-word limit)

See the Funding Guidelines for what we mean by gender transformative. You do not need to use this term, please use your own words.

6 **How do you approach topics relating to gender and masculinity with boys and men?** (150-word limit)

7 **How is your work informed by and in touch with women's safety and violence prevention expertise?** (100-word limit)

8 **Which of the outcomes from our Theory of Change does the work set out to achieve?** (tick all which apply)

By applying, we understand you are willing to share de-identified data on one or more of these outcomes with Snow Foundation. There will be support available to help you set this up, if required.

- ☐ The gap closes between men's own attitudes and what they believe other men think about gender
- ☐ Men and boys are capable and confident to take action
- ☐ Schools, clubs and workplaces change adult behaviour, policy and practice
- ☐ There are more gender-equitable role models and content online

9 **Is this part of the core work of your organisation or a specific/standalone project?**

- ☐ Core work
- ☐ Specific project

  If Specific project:

  9a. **What is your purpose as an organisation and the main things you do?** (100-word limit)

10 **What best describes where this work is currently at?**

- [ ] This work is already underway. Support from Snow Foundation will help expand or build on it.

  If this work is already underway:

  10a. **How many people did this work reach in the last 12 months and what are your headline results so far?** (100-word limit)

  10b. **What data do you collect to measure outcomes, and have your results been independently verified?** (100-word limit)

  Please list the tools and surveys you use and attach any independent evaluations. Maximum 100 words.

- [ ] This is new work that we see need and opportunity for. Support from Snow Foundation will help get it started.

  If this is new work:

  10a. **What relevant work have you already done and what are your headline results?** (100-word limit)

  10b. **What data do you collect to measure outcomes, and have your results been independently verified?** (100-word limit)

  Please list the tools and surveys you use and include a link to any independent evaluation.

  Optional upload

  Please attach independent evaluation.

11 **What funding do you already have for this work, and from whom? How much are you requesting from Snow Foundation and how would you use it? What change could you achieve with our support?** (200-word limit)

12 **Beyond funding, what capacity do you have to deliver the work? And how are men involved?** (200-word limit)

i.e. Expertise, systems, staff, facilitator training and supervision, participant safety and safeguarding protocols, relationships and partnerships.

13 **How do participants, and people with lived experience, shape your work? How do you know participants value it?** (150-word limit)

e.g. co-design, advisory groups, waiting lists, retention rates, feedback

14 **What opportunities do you have to influence change beyond your own work?** (100-word limit)

15 **What are the risks of this work and how you will manage them?** (150-word limit)

16 **Is there anything you would like to add?** (100-word limit)

Declaration

The applicant organisation declares that:

- ☐ Any work funded through this partnership will be delivered in Australia
- ☐ It is up to date with all regulatory reporting (e.g. ACNC, ORIC, ASIC or state regulator)
- ☐ It holds or will obtain all necessary approvals to undertake the work i.e child safety and ethics approval
- ☐ It has safeguarding and participant safety protocols in place suited to the cohort
- ☐ It is willing to take part in impact measurement and independent evaluation, including sharing de-identified participant and outcomes data
- ☐ It is willing to participate in collaborative sessions with Snow Foundation and other partners
- ☐ It understands the application will be stored by Snow Foundation for assessment purposes.
- ☐ It understands the application may be reviewed by external advisers as part of the assessment process.
- ☐ It understands the application may be shared with other foundations interested in this work.

- The information in this application is accurate and I am authorised to submit it on behalf of the organisation.

Name, position and date:

_____

☐ I have read and agree to the Privacy Policy.

Snow Foundation

Positive Masculinities

Partnership Round

APPLICATION PACK — SECTION FIVE

Frequently Asked Questions

Applications close	Friday 11 December 2026, 5pm AEDT
Contact:	positivemasculinities@snowfoundation.org.au

Eligibility

1. Who is eligible to apply?

Registered charities, not-for-profit organisations and for-profit organisations may apply. Applicants must:

- hold an Australian Business Number (ABN)
- use Snow Foundation funding for activities that advance equality and are delivered in Australia
- have annual revenue of less than $10 million in FY2025–26, with government funding accounting for less than 50 per cent
- hold, or be able to obtain, all approvals needed to undertake the work, such as child-safety and ethics approvals where relevant.

2. Do I need DGR status or charity registration?

No. DGR status and charity registration are not required.

3. Can a partnership or collaboration apply?

Yes. Collaborations are encouraged. One eligible organisation must act as the lead applicant and be responsible for receiving, administering, and reporting on the use of funding.

4. Does my organisation need to be led by men?

No. Organisations do not need to be led by men. However, the assessment includes a preference for men being meaningfully involved in the leadership and/or delivery of the work.

5. Should I apply for core organisational work or a specific project?

Either. An application may relate to core organisational work or a specific project, provided the proposed work meets the eligibility requirements and aligns with the Funding Guidelines.

6. Can I apply for new work that doesn't have a track record?

Yes. We welcome promising, emerging and frontier work, including new, evidence-informed approaches. Applicants should explain the need or opportunity, the evidence informing their approach and any relevant experience or results.

7. Do I need to work in Canberra or other locations important to Snow Foundation?

No. This partnership round is part of our national work. The work does not have to be based in one of Snow Foundation's 'places'.

8. What will not be funded?

To focus available resources on violence prevention, this round will not fund:

- behaviour-change programs for men who have already used violence
- men's wellbeing or mental health programs that are not explicitly about preventing violence
- crisis services, refuge, casework or clinical treatment
- one-off awareness campaigns, single events or standalone media products.

Funding available

9. How much funding is available?

We expect to partner with approximately 7 to 12 organisations, with grants of up to $250,000 per year for 3 to 5 years. Funding amounts will be determined according to each organisation's circumstances and the proposed work.

10. Can my project cost more than $250,000 per year?

Yes. Your total project cost can be higher. We do not expect to be the only source of income.

Applying

11. How do I apply?

Apply through the online form linked from the Snow Foundation website. Before applying, please read the application pack: Our Approach, Funding Guidelines, Research Summary and these FAQs. The Application Form document lists all questions so you can prepare your responses before entering them online.

12. What if I can't make the deadline?

The application is due at 5pm AEDT Friday December 11, 2026. The application form will close after this time.

13. Can I talk to someone from Snow Foundation before I apply?

If you have specific questions, please email us. We will endeavour to get back to you within two business days.

14. Can I submit more than one application?

We are seeking a range of partners and work in our portfolio. You can only submit one application for your organisation. However, you may also apply as part of a collaborative application.

15. Can I attach supporting documents?

Please complete the online application form. You may optionally upload a theory of change or program logic. We will contact you if we need further information.

16. Can I save the application and return to it?

Yes. You can save your progress. A link will be sent to your email so you can return to the application before the closing date.

17. Can I edit an application after submitting it, and what happens if I have technical issues?

Once submitted, your application cannot be edited. If you experience a technical issue while applying or realise you have submitted something incorrectly, please email us and we will do our best to help.

18. Will I get a copy of my submission?

Yes. Once you submit, you will get a confirmation email with a copy of your answers.

Assessment and outcome

19. How will my application be assessed?

Applications will be assessed across three areas: alignment with the round's aims and Theory of Change; organisational strengths; and potential for impact. The specific assessment factors are set out in the Funding Guidelines.

Snow Foundation will undertake screening and due diligence with support from subject-matter experts and may request further information or a meeting during assessment. Partnership decisions are based on the Funding Guidelines, assessment criteria and the aims for the portfolio.

20. What happens if I am shortlisted?

We will invite you to have a meeting. We will ask you to send us a budget and your financial statements beforehand. We may also ask for other information.

21. What does a meeting with Snow Foundation look like?

A meeting helps us get to know you, your organisation and project better. It's also an opportunity for you to get to know us, and ask us questions. Think of it more as a dialogue than an interview.

22. How and when will I be notified if my application is successful?

Successful applicants will be notified by May 2027. Shortlisted applicants will be contacted earlier and asked to meet with Snow Foundation between March and May 2027.

23. Will I be notified if I am not successful?

Yes. All applicants will hear from us by May 2027, if not before.

24. Can I get feedback on my application?

If you would like feedback, please email us. We will try to provide feedback, depending on demand and our capacity.

If my application is successful

25. When can I expect to receive the funding?

We aim to have the first donation to partners by June 2027.

26. What reporting does Snow Foundation require?

Partners are requested to provide annual reporting and share relevant outcomes data for impact measurement and learning.

27. Do I need to measure impact?

Snow Foundation will work with successful applicants and independent specialist, ForsythClement, to implement an Impact Measurement Framework based on our Theory of Change. Snow Foundation will cover onboarding and platform costs during the funding period.

28. Do I need to organise evaluation?

Snow Foundation will commission independent evaluation. The design will be determined with the input of partner organisations, where possible using data gathered through the impact measurement and reporting process.

29. Will I meet the other partners if successful?

We aim to bring partners together for exchange, learning, collective advocacy and joint work. How this looks in practice will be developed alongside partners.

These FAQs provide general guidance. All applications will be reviewed, and Snow Foundation reserves the right to fund outside the guidelines.