

MARDI GRAS AND GOOGLE PARADE GRANTS

Applications are now open for the Mardi Gras and Google Parade Grants in 2021, designed to support parade entries that make a significant and meaningful contribution to the LGBTQI+ community by awarding grants of \$2,000 to not-for-profit organisations, charities, community groups and individuals.

SUBMISSIONS OPEN: 9am AEST on Monday, 14 November 2020

SUBMISSIONS CLOSE: 11:59pm AEST on Sunday, 3 January 2021

GENERAL INFORMATION

Please ensure that you read the Terms & Conditions before applying for a grant – as submitting an application constitutes acceptance of the Terms & Conditions, they are available for download [here](#) and on the Mardi Gras website.

WHO CAN APPLY

Not for profit organisations, community groups and individuals whose application to march in the 2021 parade has been successful.

CRITERIA

Mardi Gras Parade Grants will be assessed on the following criteria:

- Benefit that the Parade entry brings to the LGBTQI community
- Demonstrated capacity for the applicant to deliver the entry
- Demonstrated budgeting and project planning

ENVIRONMENTAL FACTORS

- Ensuring grants are distributed equitably across the lesbian, gay, bisexual, transgender, queer and intersex communities
- Ensuring grants are distributed equitably across a range of locations
- Ensuring grants are distributed equitably across a range of intersecting demographics, including race and socioeconomic. First Nations and Aboriginal organisations are encouraged to apply.

GRANTS WILL NOT SUPPORT

An entrant will not be eligible if any of the following apply:

- Are a commercial business activity
- Are a government organisation
- Seeking a grant for any project other than a 2021 Parade entry

WRITING YOUR GRANT SUBMISSION

We recommend that you take the time to thoroughly fill out your application.

Be concise where possible but bear in mind that we need enough detail regarding the impact of your Parade entry to enable the grants committee to make the most informed decision as possible.



The grant budget is limited and unfortunately not all applications can be funded. The grants committee have the difficult task of choosing between many high calibre applications.

Grant submissions can be for the amount of \$2,000.

Please note that a current ABN is required to pay your grant, if successful.

When completing the financial section of your application, please ensure that your expenditure quotes are realistic.

GRANT REQUIREMENTS

All Mardi Gras and Google Parade Grant recipients are required to acknowledge Mardi Gras and Google support in marketing and promotional activity, including social media, using the tag line:

[Organisation or Individual's Name] is a proud recipient of a Mardi Gras and Google Parade Grant.

This may be a line acknowledgement only; logo acknowledgement is not necessary. Grant recipients are required to demonstrate acknowledgement in grant acquittals.

All Mardi Gras Parade Grant Supported by Google recipients are also required to post on either their Facebook or Instagram account to announce their winning of the grant, tagging Google and Sydney Mardi Gras and using the hashtag **#MardiGrasGoogleParadeGrant**.

DEADLINES AND APPROVAL PROCESS

Submissions for grants commence at **9am AEST on Monday, 14 November 2020**, and closes at **11:59pm AEST on Sunday, 3 January 2021**.

Successful applications will be notified of their application outcome and a request of invoice so they can have funds deposited into their account once advice of the grant has been confirmed with the recipient.

Application outcomes will be announced by email during the **week commencing Monday, 11 January 2021**. Winning entrants may also be promoted on Google and Mardi Gras social media channels.

Successful applicants will need to submit a project acquittal within 14 days of receiving the form. Acquittal forms will be sent by SGLMG no longer than 30 days post event.

APPLICATIONS:

Submit your application via the form at the Mardi Gras [website](#).

GRANT APPLICATION QUESTIONS:

Application questions can be viewed below to assist you in preparing your submission as you will not be able to start your application, save it and come back to it.

Part 1: YOUR DETAILS

Q1 – Name

Q2 – Email address

Q3 – Phone Number

Part 2: YOUR ORGANISATIONS DETAILS

Q4 – What is the name of your organisation

Q5 – What is the main purpose of your organisation.

Q5 – What is your organisation's ABN

Q6 – What is your role within this organisation.

Q7 – Please provide the address of the organisation mentioned above

Part 3: YOUR ENTRY

Q8 - What is the theme of your Parade entry, and what is your key message to the Parade audience?

PART 4 – PROJECT DETAILS

Q9 – Provide a project plan detailing the process and key timeline for completing your parade entry.

Q10 – Identify how the grant funds are to be spent and how this will improve your Parade entry.

PART 5 – SUPPORTING DOCUMENTATION

Q11 – Provide an itemised project budget (see optional template below)

Q12 – Provide any designs or images

Q13 – Provide any additional supporting documents that you feel will strengthen your application

PART 6: ADDITIONAL INFORMATION

Q14 – Does your organisation have a social media account? If so, please share the link(s).

Q15- How did you hear about this grants program?

- Email
- Online (not social media)
- Social Media (Facebook, Instagram & Twitter)
- Mardi Gras website
- Entered previously
- Other (please describe)

OPTIONAL BUDGET TEMPLATE

An itemised budget as per template below, including details of all income and expenditure for your project, including the amount you are applying for from the Mardi Gras Parade Grant.

BUDGET Template:

*Your budget must be itemised so if you decide to use the below template you will need to add additional headings and rows to provide a complete itemised budget.

Your Organisation Name:		
INCOME		DOLLAR AMOUNT \$
1	Cash contribution from the applicant / organisation	
2	Other confirmed funding from (itemise where indicated and include letters of confirmation where relevant). • •	
3	Other applied for but unconfirmed funding from (itemise where indicated). • •	
4	Other sources of income relevant to the project (itemise) • •	
5	In-kind* contributions (itemise) • •	
TOTAL INCOME		
EXPENDITURE		
1	Equipment (itemise) • •	
2	Salaries and fees (specify payees)	
3	Overheads (rent, electricity etc) (itemise) • •	
4	Other projected costs (itemise) • •	
TOTAL EXPENDITURE		
TOTAL		

*In-kind contributions are the non-cash contributions of equipment, materials, time, services, free accommodation etc. An estimated value should be given for each item. In-kind contributions should be listed as both an income and an expense item.