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.